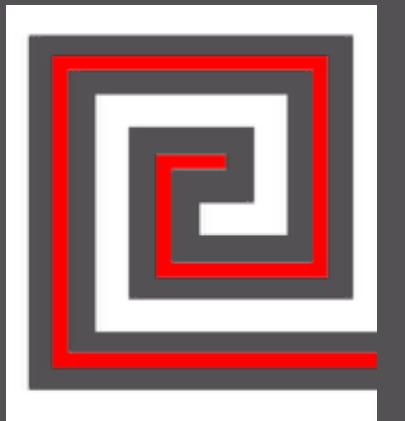
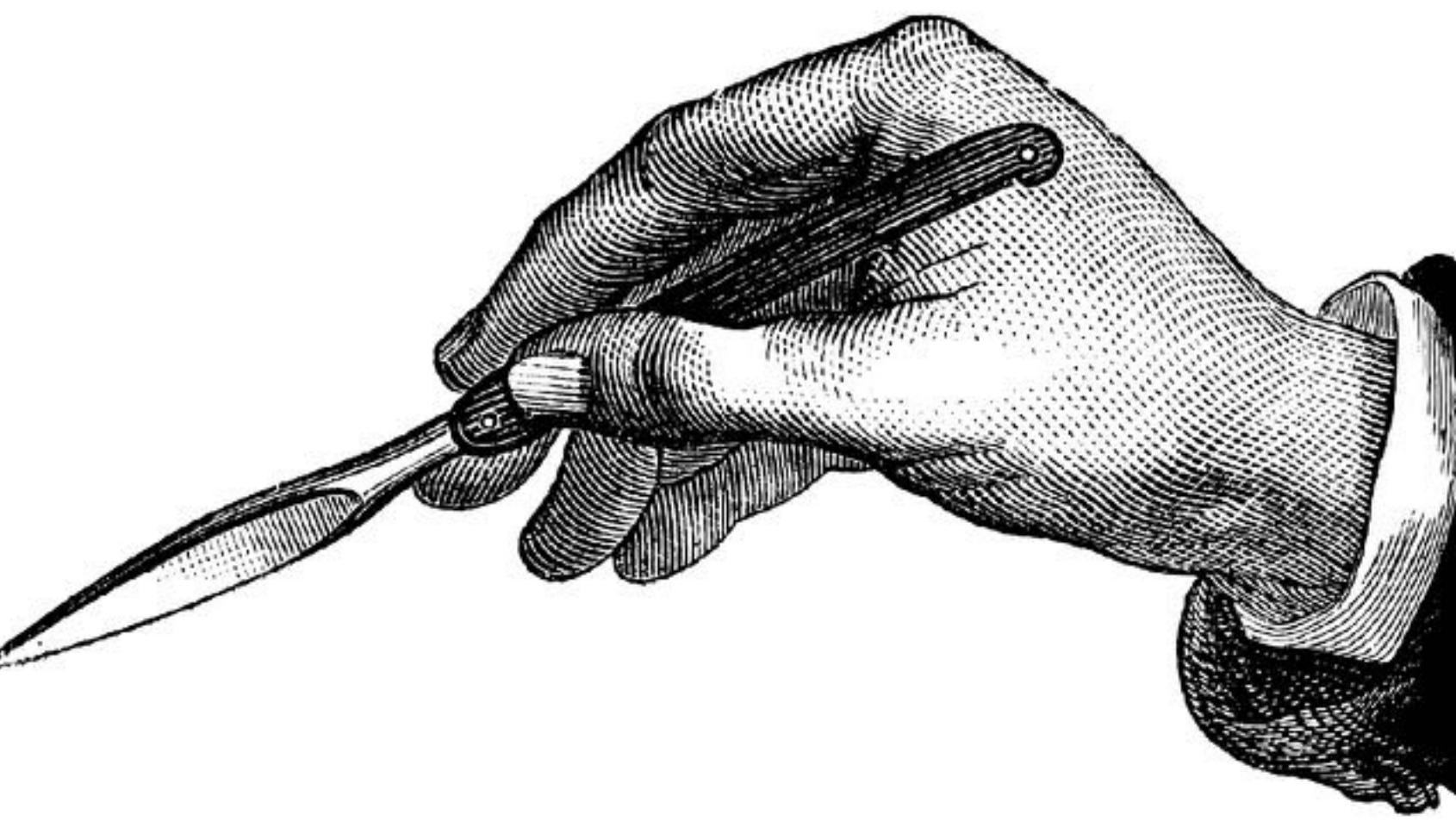


Find Your Red Thread

Tamsen Webster
tamsenwebster.com
@tamadear







Spread the idea.



A photograph of a woman with short hair, wearing a dark blazer and skirt, standing on a circular red carpet on a stage. She is gesturing with her hands as if speaking. Behind her is a large screen displaying a graphic of three vertical bars in shades of red and orange. The top bar has a white cross on it, and the middle bar has a white plus sign. The stage floor is a polished wood. In the foreground, the dark silhouettes of audience members are visible, looking towards the stage.

Change a mind,
change the world.

Content ≠ clarity.

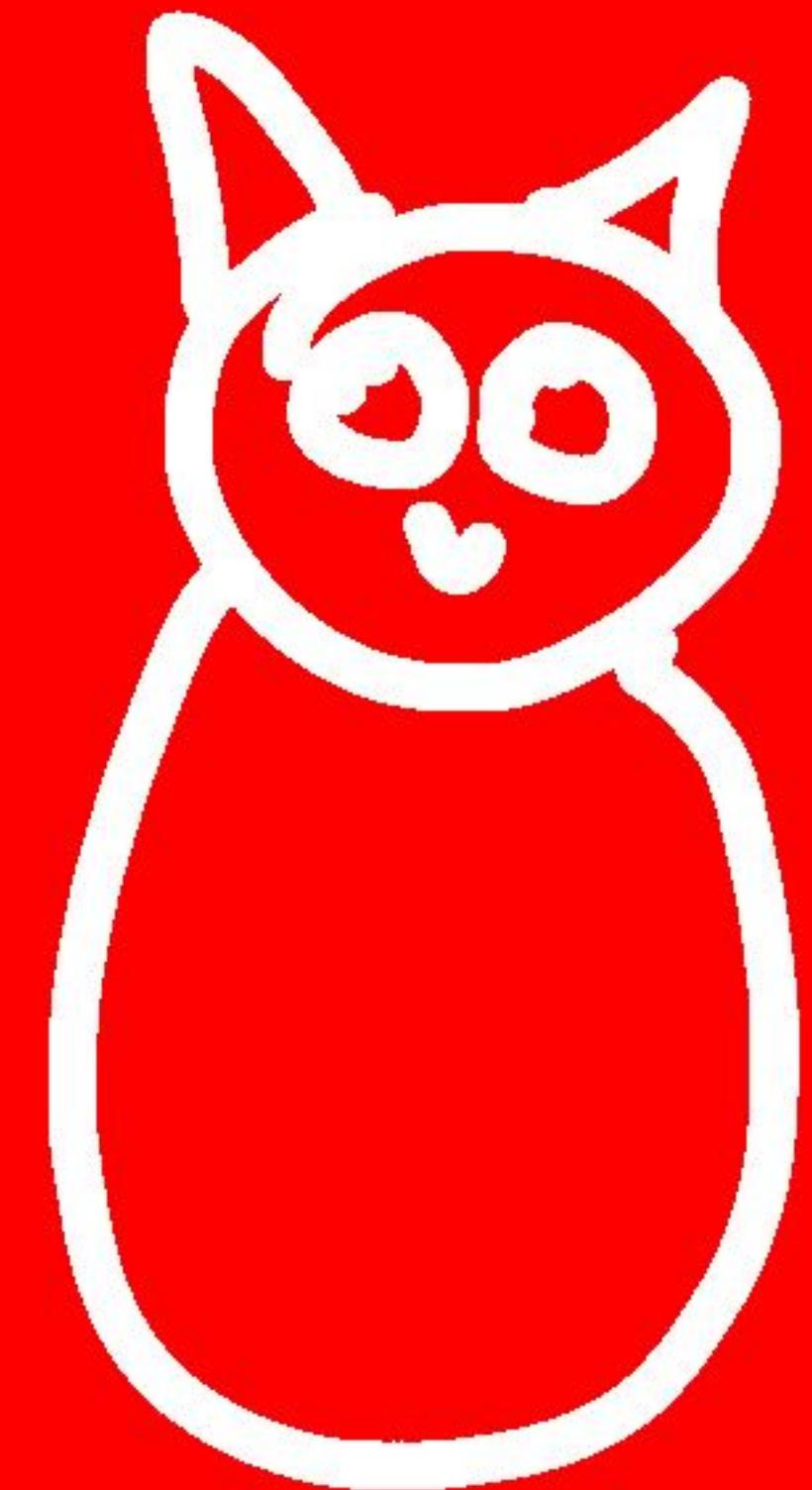


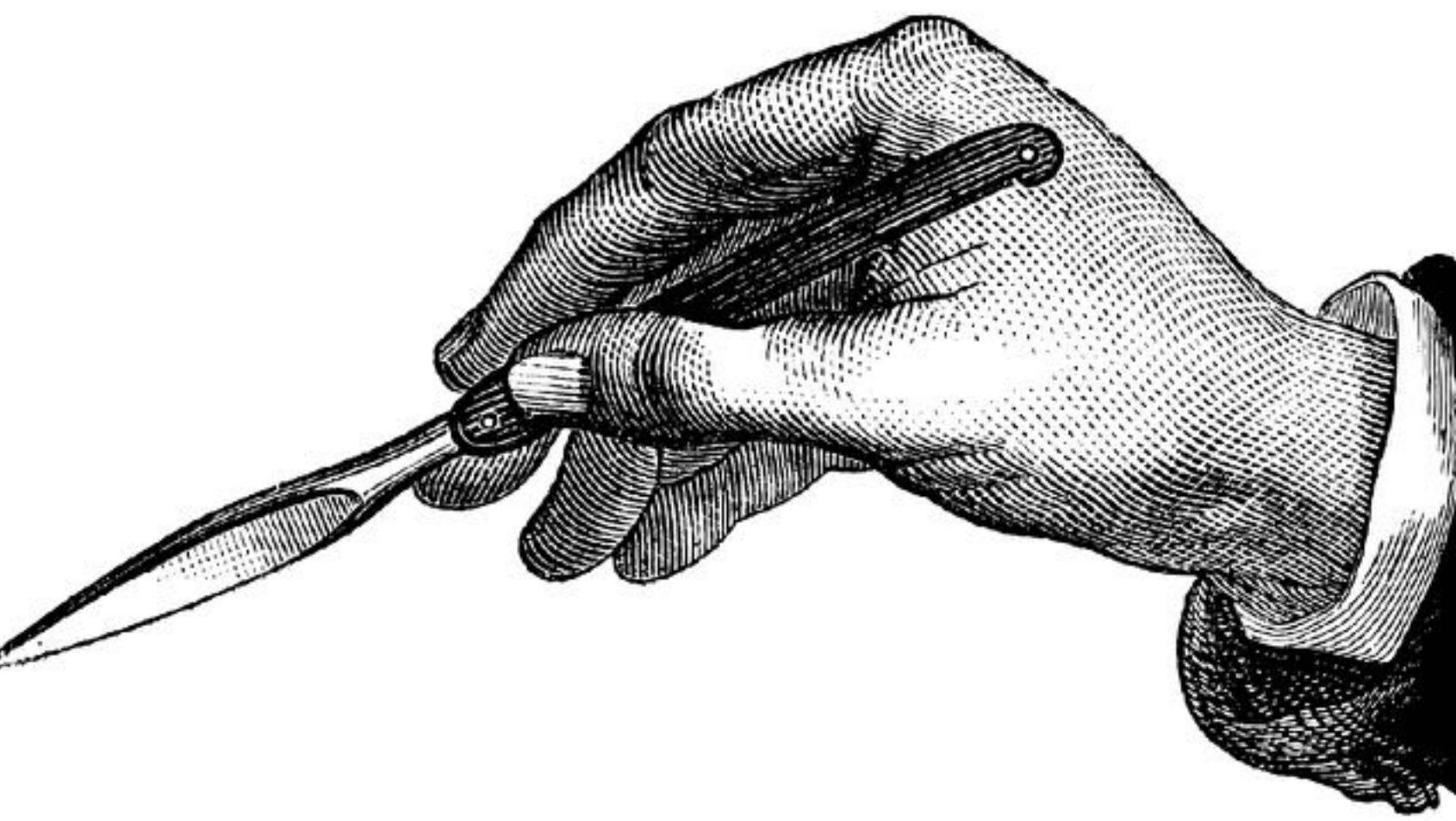
Curse of Knowledge

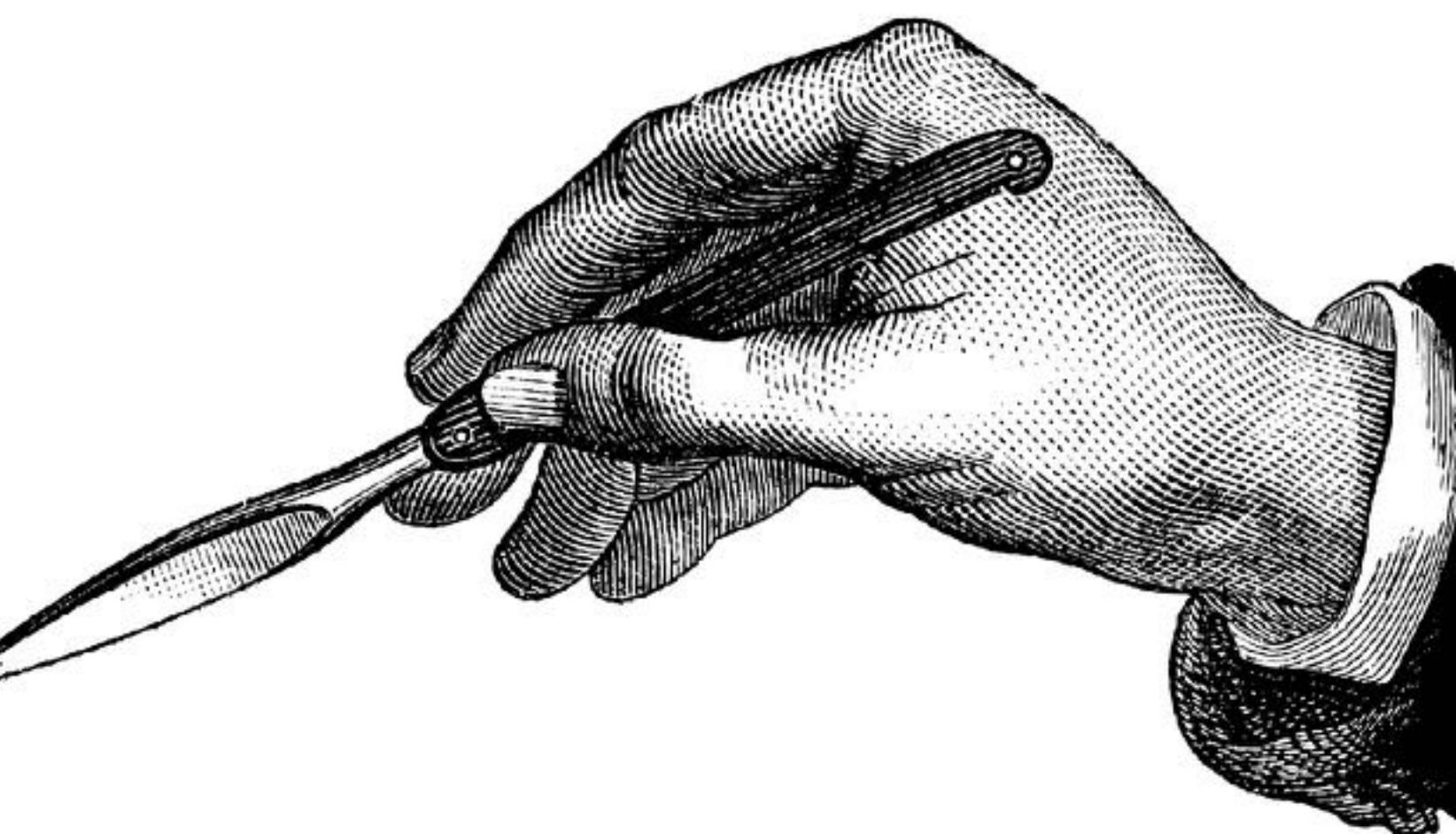


Clarity is the
eye of the beholder.

Clarity is the
eye of the beholder.







Recreate the conditions.



The Red Thread.

**Context.
Concept.
Construction.
Communication.**

Context

Context

WHO are you for?
What do you want them to **KNOW**?
What do you want them to **DO**?

Context WHO

I'm for [category of people]
who want [X],
value [Y], but
struggle with [Z]

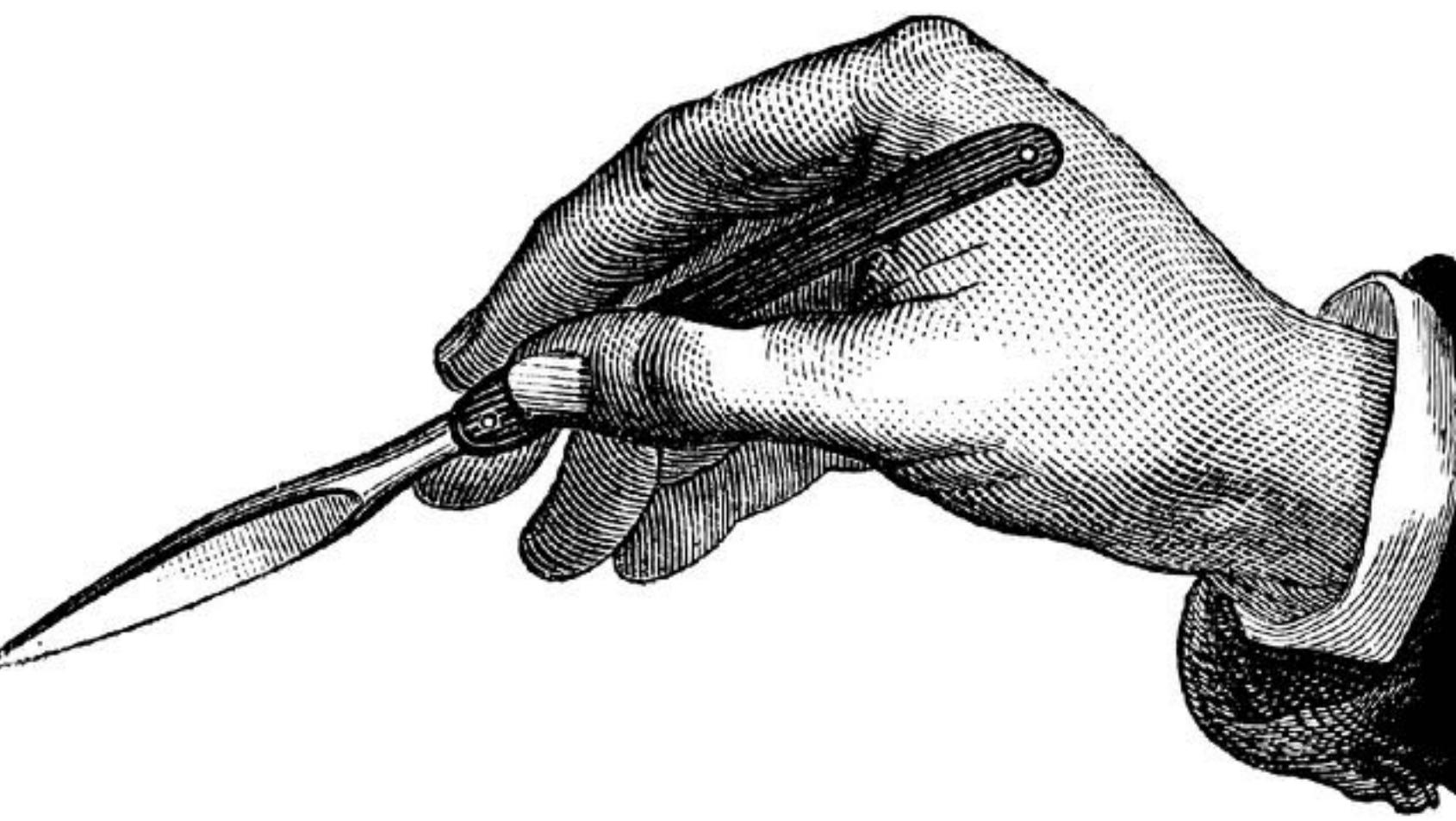
**The narrower the focus the
broader the reach.**

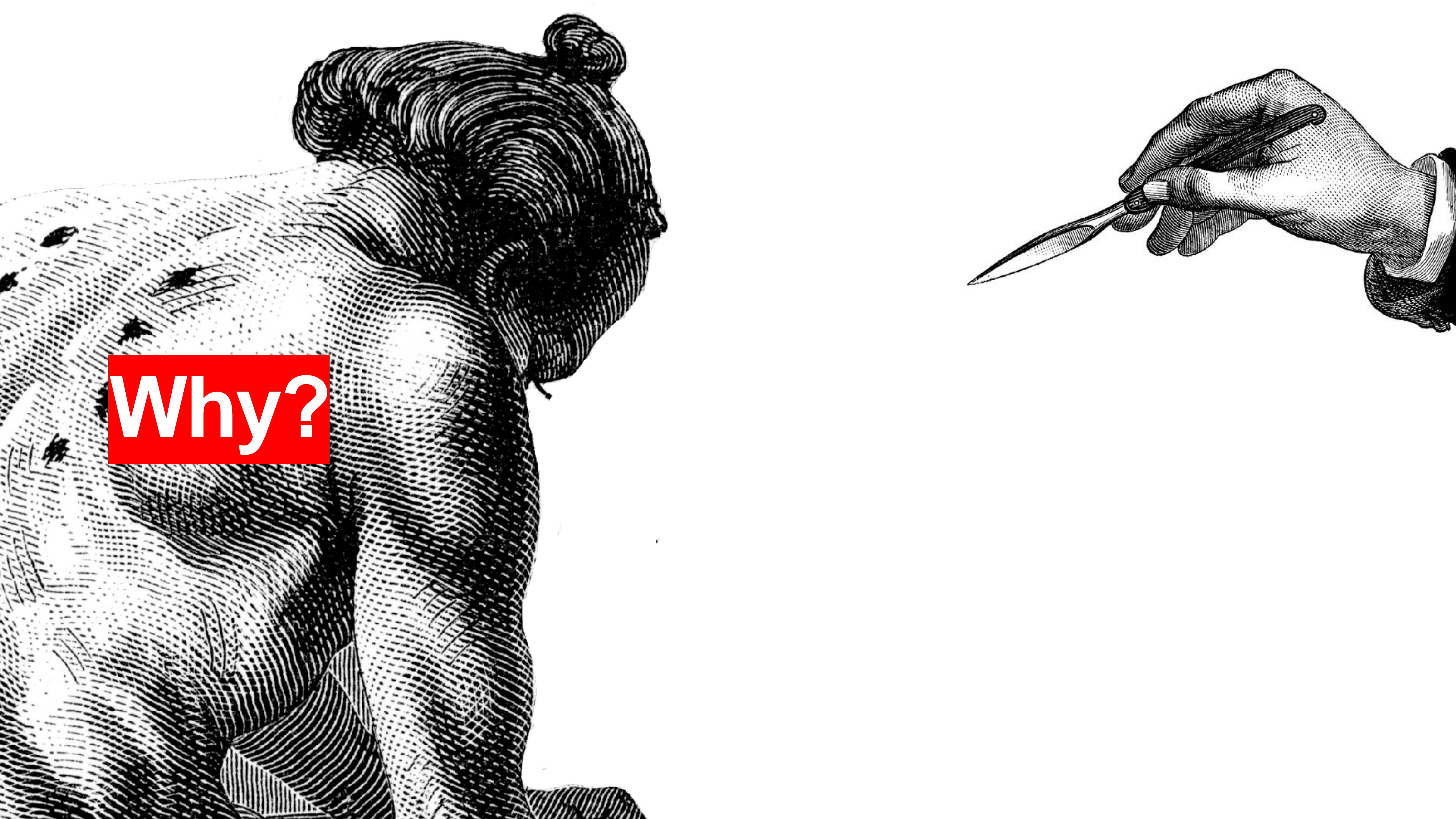
Context

WHO are you for?
What do you want them to **KNOW**?
What do you want them to **DO**?

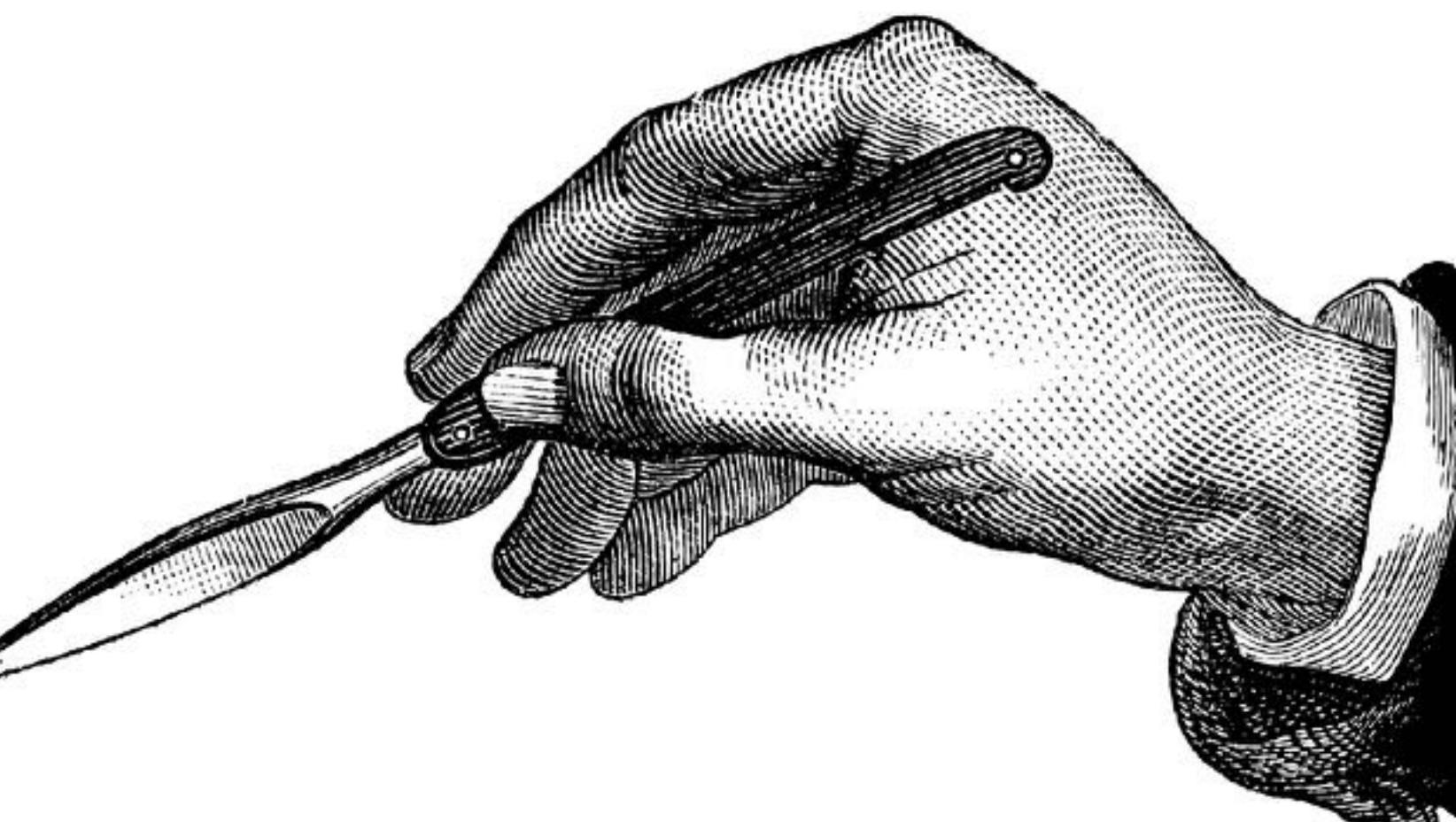
Concept

**Comprehension comes from
questions.**



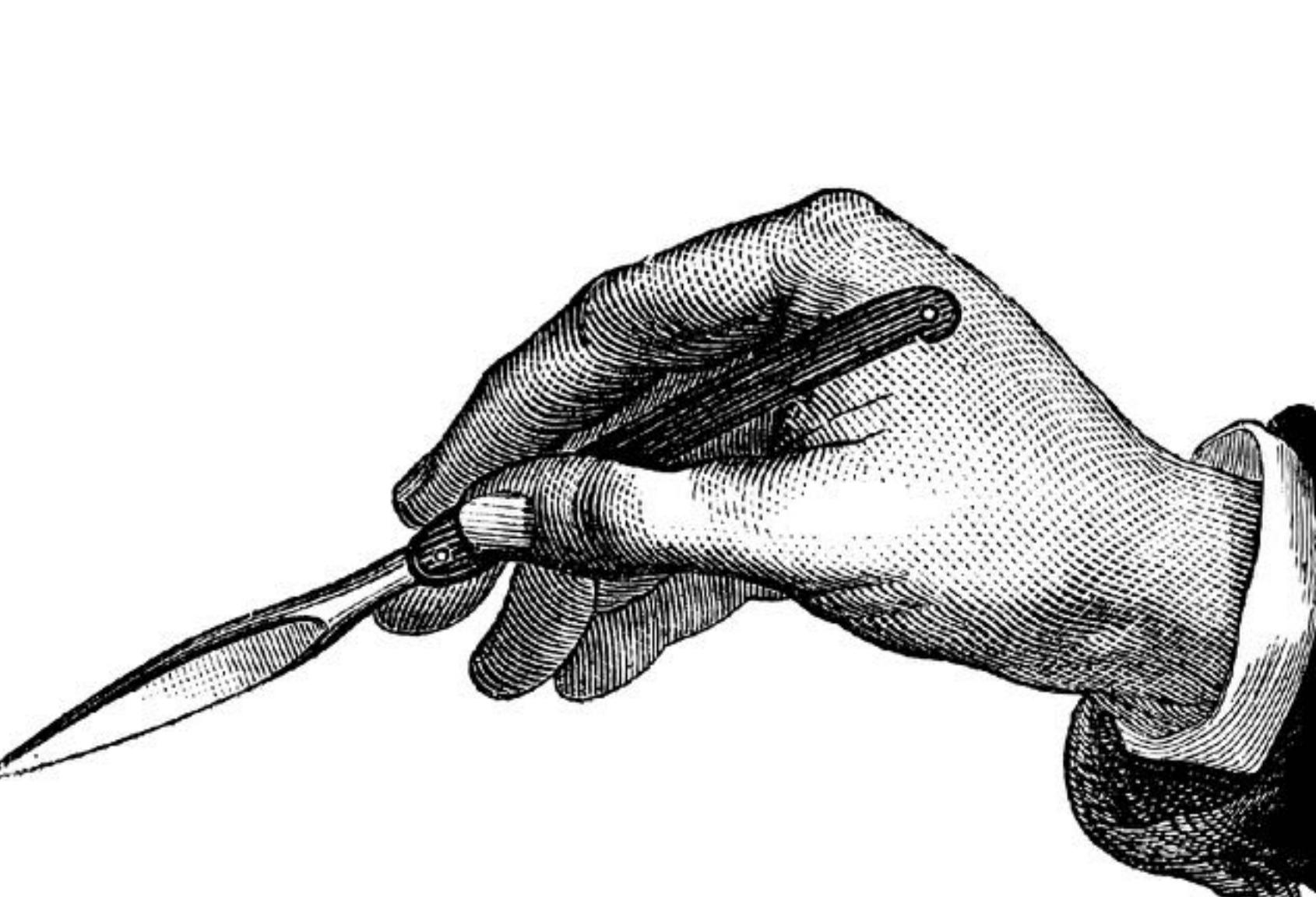


Why?





Why?

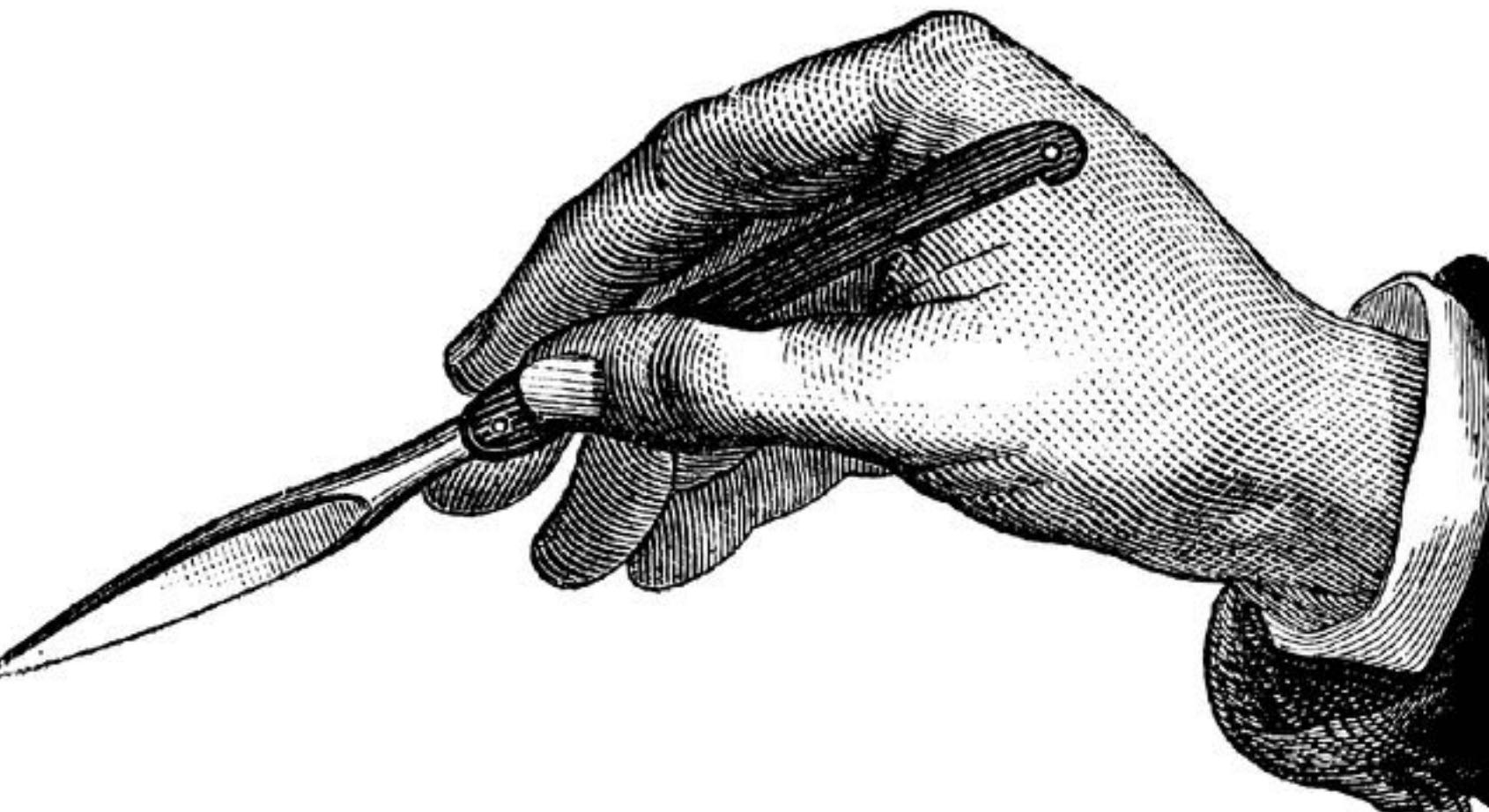


What now?



Why?

What now?



How?

Why?

**What
now?**

How?

Why?

**What
now?**

How?

CHANGE

Why?

**What
now?**

How?

PROBLEM

CHANGE

Why?

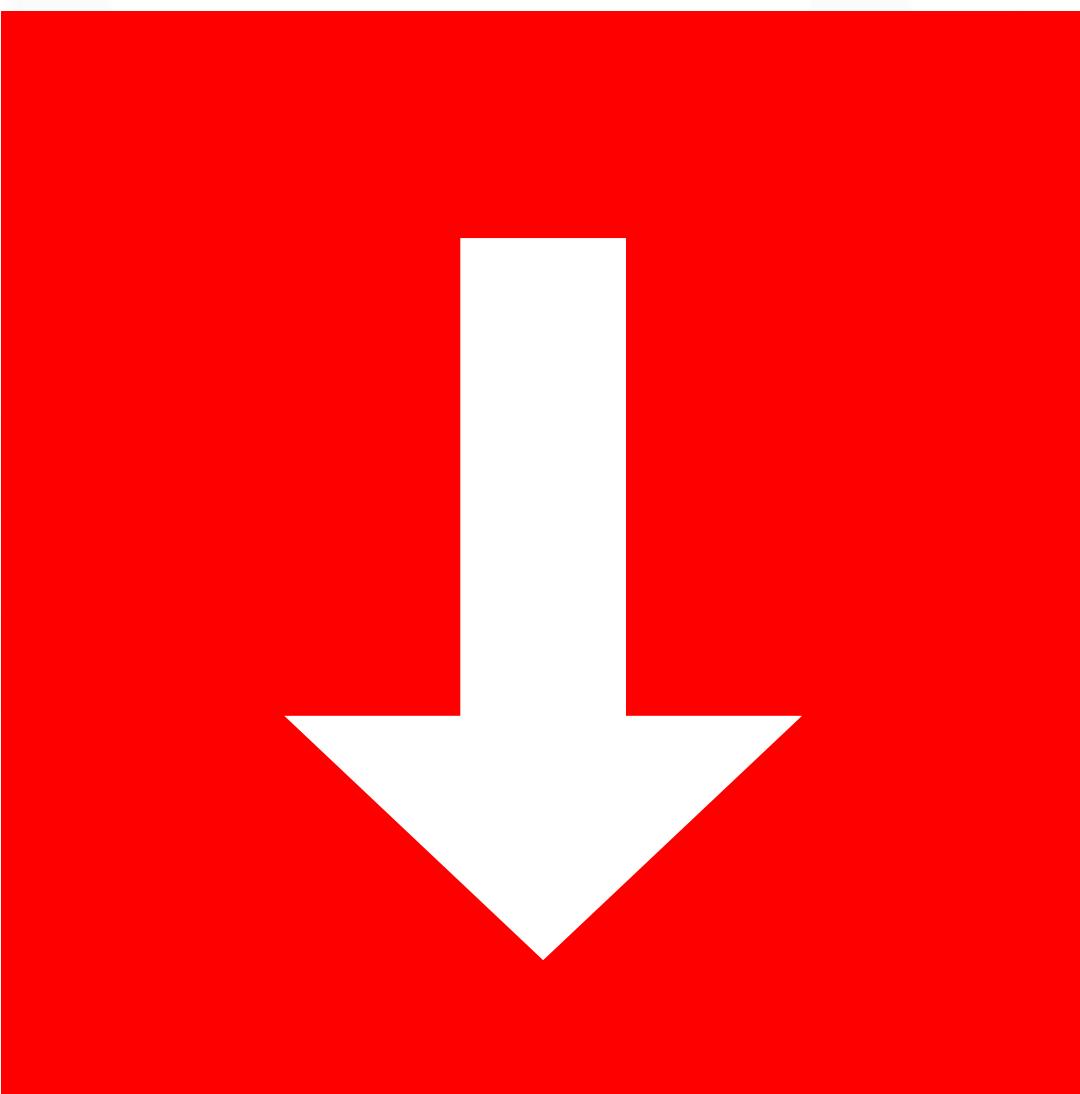
PROBLEM

**What
now?**

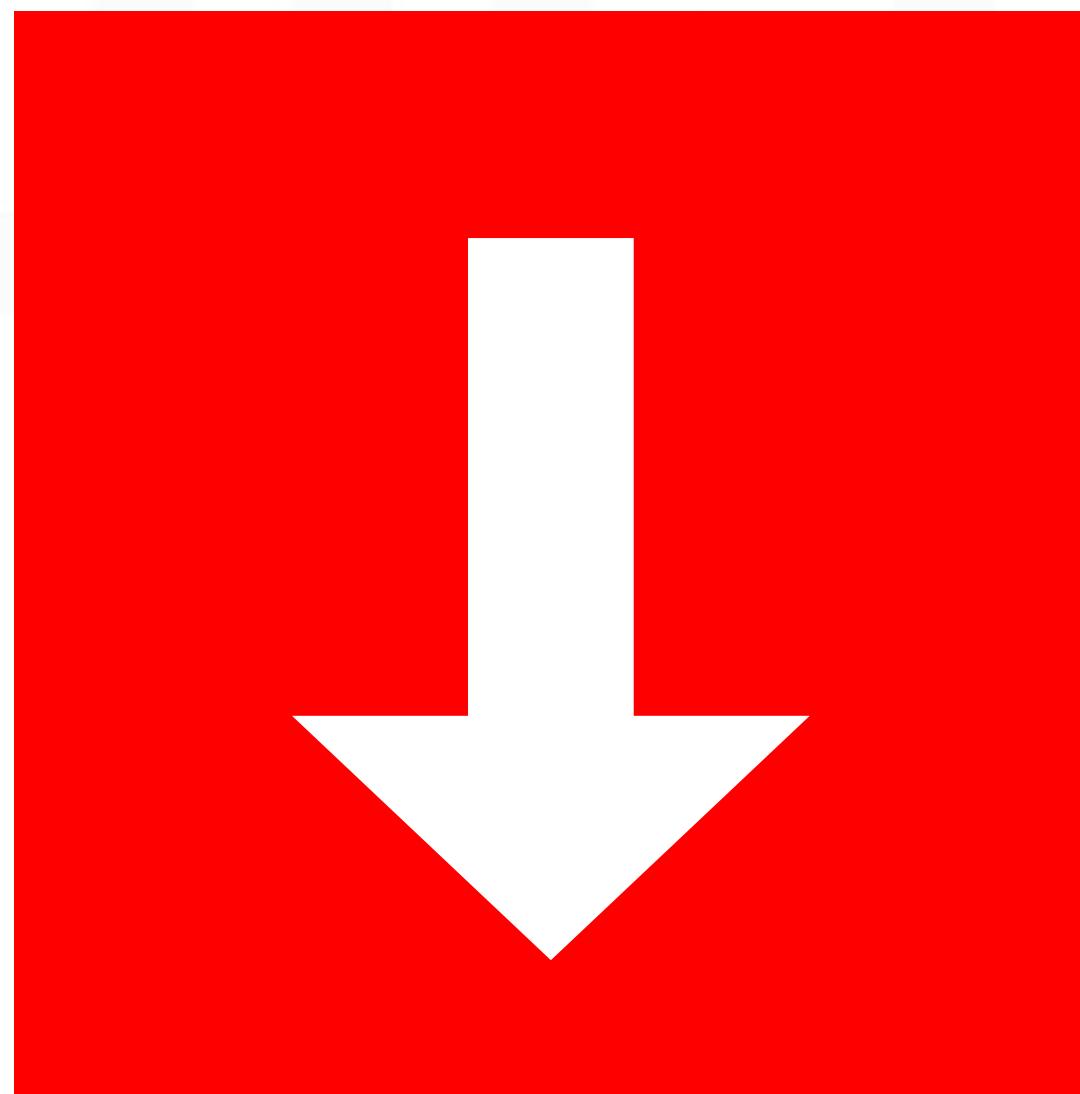
IDEA

How?

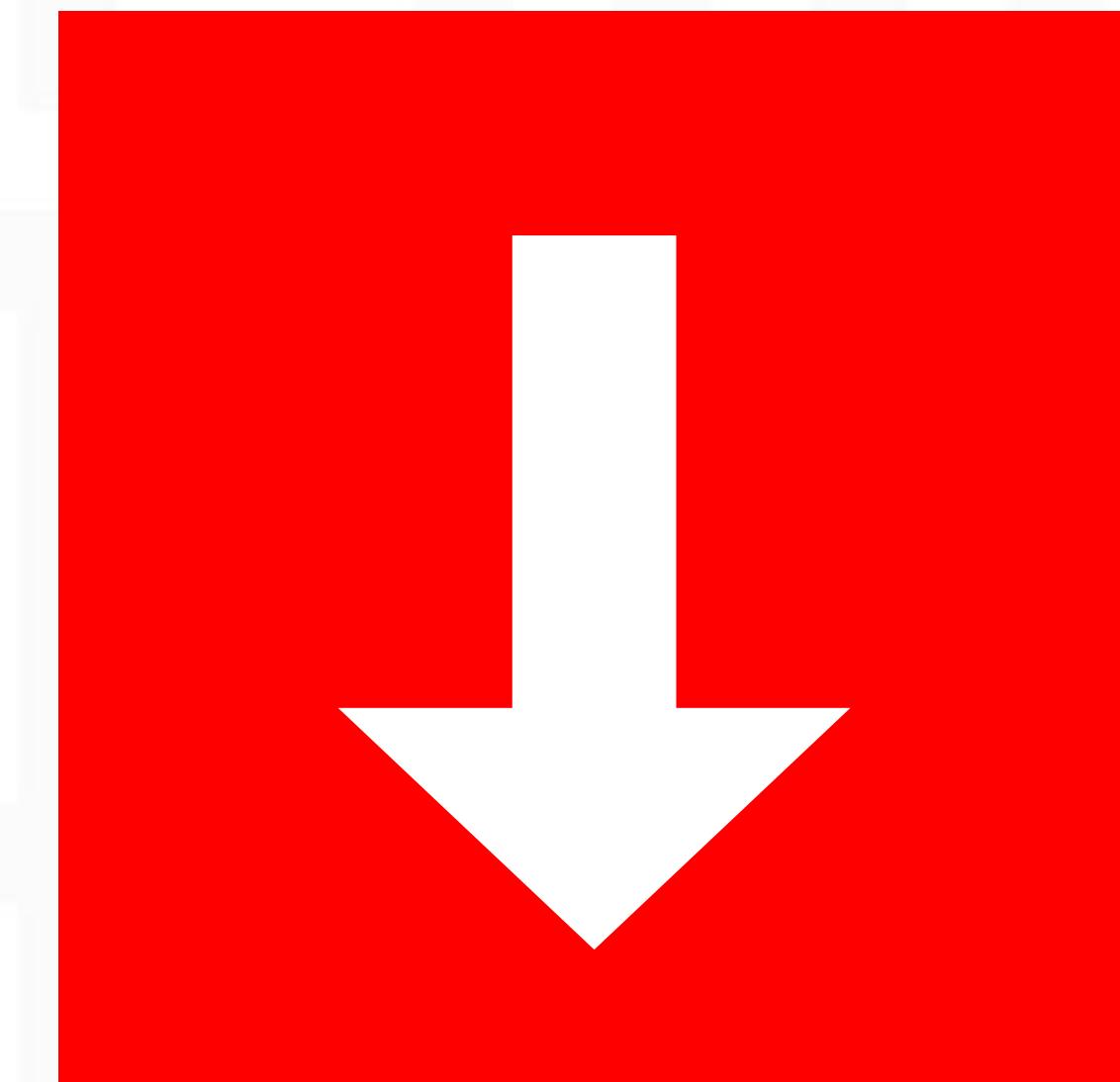
CHANGE



PROBLEM

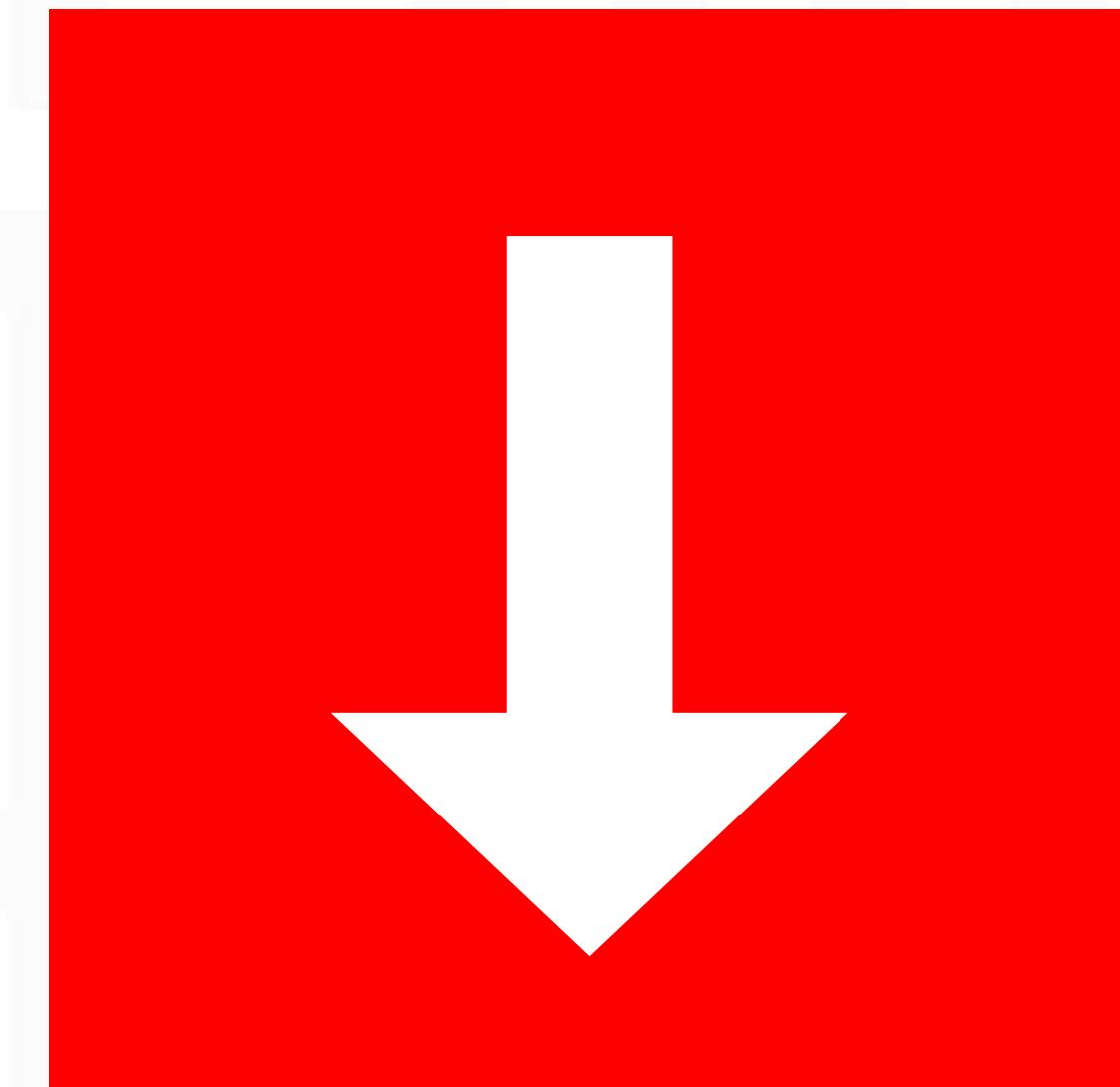
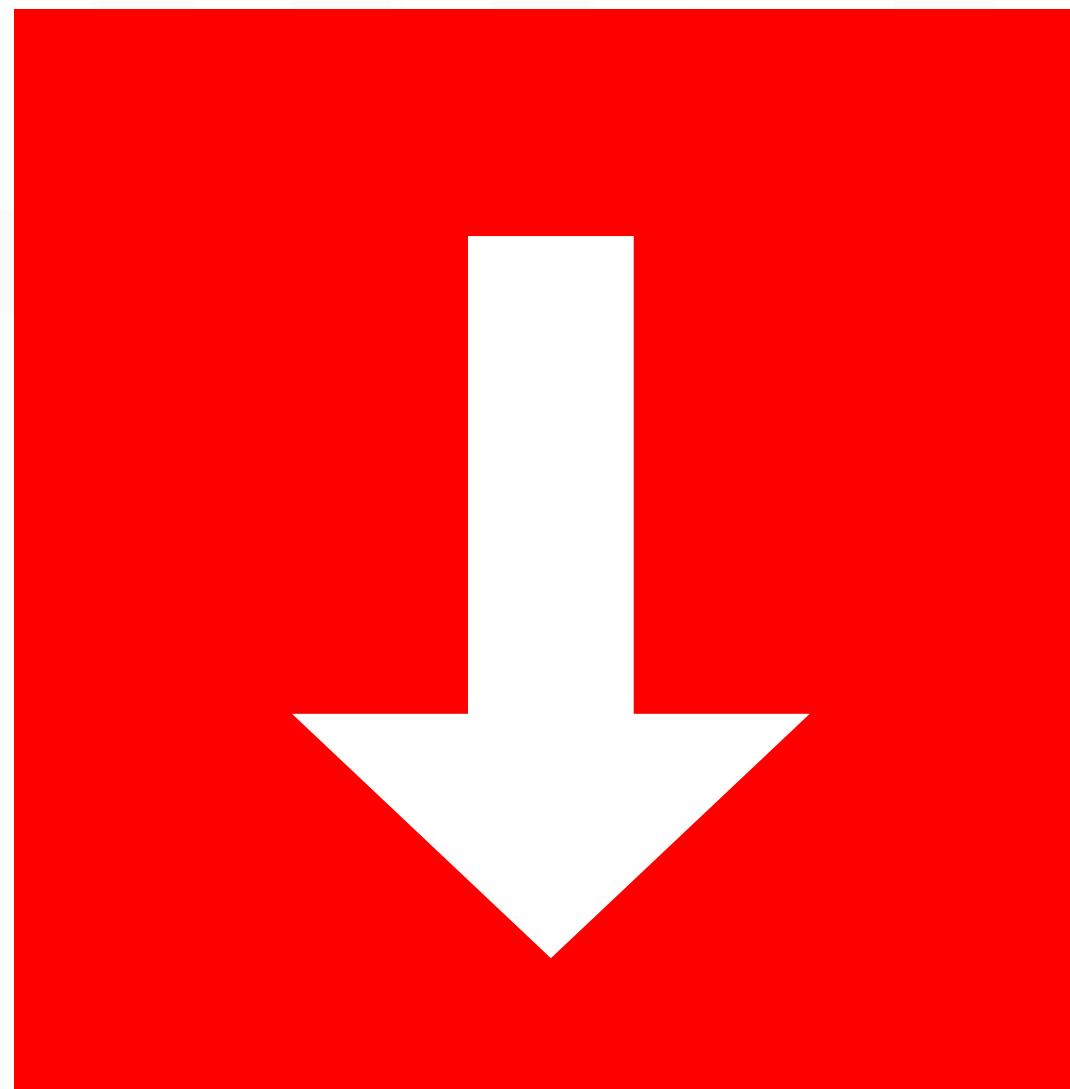
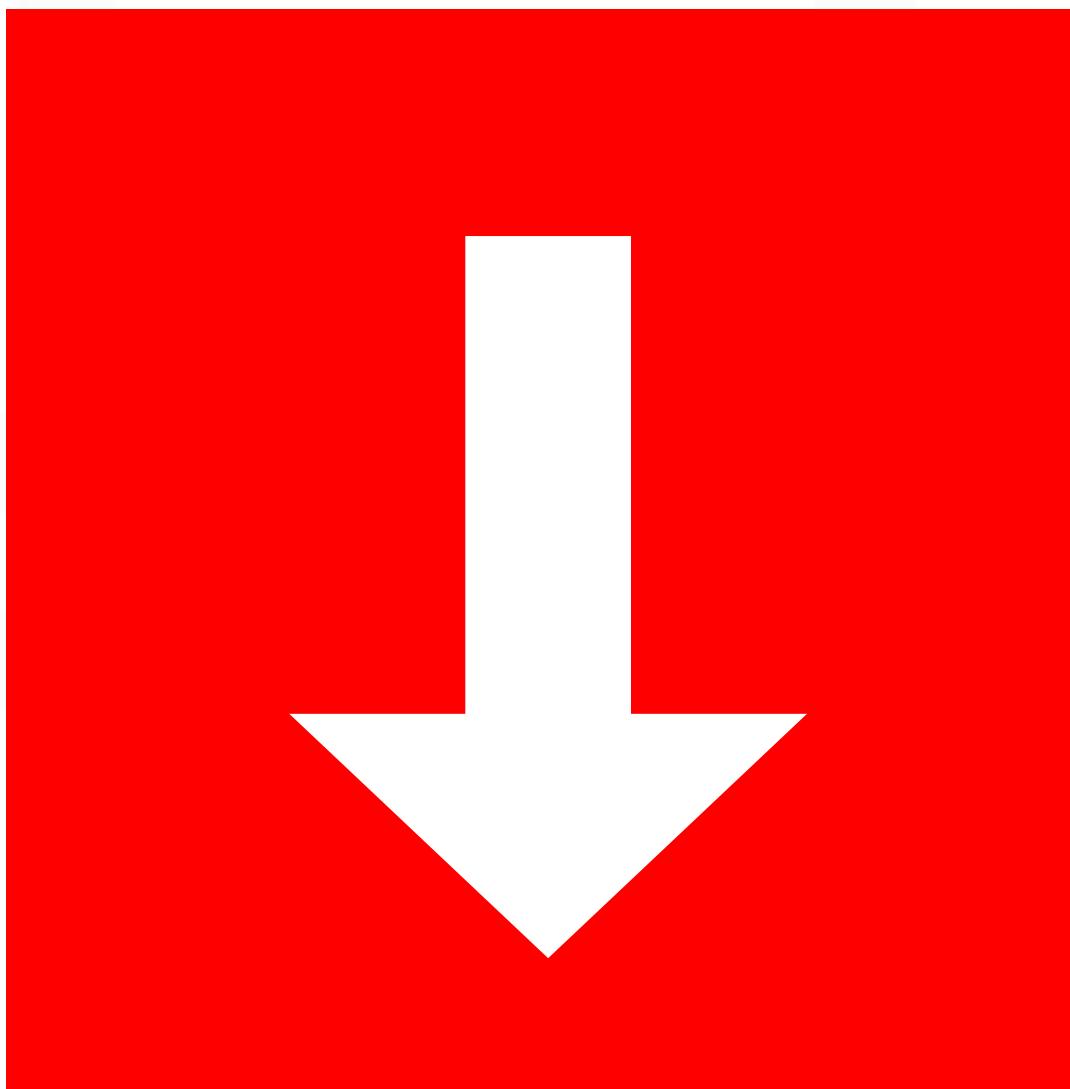


IDEA



CHANGE

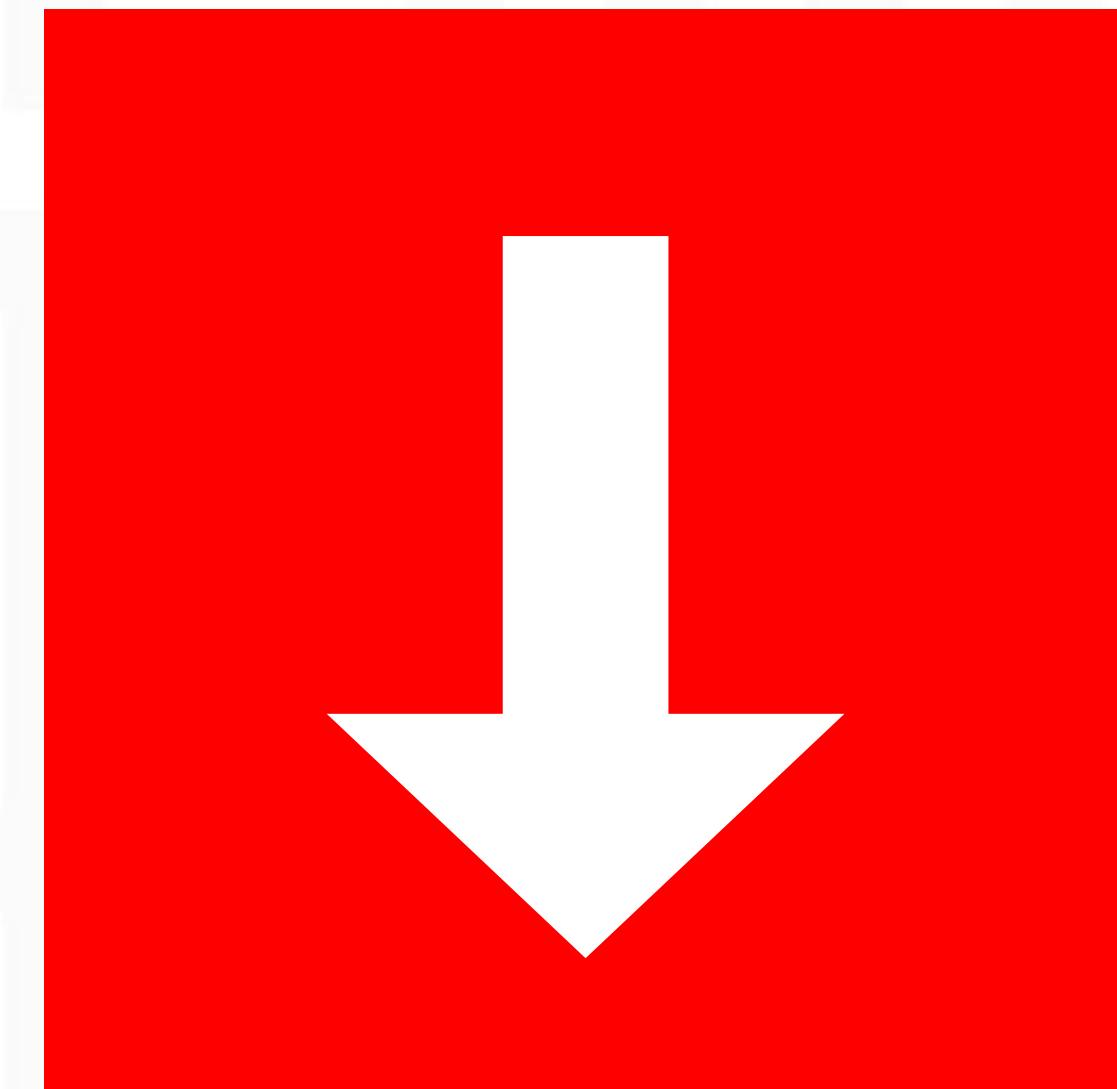
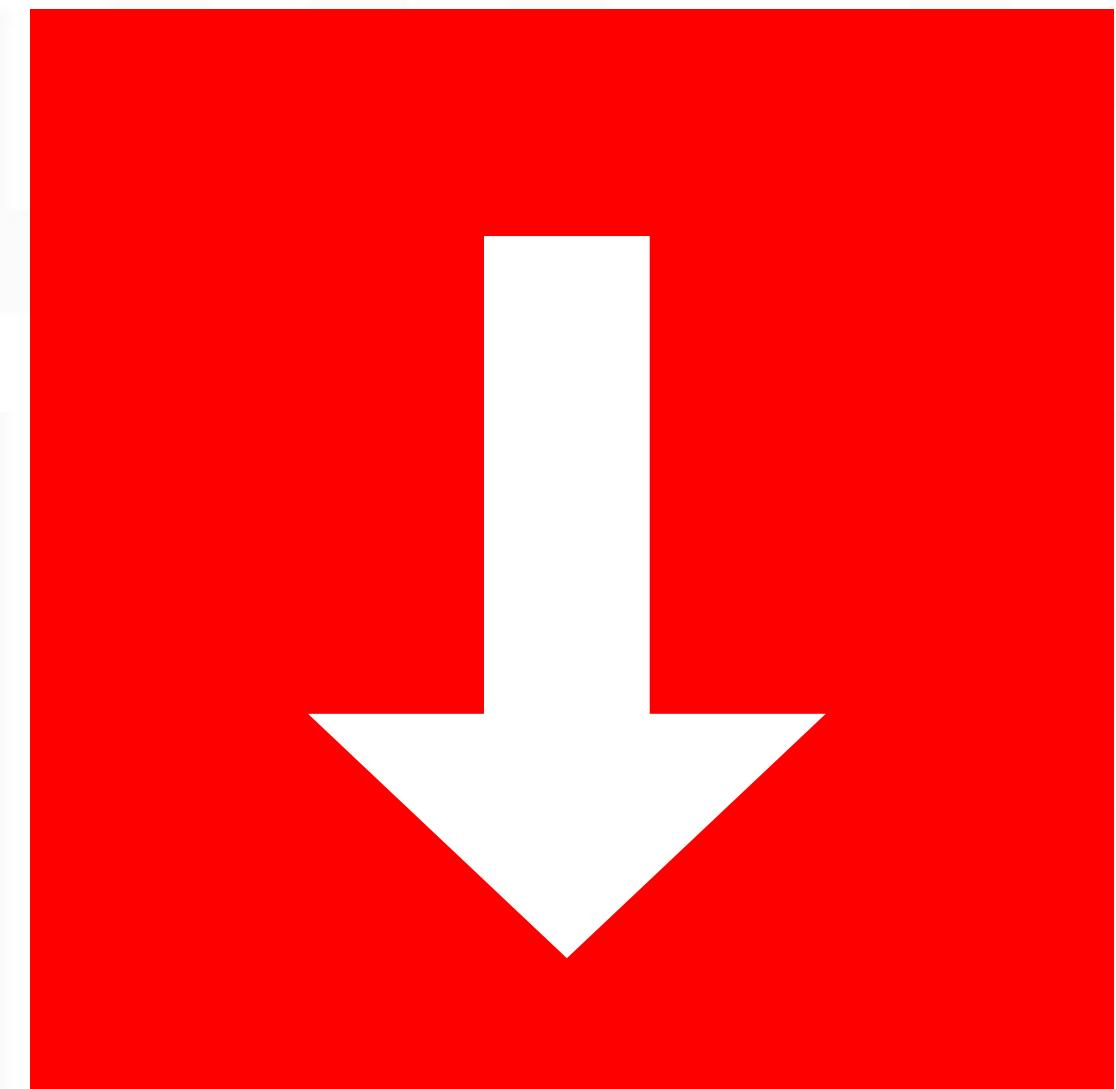
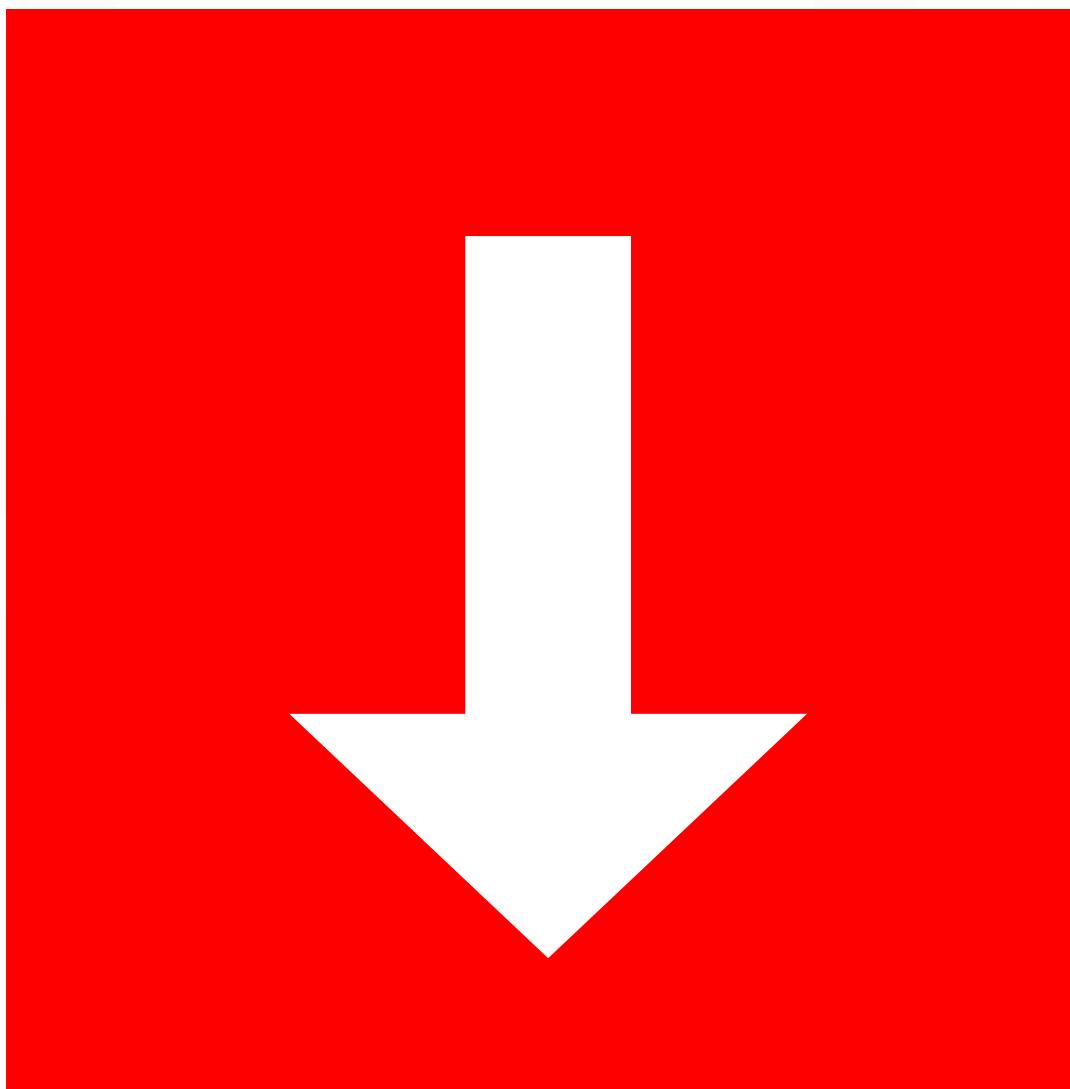
GOAL



PROBLEM

GOAL

PROBLEM



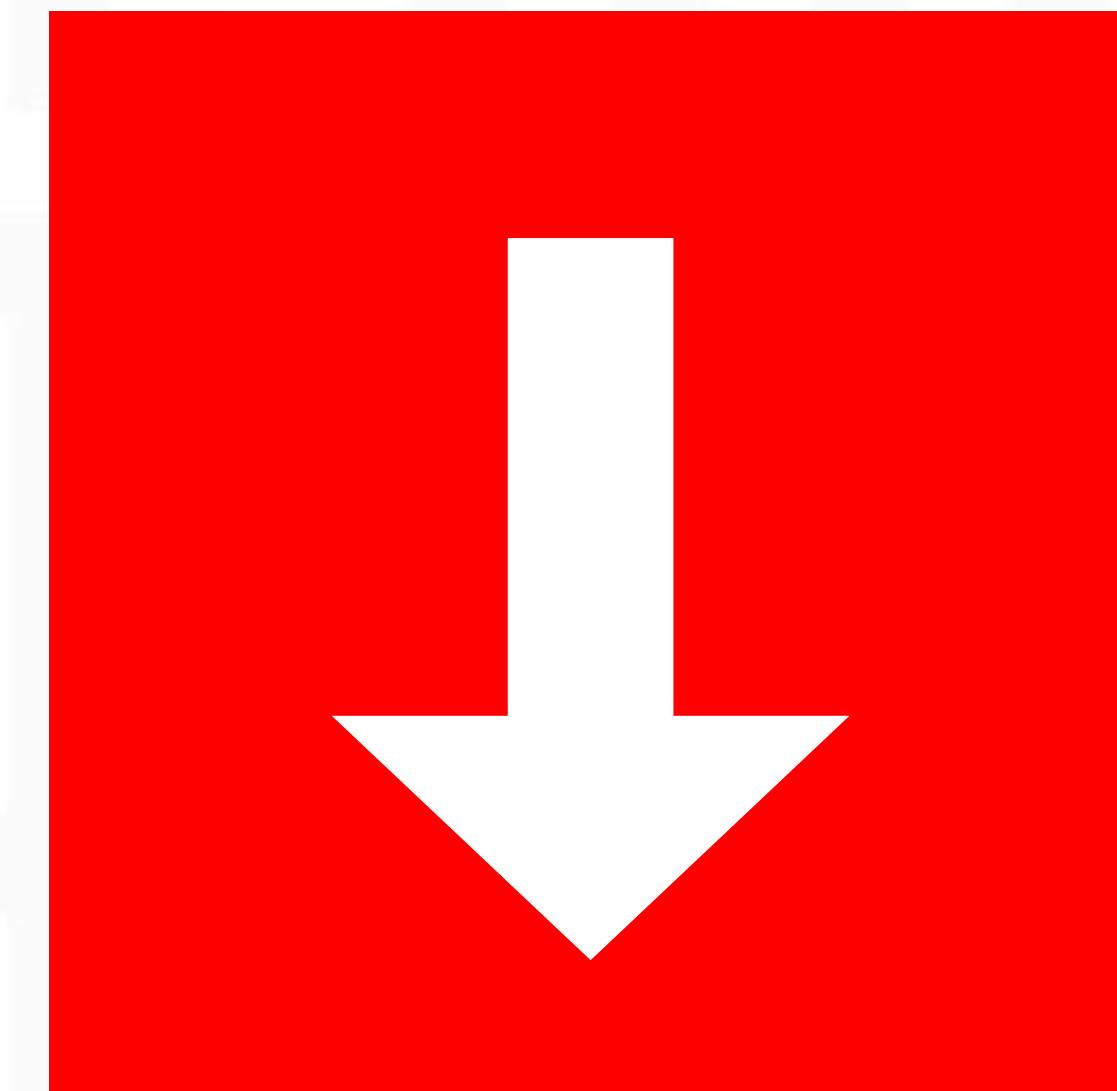
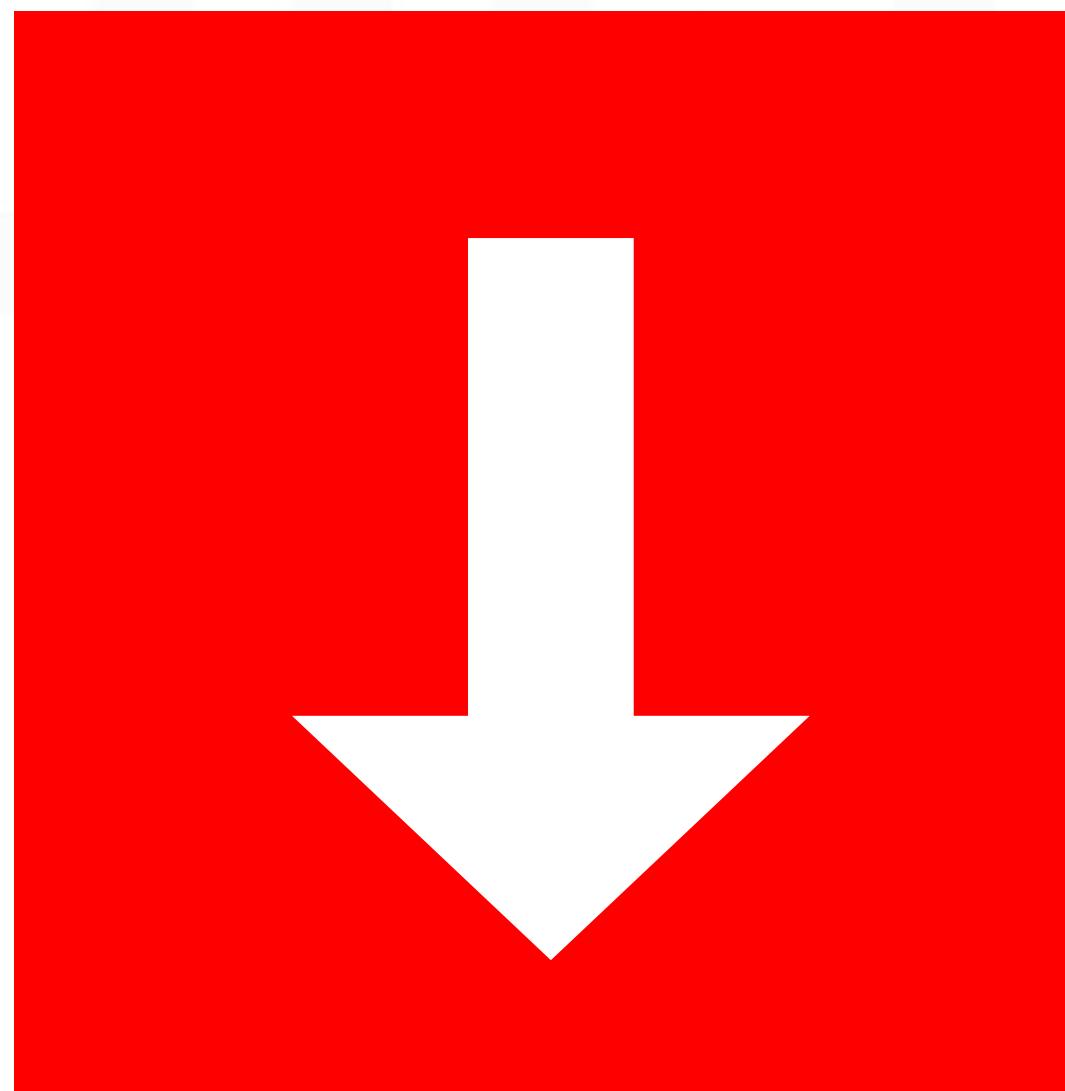
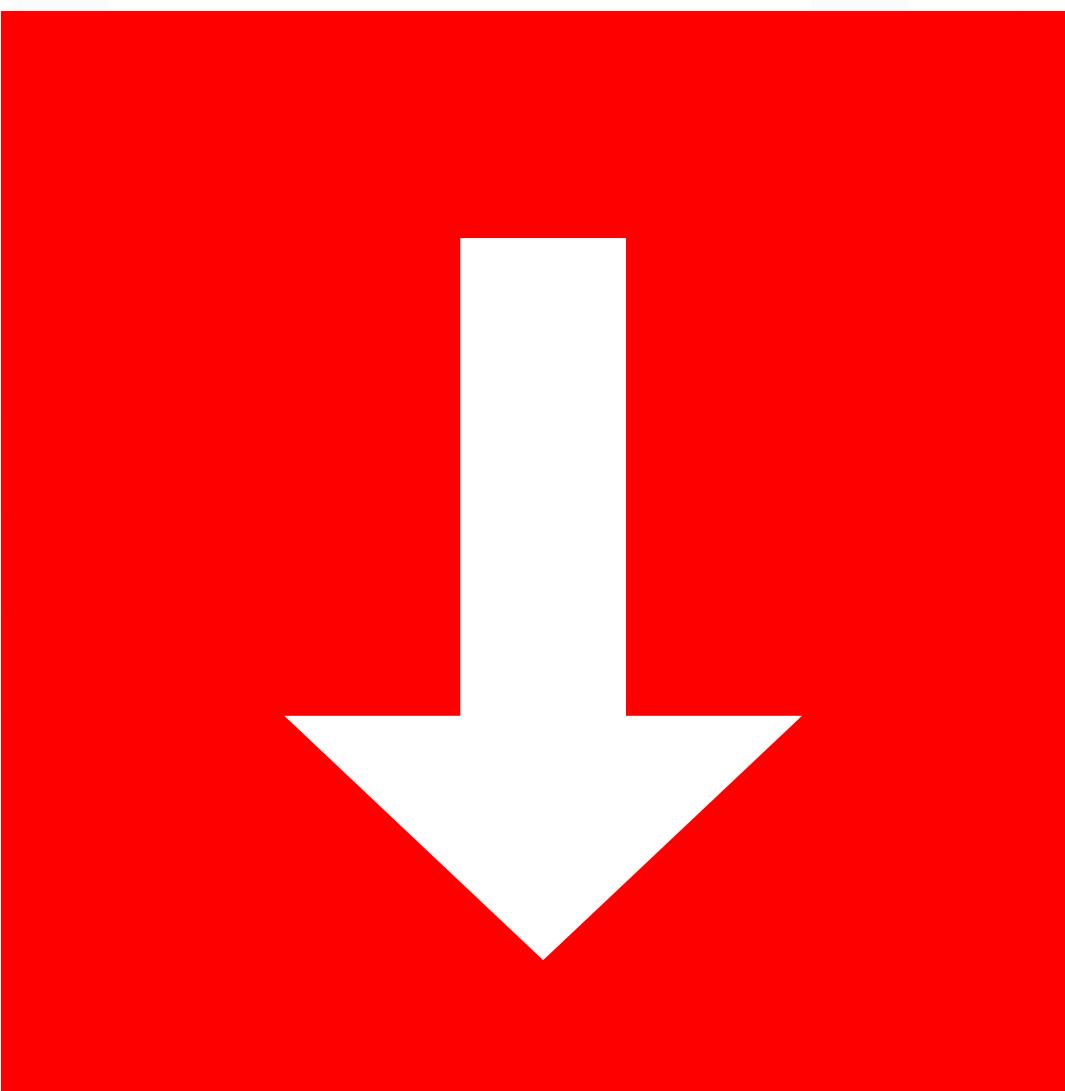
PROBLEM

IDEA

GOAL

PROBLEM

IDEA



PROBLEM

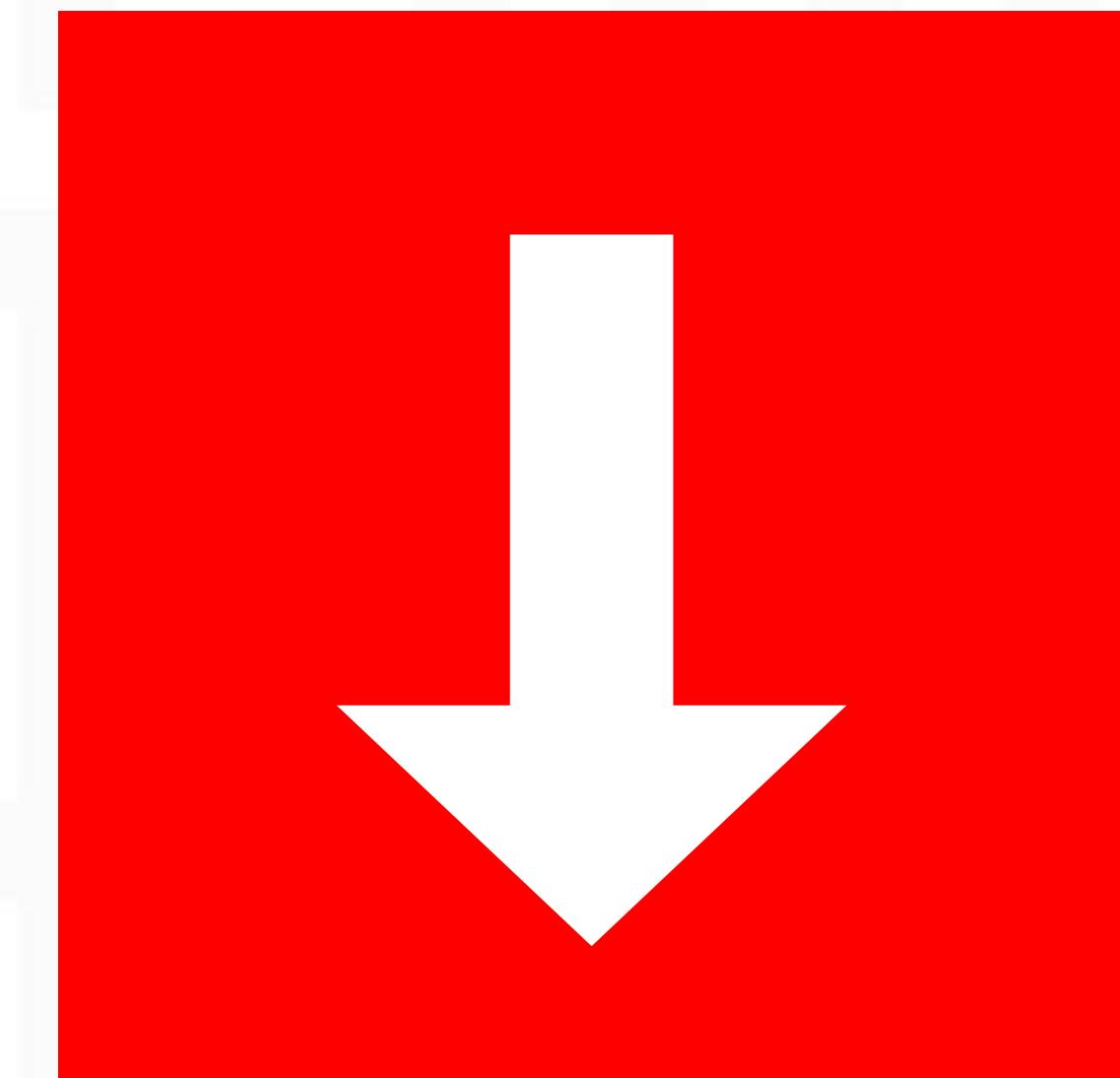
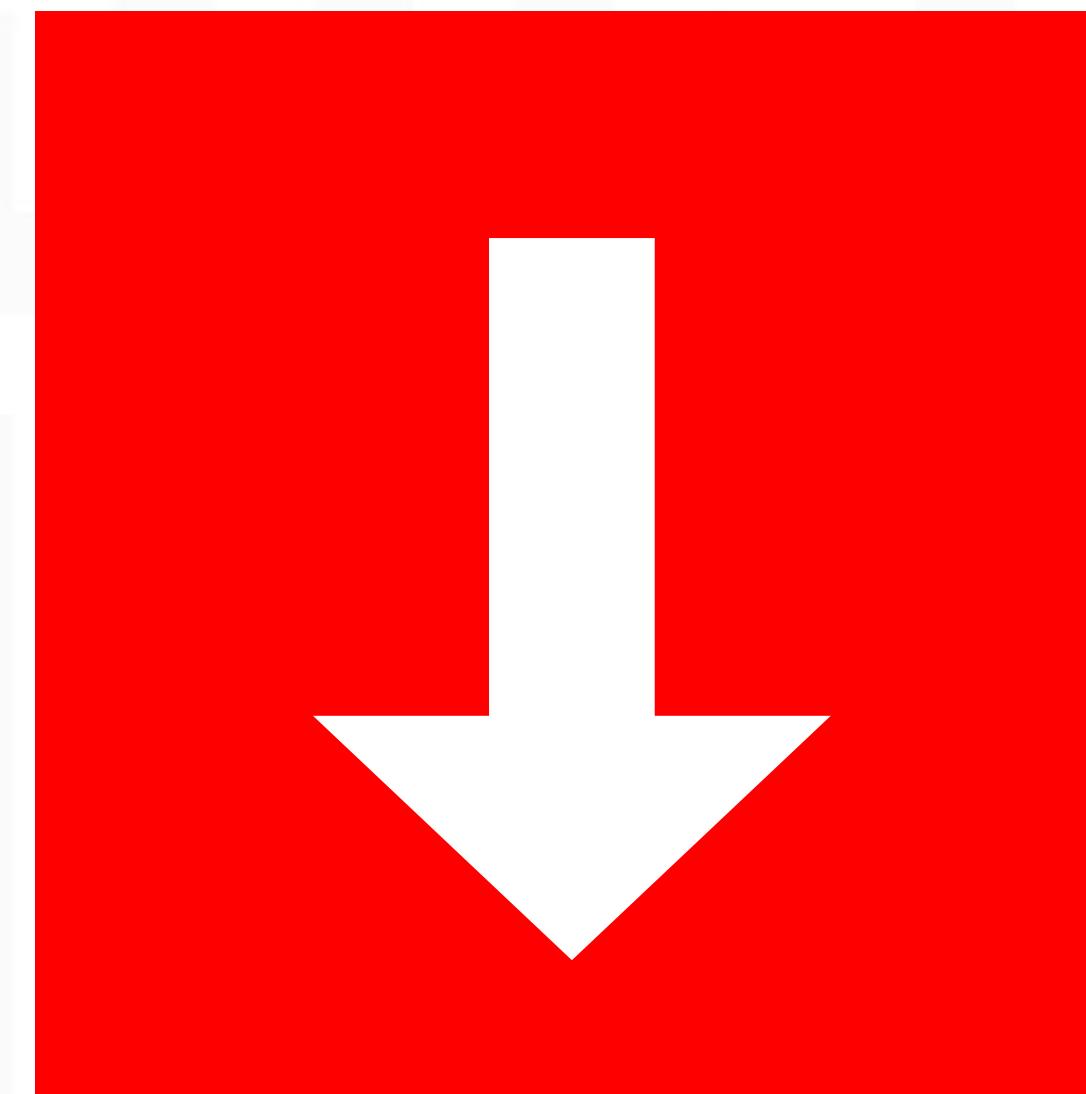
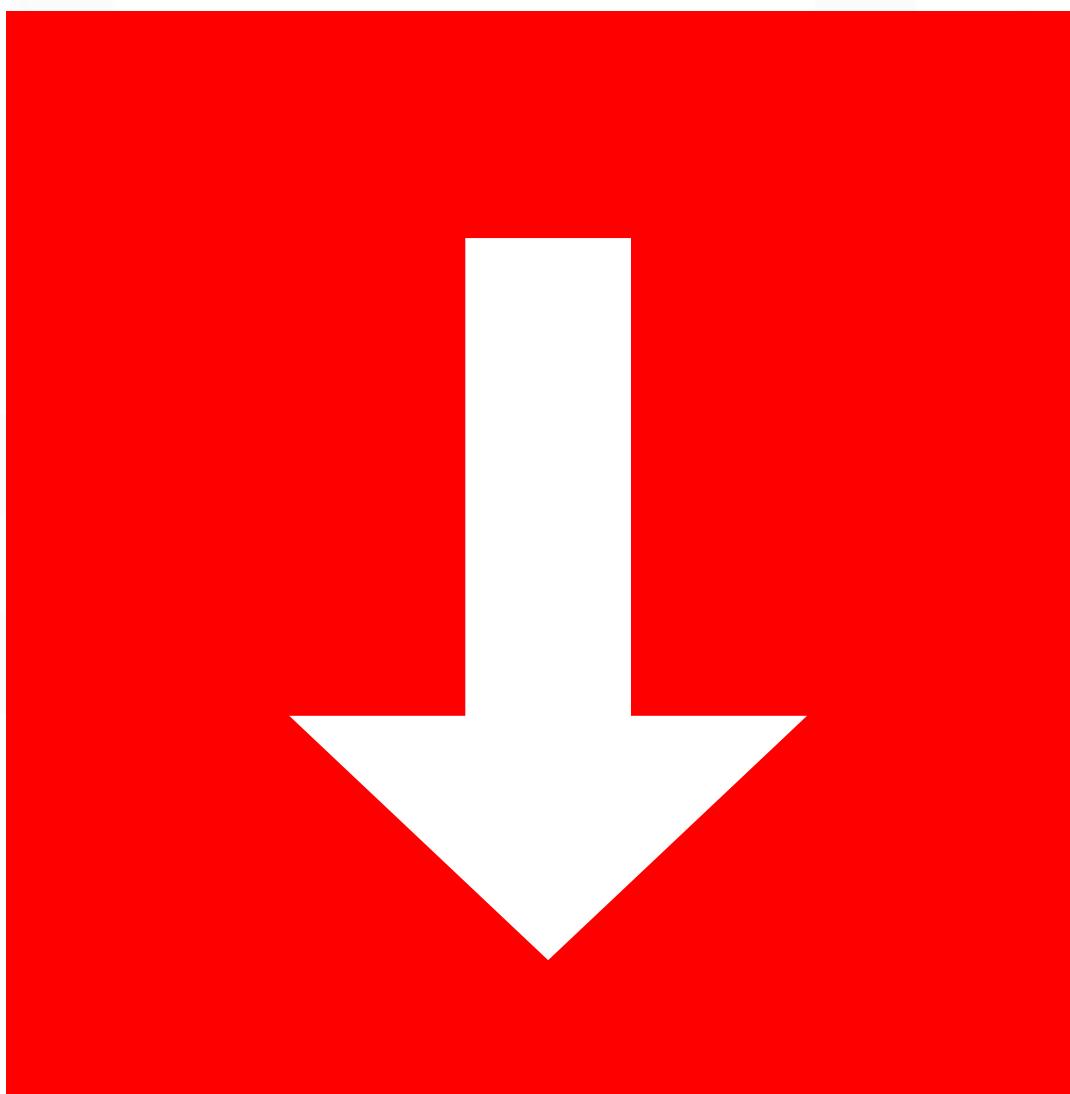
IDEA

CHANGE

GOAL

PROBLEM

IDEA



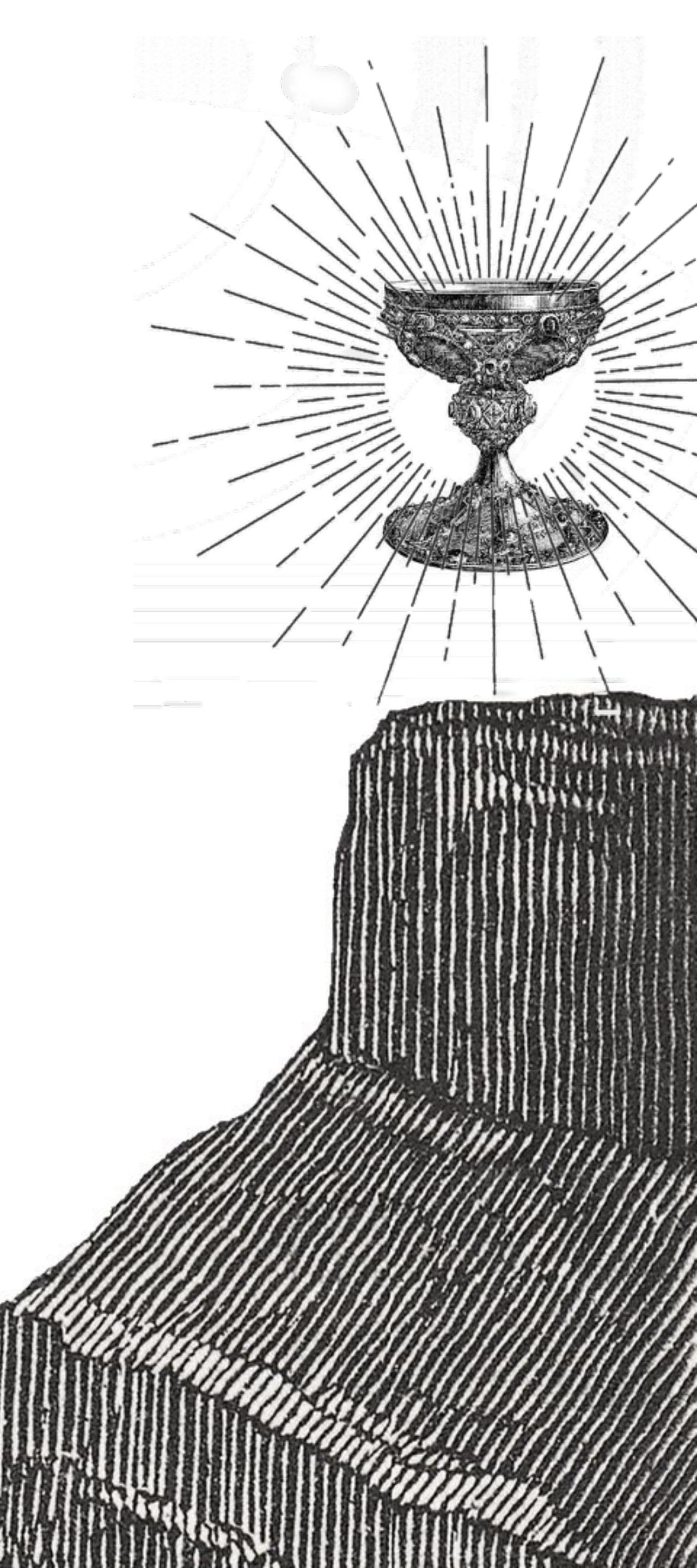
PROBLEM

IDEA

CHANGE

GOAL
PROBLEM
IDEA
CHANGE
ACTIONS

GOAL: What THEY want



GOAL: Spread the idea



PROBLEM: What they SEE



PROBLEM: Content ≠ Clarity



IDEA: What makes inaction impossible



IDEA:

Clarity is in the eye of the beholder



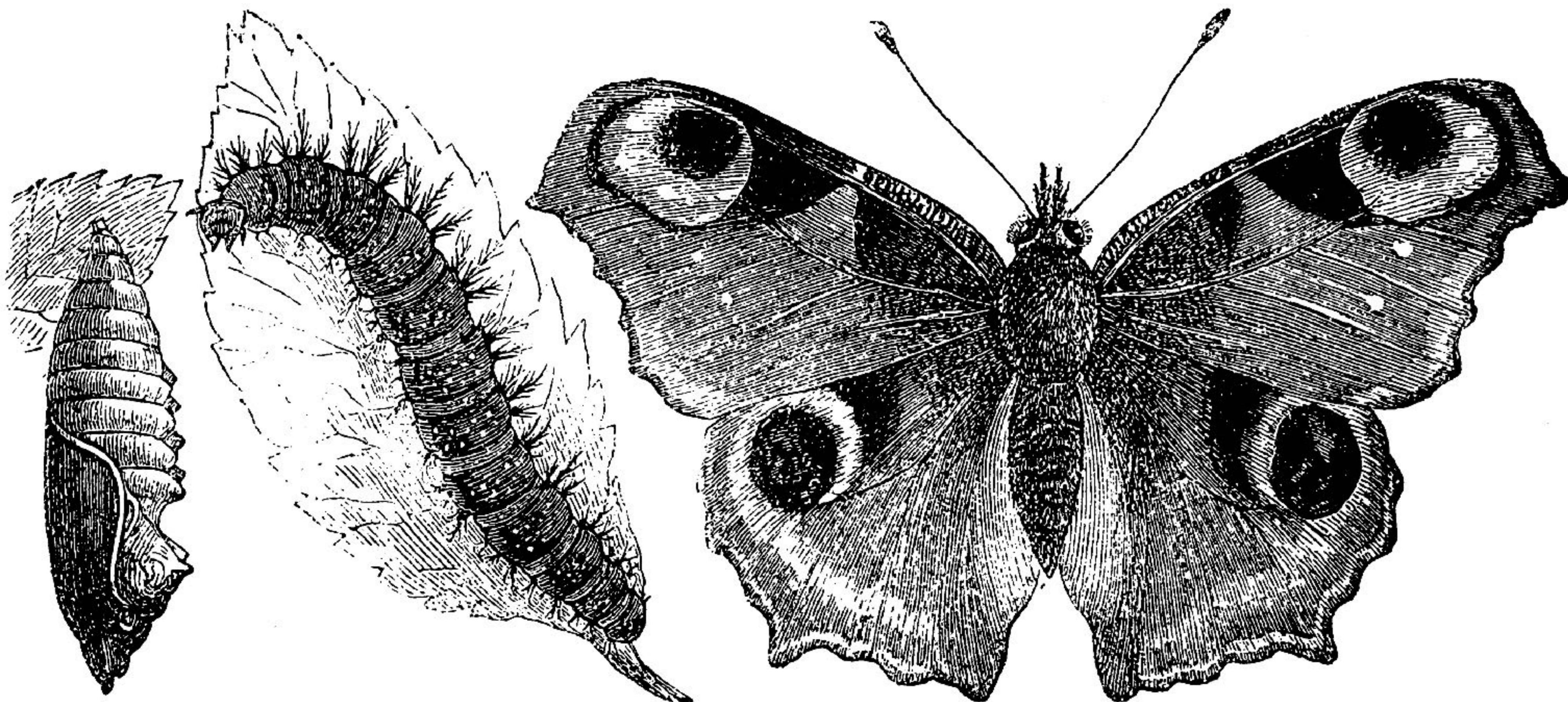
**GOAL
PROBLEM
IDEA**

+

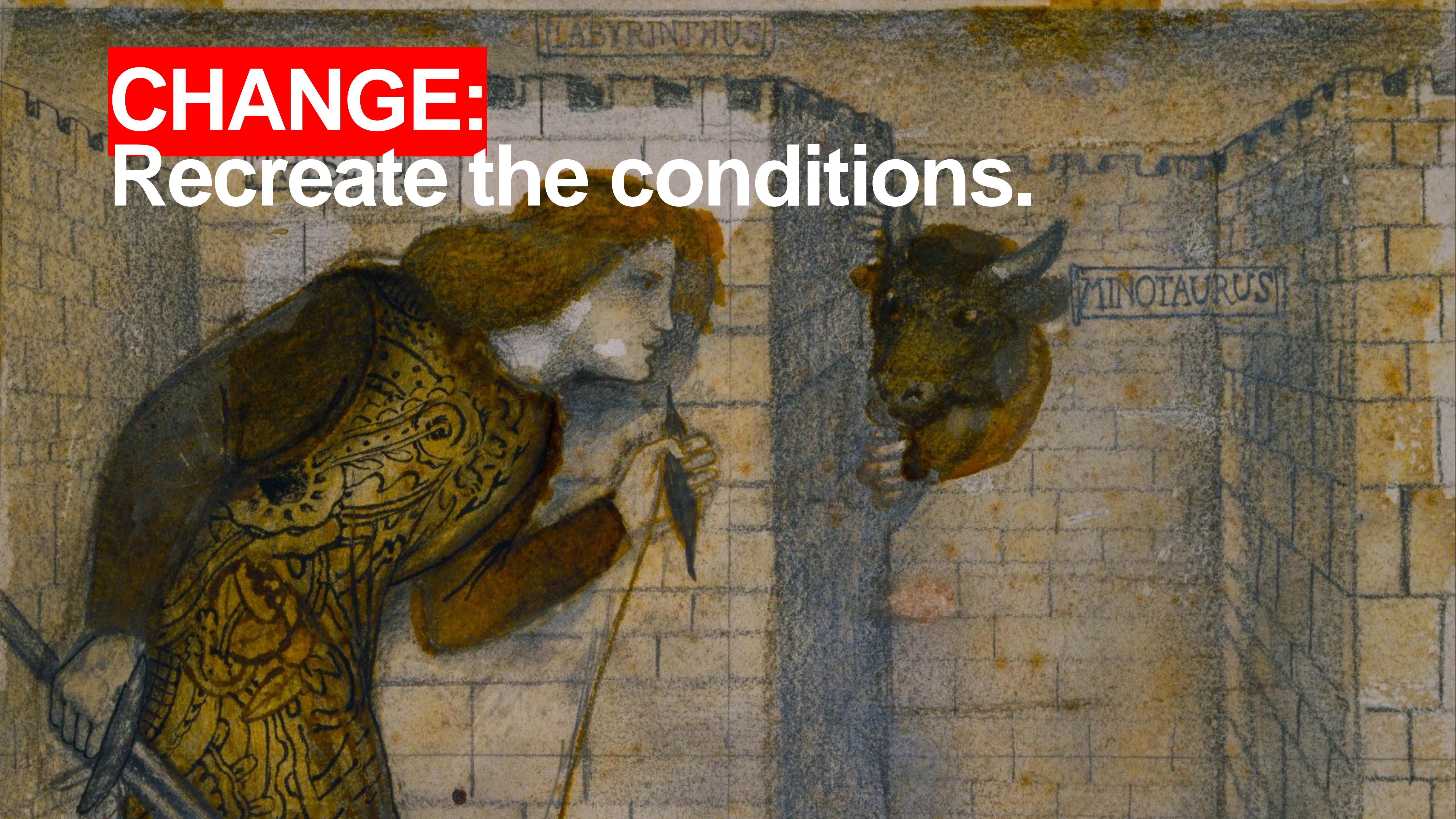
=

**CHANGE
ACTIONS**

CHANGE: What they must DO

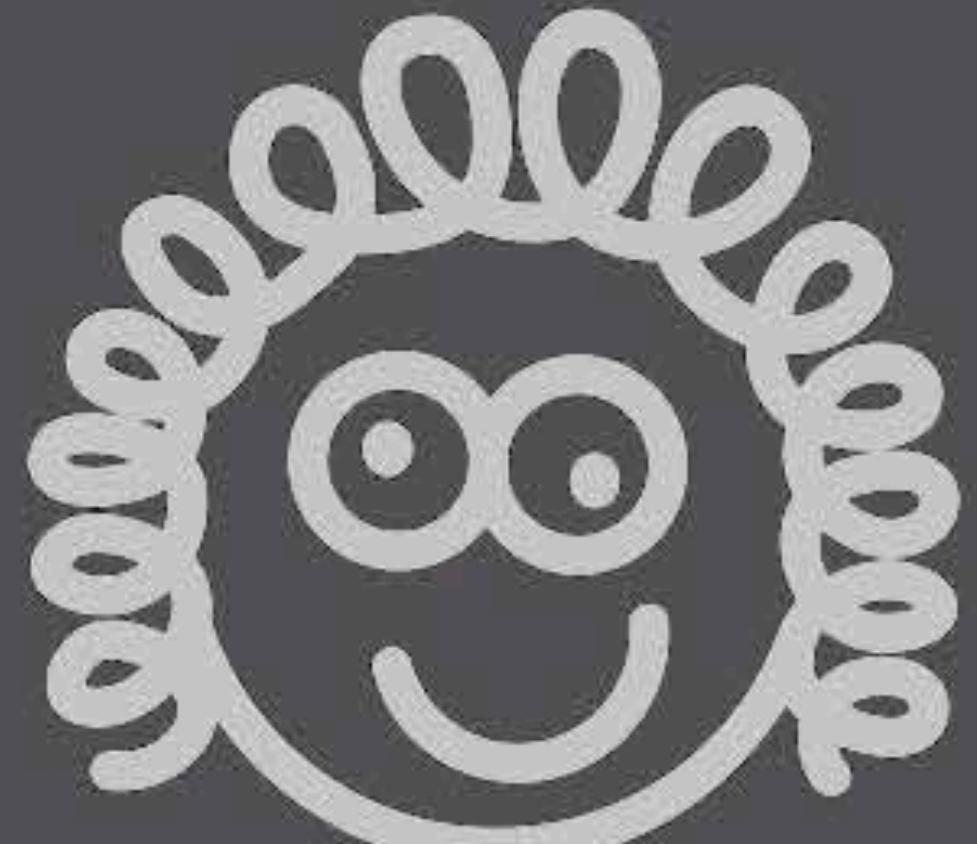


CHANGE:
Recreate the conditions.



GOAL
PROBLEM
IDEA
CHANGE
ACTIONS

Construction



MAD LIBS®

VACATIONS

A vacation is when you take a trip to some _____ place
ADJECTIVE

with your _____ family. Usually you go to some place
ADJECTIVE

that is near a/an _____ or up on a/an _____.
NOUN *NOUN*

A good vacation place is one where you can ride

We can all agree we want [GOAL].

We can all agree we want [GOAL].

But the real problem is [PROBLEM].

We can all agree we want [GOAL].

But the real problem is [PROBLEM].

To solve this problem we have to

understand [IDEA].

We can all agree we want [GOAL].

But the real problem is [PROBLEM].

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understand [IDEA].

Which means we have to [CHANGE].

We can all agree we want [GOAL].

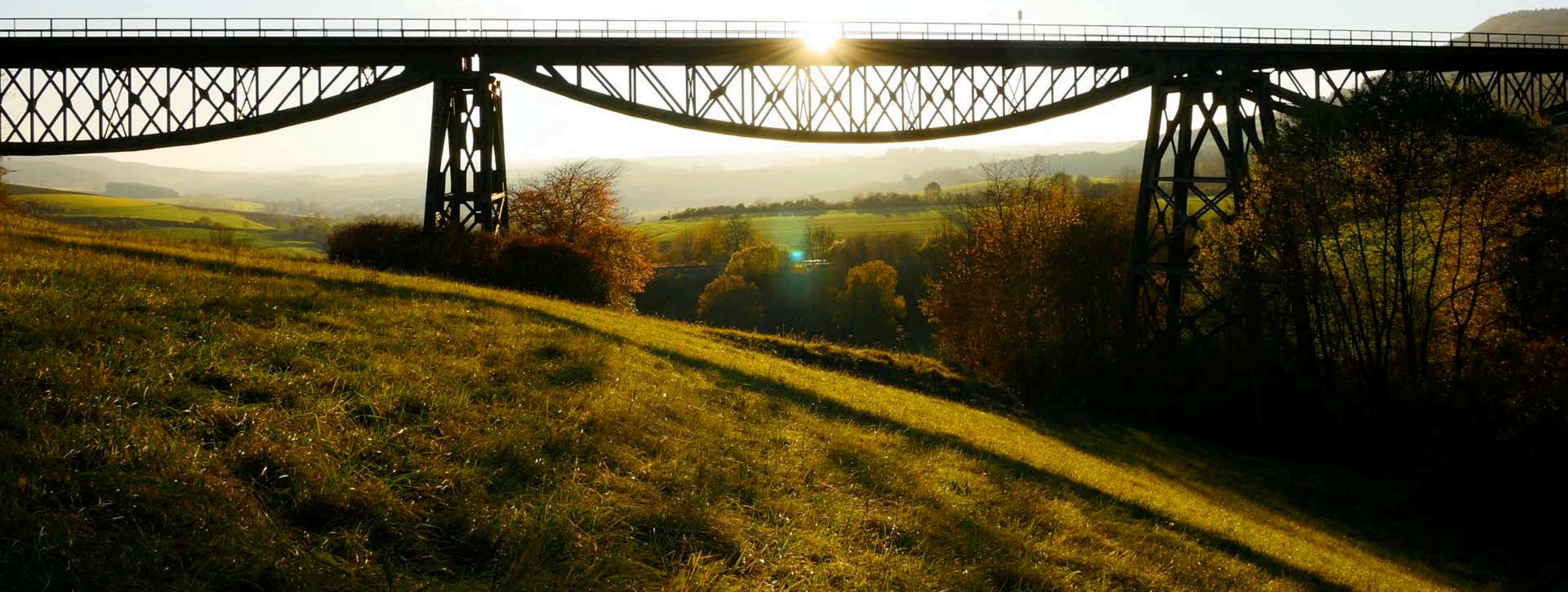
But the real problem is [PROBLEM].

To solve this problem we have to

understand [IDEA].

Which means we have to [CHANGE].

How? [ACTION].



OPENING

GOAL

Validation

Barriers & Consequences

Current Solutions

PROBLEM

PROBLEM

Why this,
why you

Lessons & Definitions

Realization

IDEA

IDEA

This is why...

Sacrifice

Remind & Reaffirm

CHANGE

CHANGE

ACTIONS

Case Study

Challenges & Checklist

GOAL+

CALL TO ACTION

Why?

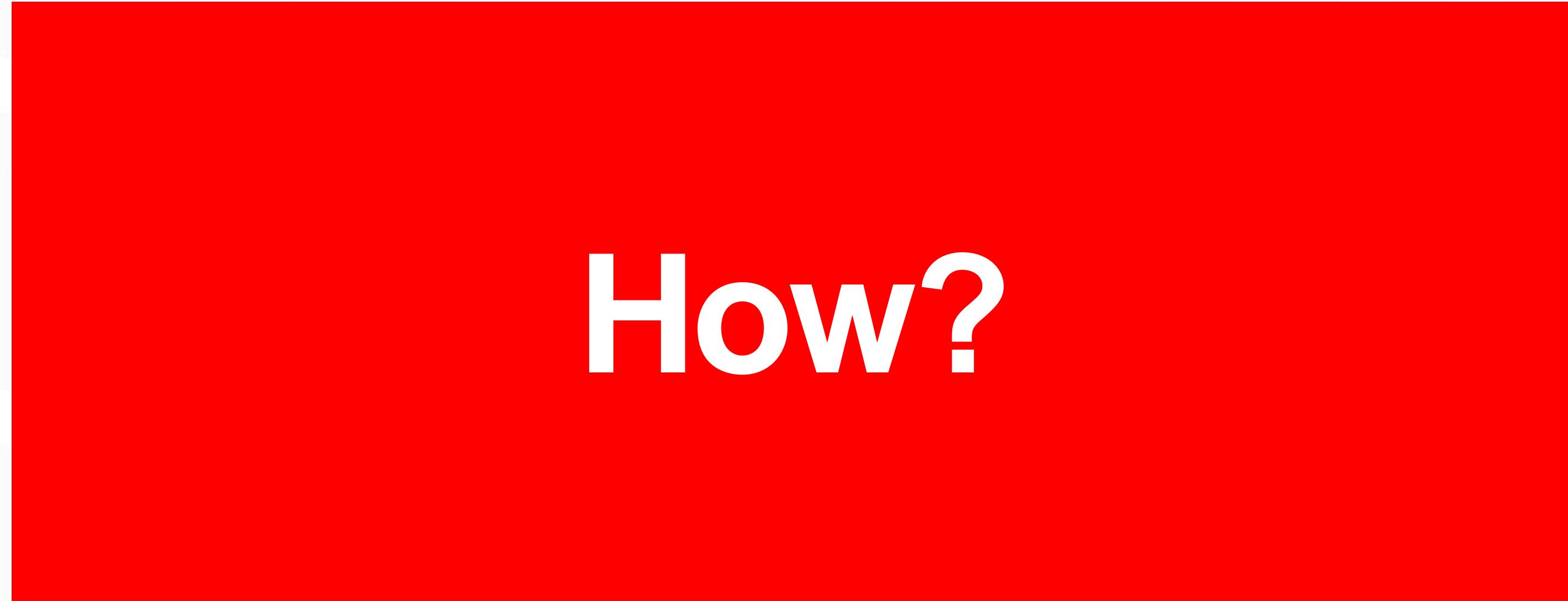
**What
now?**

How?

Why?

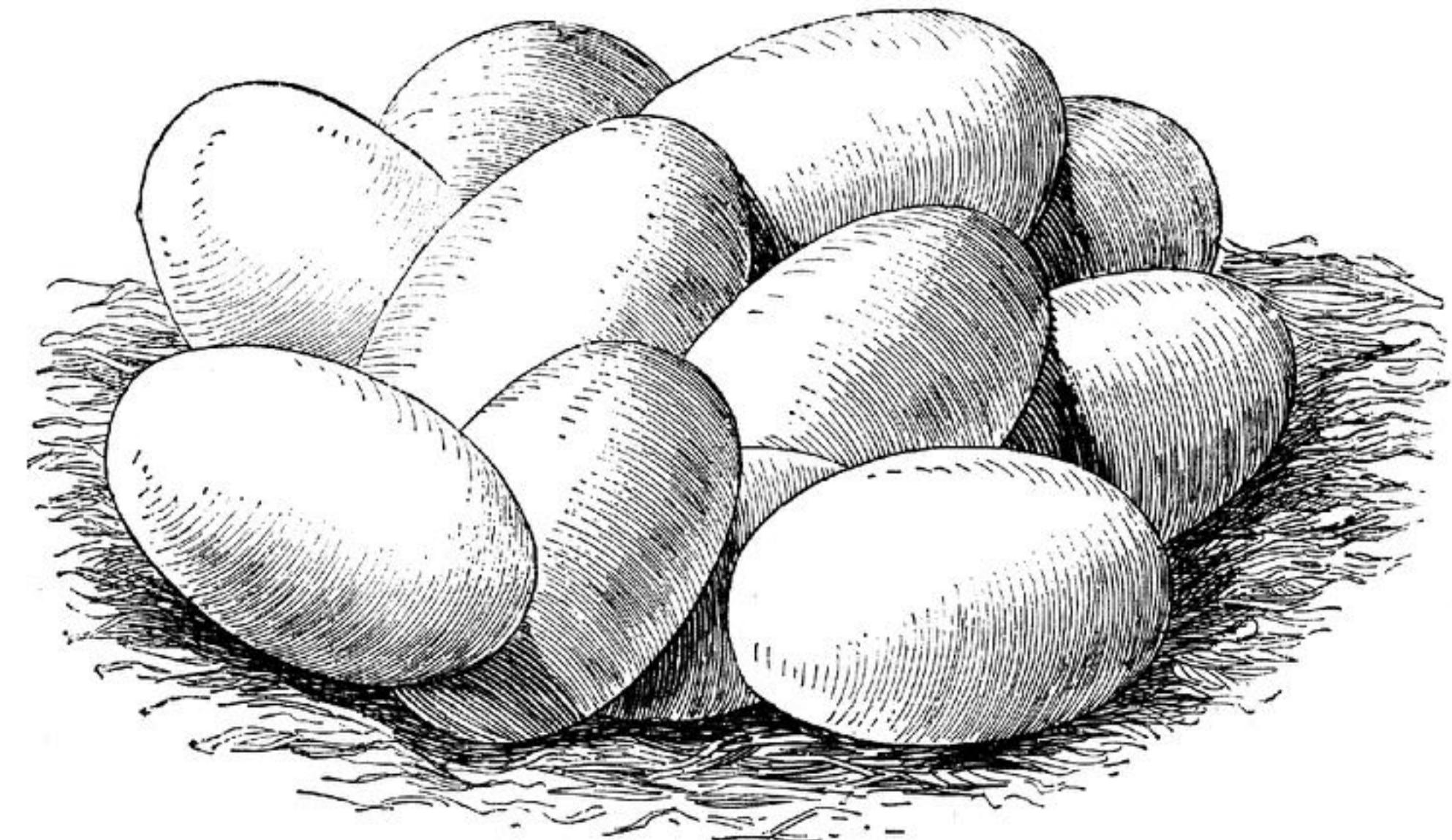
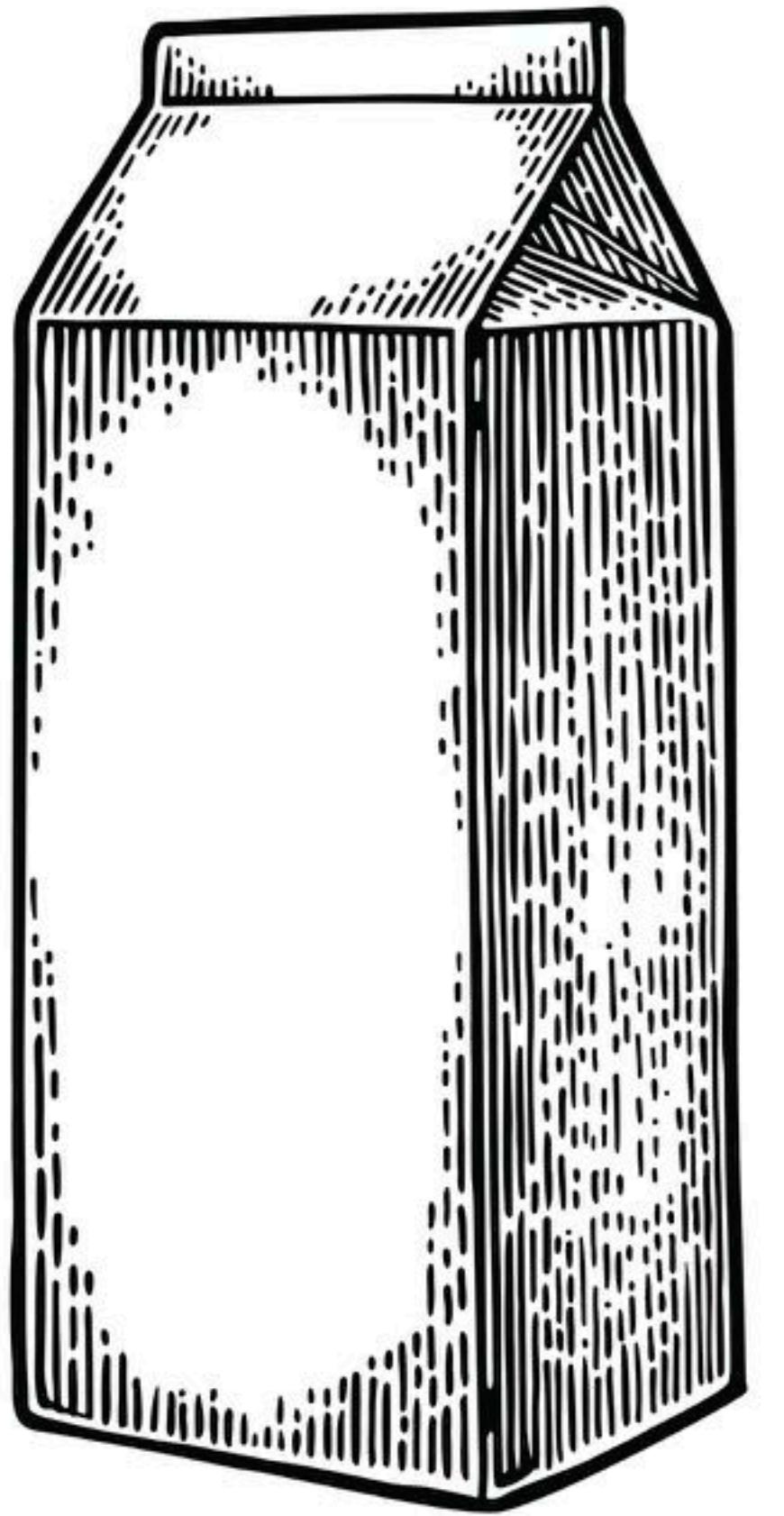
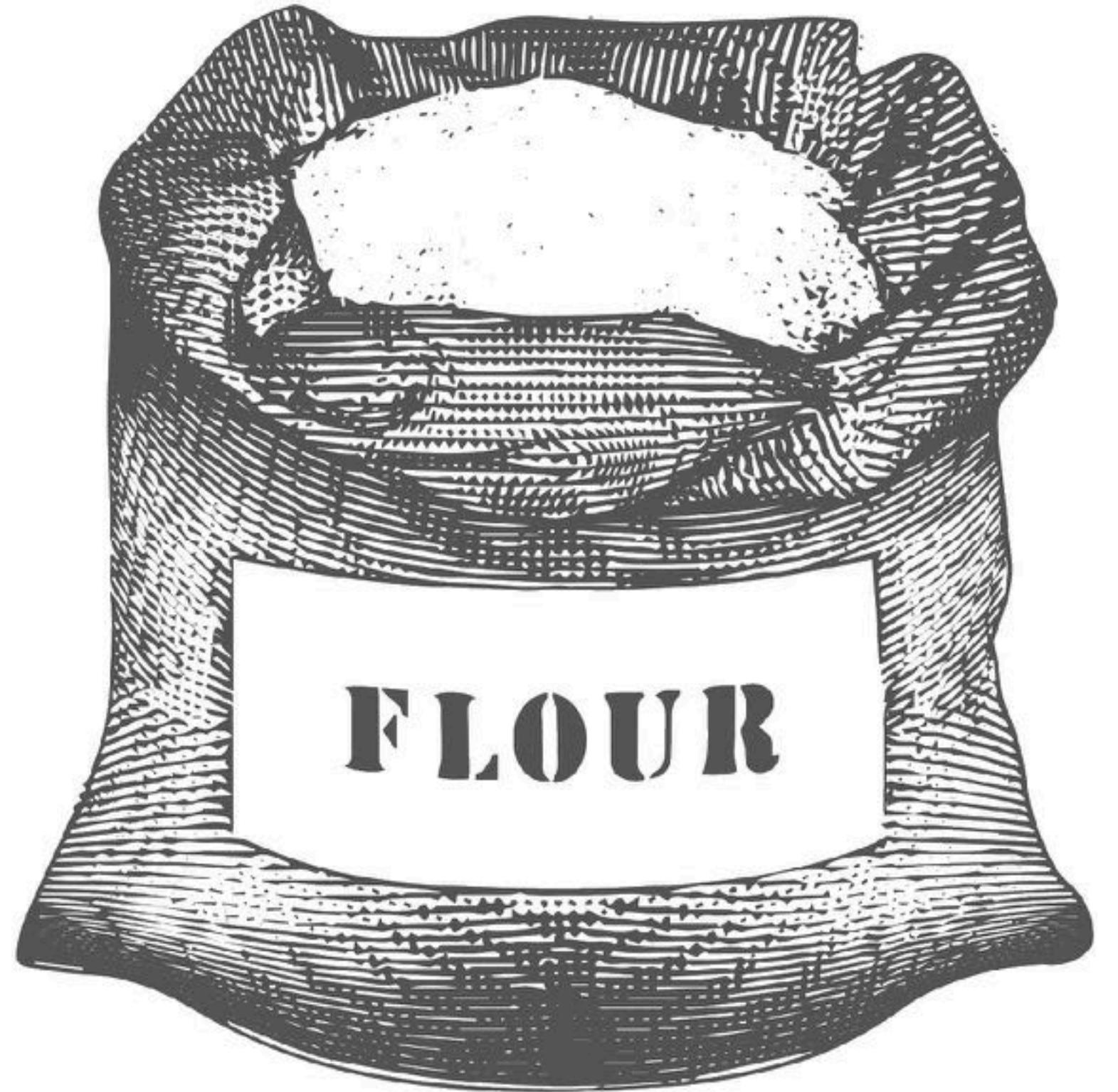


What
now?



How?

Communication





RED THREAD =
GOAL +
PROBLEM, IDEA, OR CHANGE

**"How to create the
conditions necessary
to spread ideas."**



We can all agree we want [GOAL].

But the real problem is [PROBLEM].

To solve this problem we have to

understand [IDEA].

Which means we have to [CHANGE].

How? [ACTION].

Spread the idea.

Content ≠ clarity.

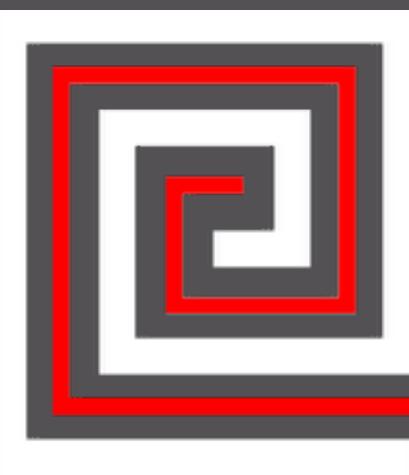
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The Red Thread.



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