



# Recipe of Intention

Intentions drive our message, giving it the light and shade that make it interesting to others. You may have been frustrated when you have attempted to replicate somebody else's content without the original intentions. That's the moment you feel that something is missing; that the content seems less impactful than it did when you heard someone else delivering it. Something is missing: your **Recipe of Intention**.

Your **Recipe of Intention** is made up of actionable verbs that ensure your content has the desired effect on the audience. Specifically, intentions should be single words that can be prefixed by 'to'. Here are some examples:



## What is meant by the question 'Are you chicken and rice or sugar and spice?'

Imagine that your next evening meal will be plain chicken and rice (or, if you prefer, vegetables and rice). Will this meal keep you going? Of course. How would you feel if I told you that was going to be dinner for the next three months? You wouldn't necessarily fear for your life; but you would feel pretty fed up!



Sometimes, inadvertently, this is how we make other people feel about our communication. **Although our message contains the main ingredients, it may be lacking the sugar and spice that will make us less predictable and more engaging.** How many meetings have you attended that could have been headlined as 'chicken and rice' because they were heavy on the main ingredients that seem to be the staple diet of meetings rooms around the world:

Investing time in creating your own Recipe of Intention may seem obscure. Try it! **Strong intentions give power to the most mundane facts and figures.** To help you, here are some ingredient options to start things off.

**Can you spot the potential problem with having too much sugar & spice in your recipe of intentions?** The audience can get overpowered and the content may lose its meaning.

Include some, but use them sparingly!

Main Ingredients	Spices	Sugars
Clarify	Provoke	Reassure
Explain	Challenge	Praise
Simplify	Expose	Thank
Recommend	Excite	Entertain
Engage	Accelerate	Sparkle