

5 Questions to Inspire your Audience to Action:

Where am I now and where do I want to go?

To accomplish positive change we must begin by assessing where we are now and deciding we don't want to stay there. With practical and realistic optimism we determine where we want to go and commit to taking aspirational yet achievable steps to meet our goal. The distance between our current situation and final goal will determine the number and size of our steps.

Why do I want to take action?

People accomplish goals that solve problems and match personal desires, values, and beliefs. Make a list of reasons for taking action. What is the why behind your goal? When the benefits of change outweigh the costs, taking action is easier and faces less resistance. The more important the goal, the greater the likelihood of reaching it.

What needs to change?

If nothing changes, we stay where we started. To reach the desired destination will require change. What needs to be different? Make a list of potential action steps and determine which ones fulfill these criteria: 1) they are meaningful, in other words, you want to do them; 2) they are easily implemented in your life; and 3) they can be sustained over time.

Who can help?

Identify a support system of people who will encourage rather than undermine efforts for change. This can include an accountability group, a mentor, a family member, or a friend. Supporters serve as sounding boards for ideas, frustrations, and questions. They believe in you when you're discouraged or progress is slow. Supporters promote a positive mindset.

When will I take steps toward my goal?

Taking action requires more than goals and action steps. It requires a plan with a timeline for taking action. It needs a system for monitoring progress. It needs ongoing evaluation to recognize both achievements and setbacks. When progress is thwarted, it acknowledges the need to modify approaches for greater success. When progress is accomplished, it celebrates.