



Intention and Objective

*It is not good enough for things to be planned—
they still have to be done; for an intention to become
a reality, energy has to be launched into operation.*

—Walt Kelly



Why is intention important to you as a communicator?

Actors use the concepts of intention and objective in every aspect of their performance, breaking down each moment of each scene. “What do you want from your partner in this scene?” a director will ask in rehearsal. Intention is an actor’s secret weapon and the same is true for a presenter or speaker. The dictionary describes intention as “an aim that guides an action.” To be able to identify your intention, you must first figure out what you want from your audience - this is called your objective.

Objective

Intention

An intention should be strong and positive—a one-word verb you can activate to inform all aspects of your communication. Whether you are presenting a new product to a potential client or laying out the new safety procedures to a group of miners, you must have a strong intention behind your words. This will help you accomplish your objective. A strong intention must also be connected to a desired result that you want to achieve with your audience; think of your objective as a call to action.

***I want to (intention) my audience
so that my audience will (objective).***



Our intention creates our reality.
—Wayne Dyer



EXERCISE: Identifying Intention and Objective

If you are the Safety Manager in a mine and you have gathered your team of miners to implement the new safety procedures, your intention and objective could possibly be defined in the following way:

I want to _____ my audience about the tragic consequences of not following these procedures so that my audience will _____.

If you are the marketing executive rolling out a new brand of energy drink to a group of grocery store executives, your intention and objective could possibly be defined in the following way:

I want to _____ my audience about the potential of this delicious new drink so that my audience will _____.

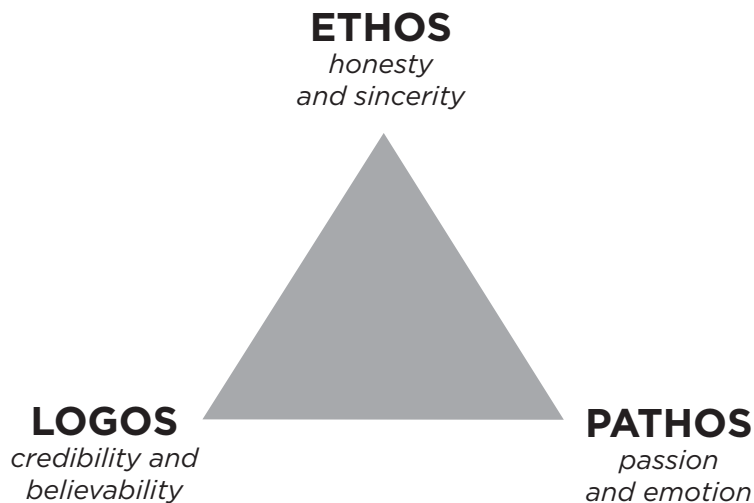
If you are a sales manager instructing your team on utilizing a new software program, your intention and objective could possibly be defined in the following way:

I want to _____ my audience about the capabilities of this new program so that my audience will _____.



The Rhetorical Triangle

Aristotle wrote extensively about the art of influence and identified three basic appeals (or means of persuasion) that a speaker could use to persuade or influence others. These became known as Aristotle's Rhetorical Triangle:



- **Ethos** involves an ethical appeal that speaks to the sincerity and trustworthiness of the person speaking.
- **Pathos** is an appeal to the passions and emotions of an audience.
- **Logos** is the appeal to logic; it goes to the relevance and accuracy of the actual words being spoken by someone.



EXERCISE: Luck of the Draw

Greet	Excite	Frighten	Confuse
Persuade	Seduce	Entertain	Calm
Challenge	Reprimand	Instruct	Flatter
Apologize	Commend	Involve	Intimidate
Empower	Mock	Warn	Silence



*In whatever position you find yourself,
determine first your objective.*

—Ferdinand Foch



To what type of audience do you normally present?

What is your objective when presenting to this audience?

What intention would be most effective to achieve that goal?

Mirror Theory

In most cases, an audience will mirror back to a speaker or presenter exactly what he is giving off from the stage. The scientific term for this behavior is _____; in the Pinnacle Method, we call this the Mirror Theory. If a speaker is scattered and unfocused or bored and disengaged, his audience may reflect back those qualities in the way they take in the speech or presentation. With the concept of the Mirror Theory, it is important to communicate your intention to an audience with passion and conviction. Enthusiasm and excitement are contagious. So is apathy.



EXERCISE: Intention Battle

Objective _____

Intention _____

Topic _____