

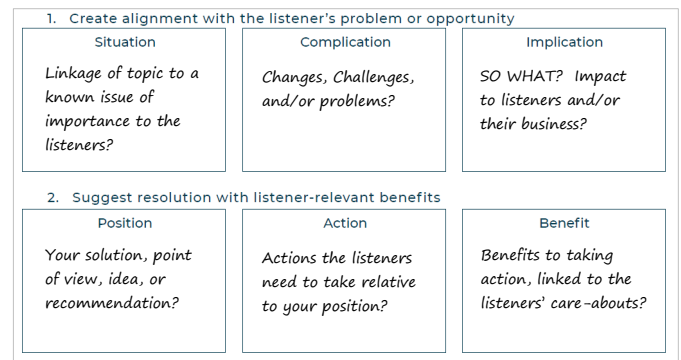
# Be Influential: Become a Breakthrough Communicator™

with the Mandel SCI-PAB® Personal Communication Framework™

In business, knowing how to make every communication count drives both career and organizational success. The challenge is to quickly help your target listener clearly understand and see the compelling value in your message – both things have to happen in order to ensure that you are heard. The Mandel SCI-PAB framework helps you do exactly that. It guides you through two stages of critical thinking, with each focused on considering your topic from your listener's perspective. It's a proven recipe for consistently achieving your communication goals.

**Stage One: Align with the Problem or Opportunity** In order to be heard, your message must rise above all the other communications and distractions competing for your listener's mindshare. Use **Situation - Complication - Implication (SCI)** to get your listener's attention by quickly providing engaging context tightly linked to the listener's top of mind care-about.

1. Start by briefly describing the **SITUATION**, by linking your topic to an issue of known importance to your listener.
2. Next, share the **COMPLICATION** that has arisen. This could be any change, challenge and/or problem that impacts the results the listener was counting on – often negatively.
3. Then describe the **IMPLICATION**. This is mission critical – if the impact of the **COMPLICATION** doesn't hit high on your listener's list of care-about, there's a good chance your listener won't really be paying attention.



**Stage Two: Suggest Resolution** If your **SCI** has care-about value, your listener will immediately want to hear your recommendation. Seize that opportunity by using **Position - Action - Benefit (PAB)** to provide an actionable, high level/high value description of your idea.

1. Clearly share your **POSITION** - your high level recommendation of what needs to happen to mitigate the problem or act on the opportunity described in your **SCI**.
2. Next, be crystal clear on what specific **ACTION** you need the listener to take to make your recommendation described in your **POSITION** happen.
3. Then, to motivate your listener to take **ACTION**, describe the **BENEFIT** of acting on your recommendation, being sure to link those results to the listener's top of mind care-about.

**Break Through in Two Minutes** Your goal is to engage your listener with a message that quickly opens the door to a healthy, productive dialogue, meeting, or presentation. Since the essence of **SCI-PAB** is trying to demonstrate that you understand and value the listener's care-about, less time is spent by each party on positioning. Instead, the listener typically validates or clarifies the **Complication** and **Implication** presented, which usually enables agreement to the **Position** and **Action** to go very quickly.