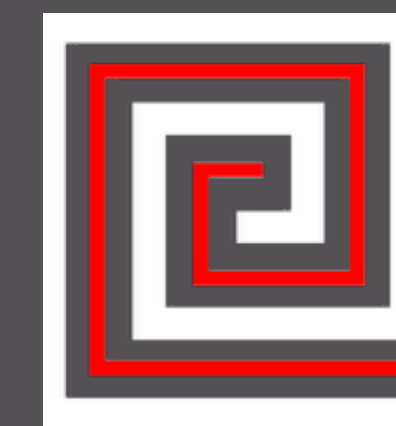
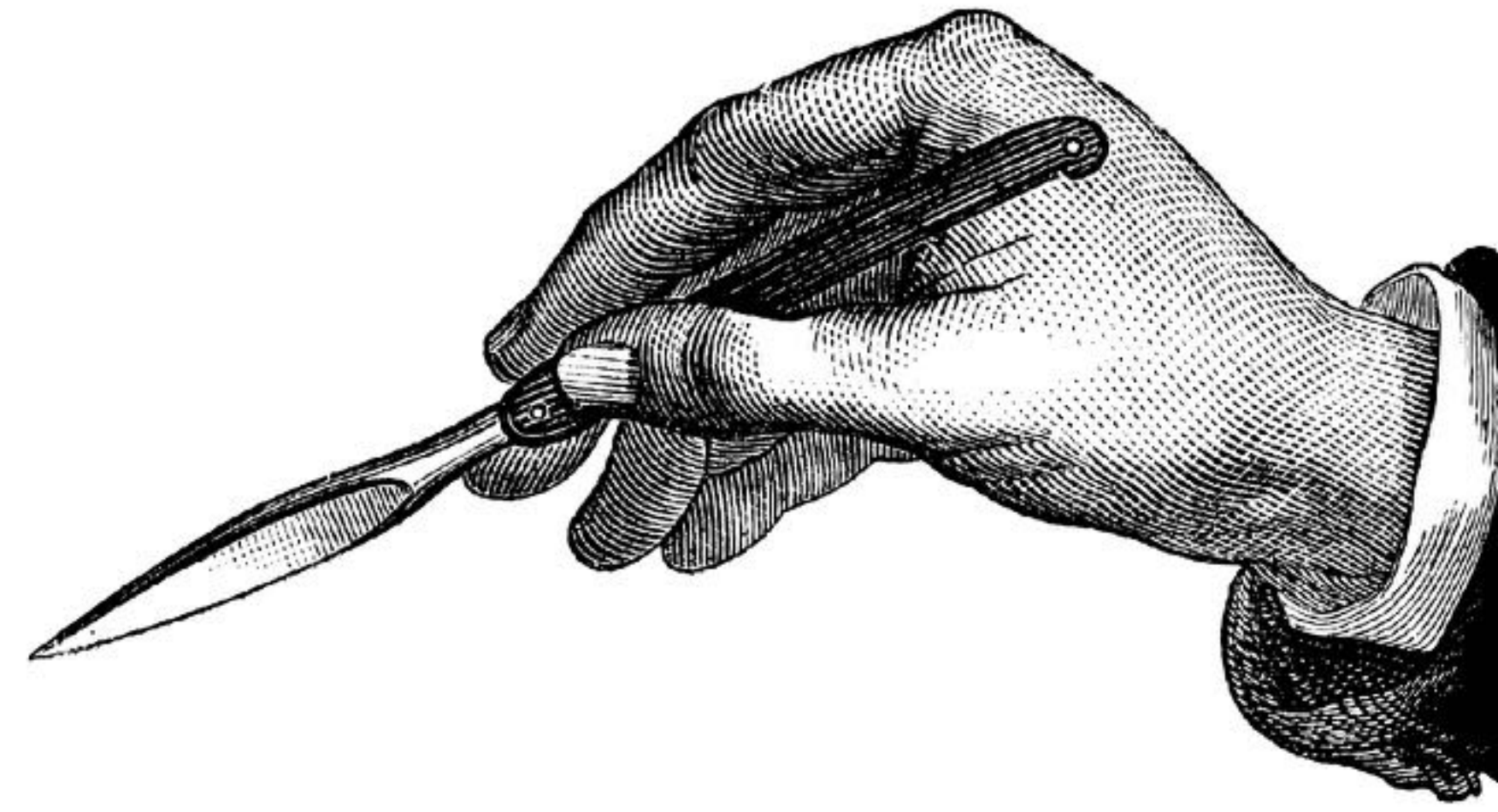


Find Your Red Thread

Tamsen Webster
tamsenwebster.com
[@tamadear](https://www.instagram.com/tamadear)







Spread the idea.



**Change a mind,
change the world.**



Content ≠ clarity.

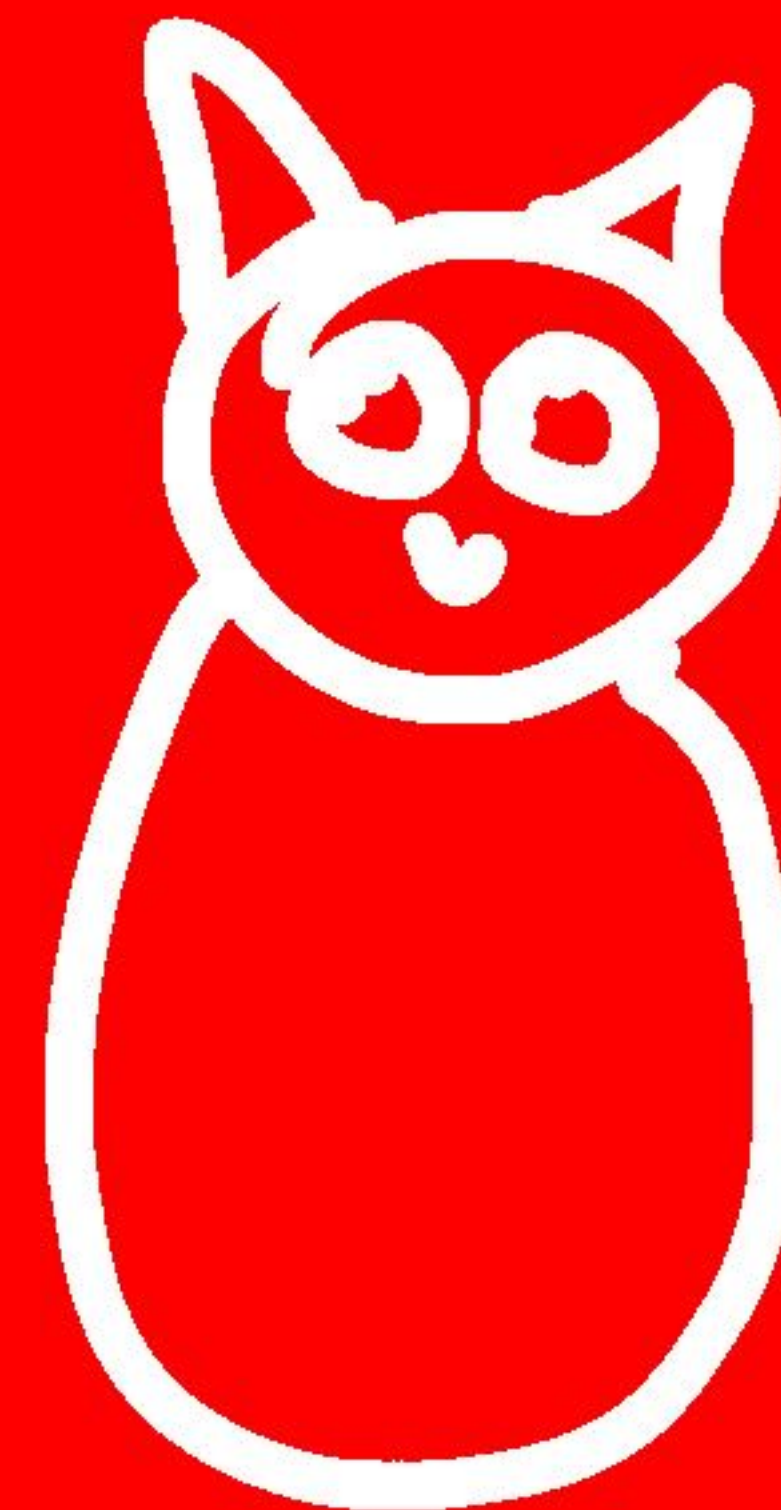


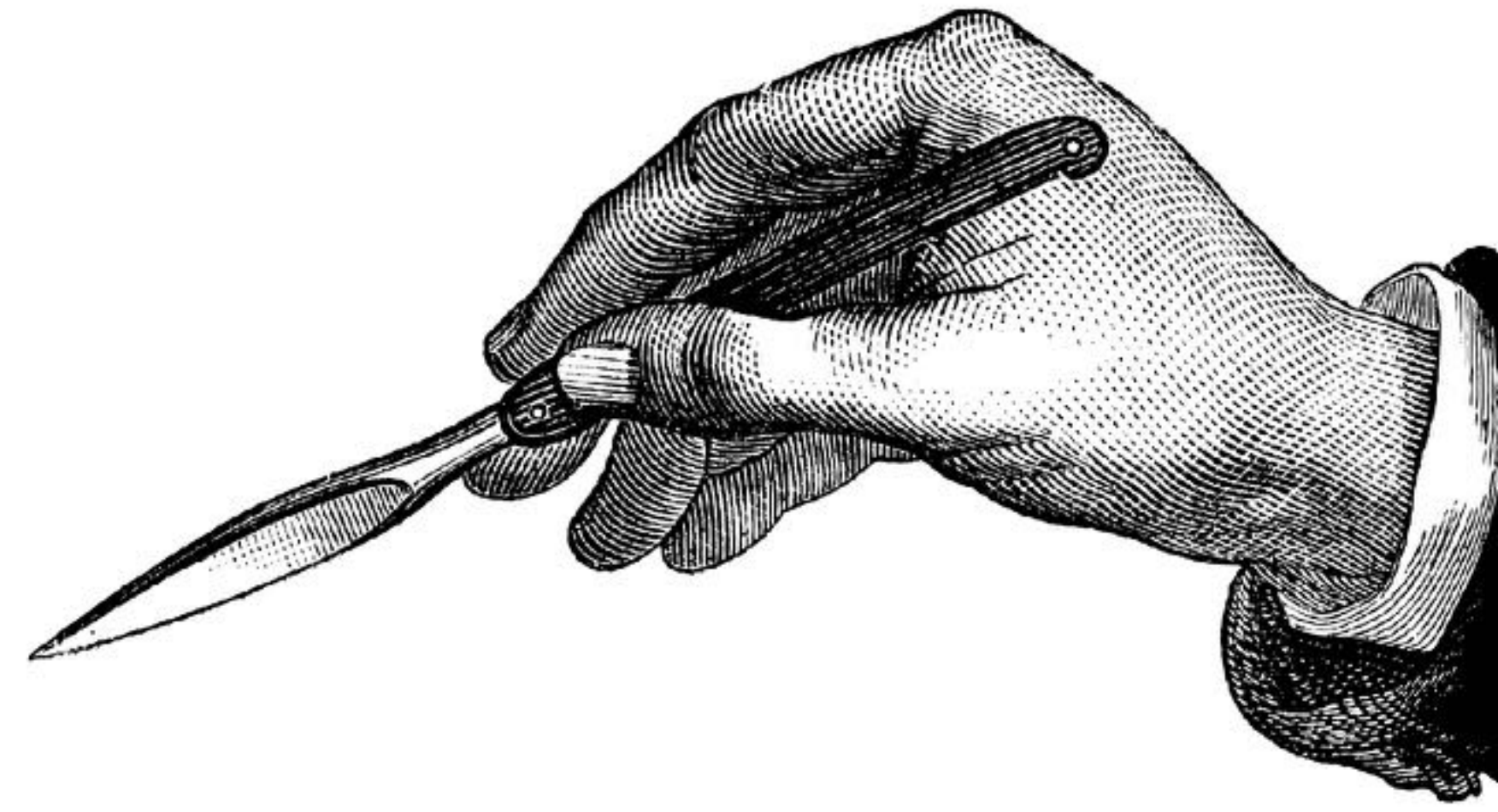
Curse of Knowledge

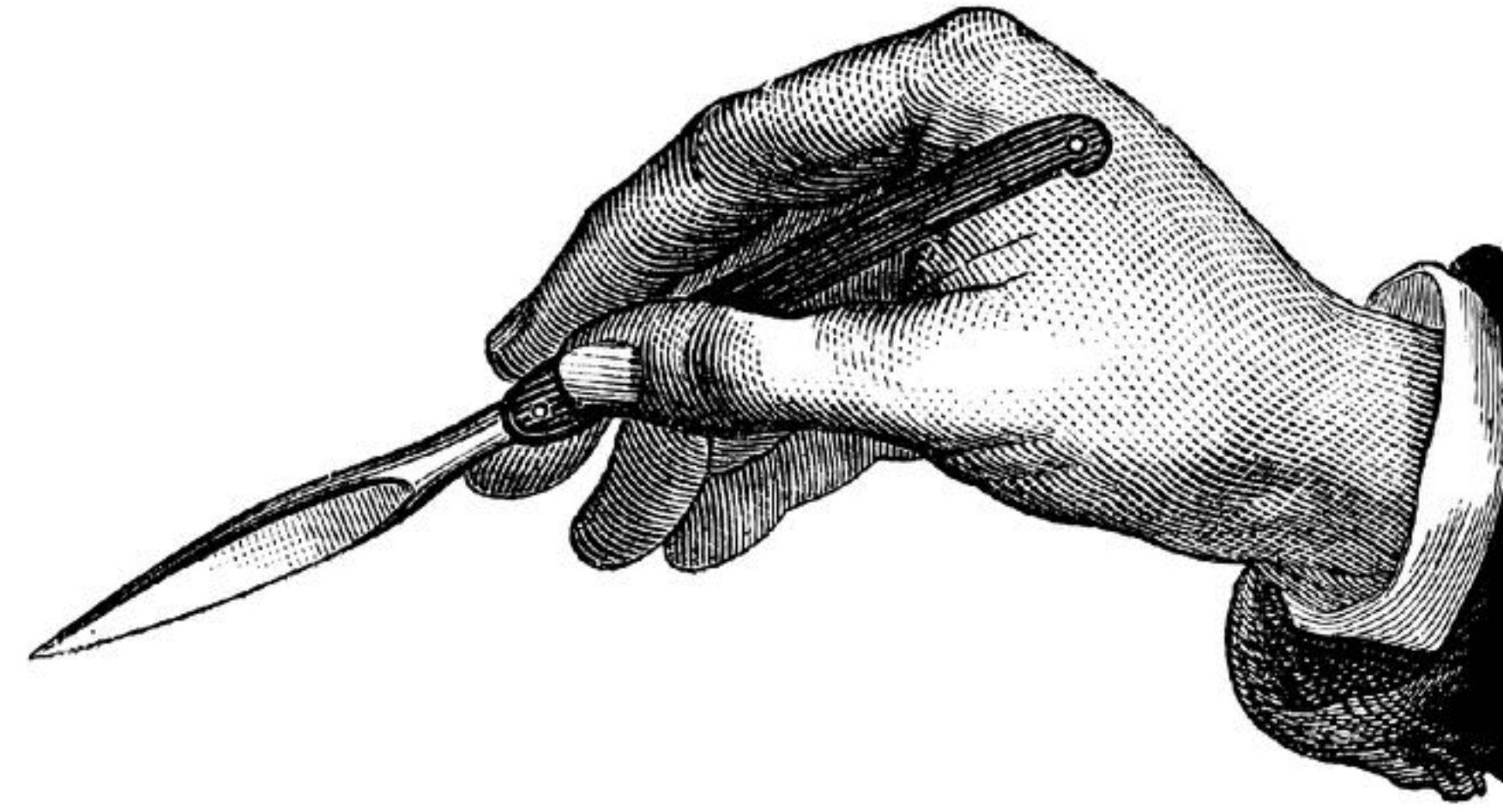


**Clarity is the
eye of the beholder.**

**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

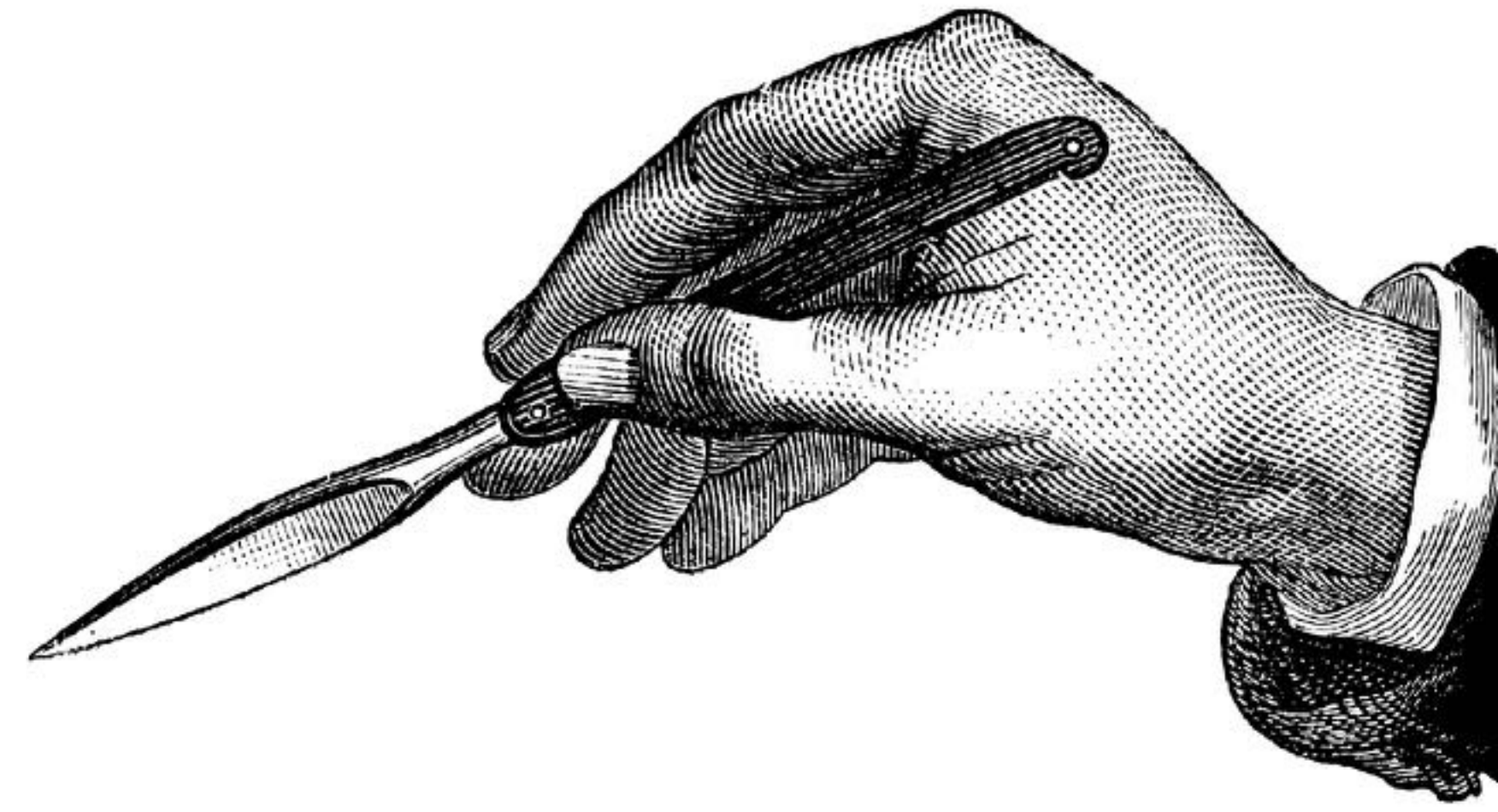
WHO are you for?

What do you want them to **KNOW**?

What do you want them to **DO**?

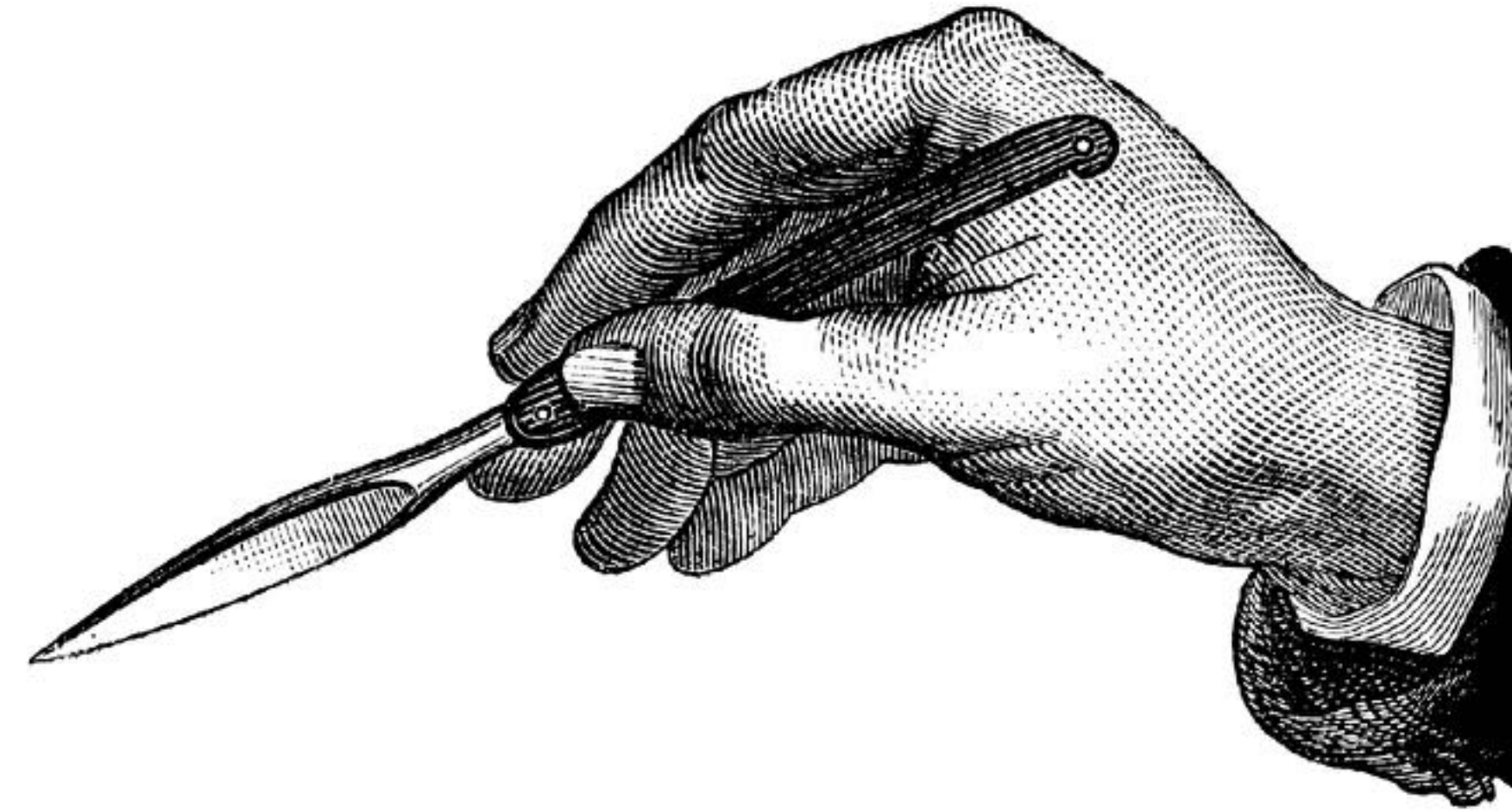
Concept

**Comprehension comes from
questions.**





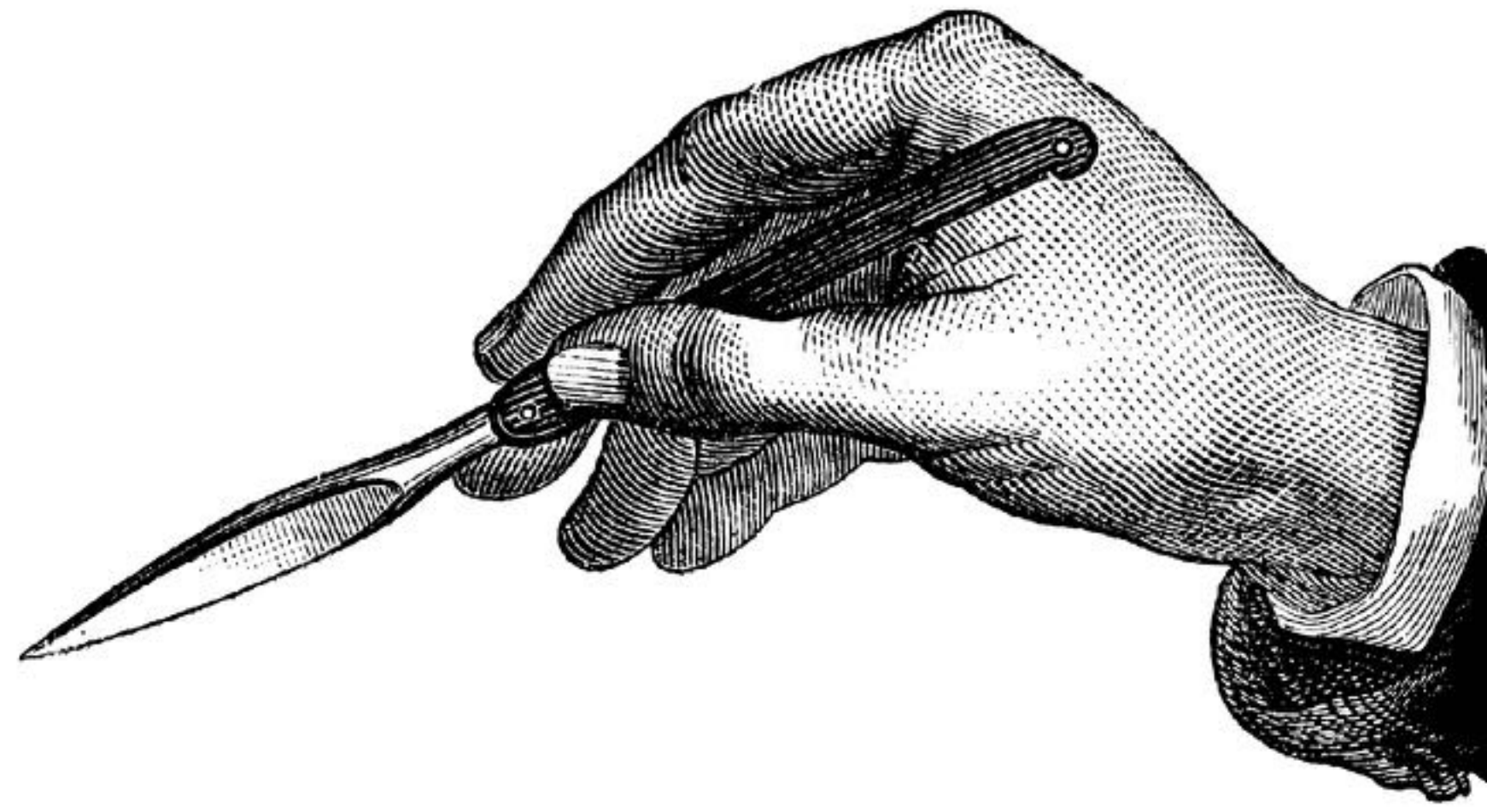
Why?





Why?

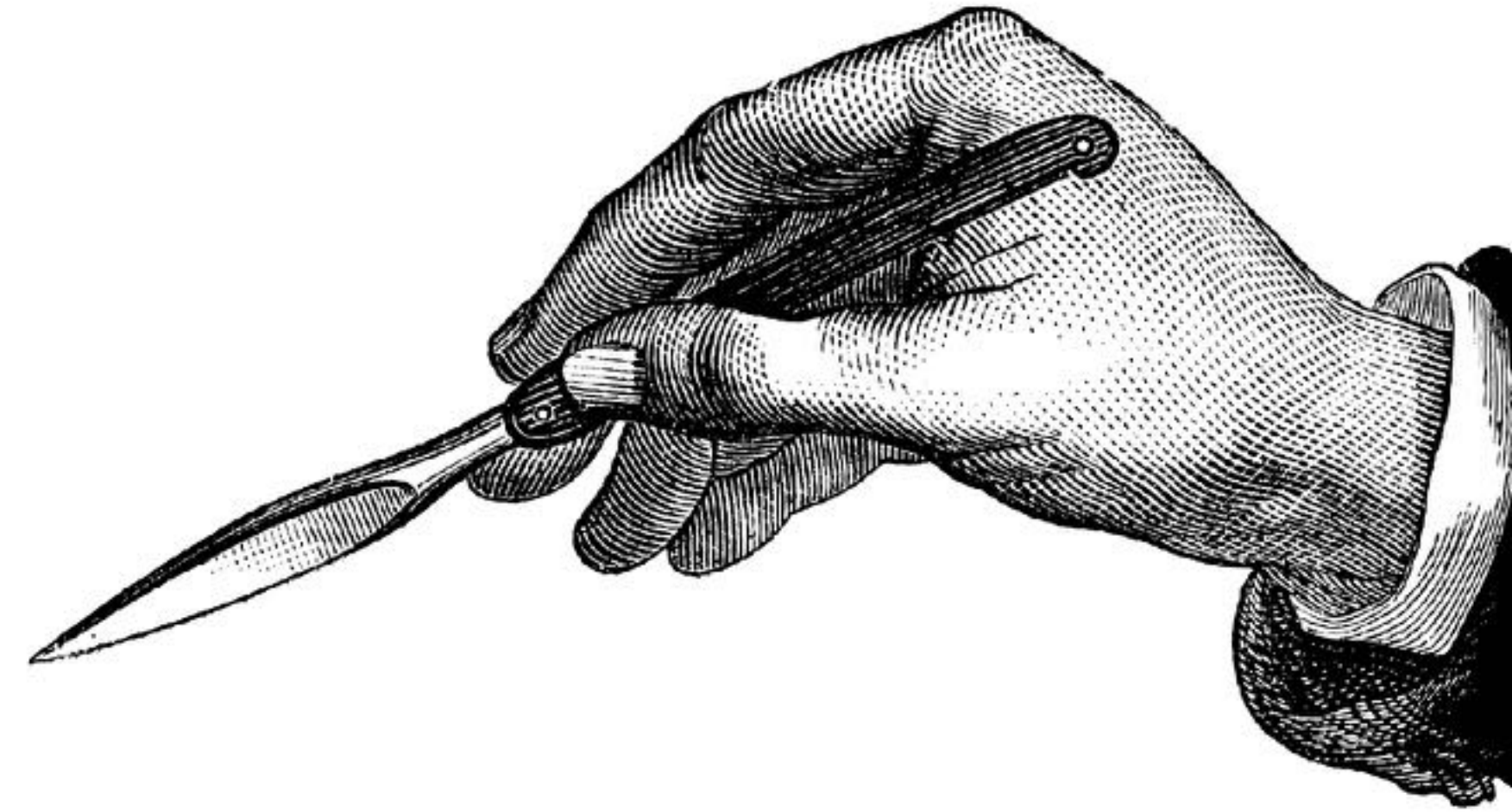
What now?





Why?

What now?



How?

Why?

**What
now?**

How?

Why?

**What
now?**

How?

CHANGE

Why?

**What
now?**

How?

PROBLEM

CHANGE

Why?

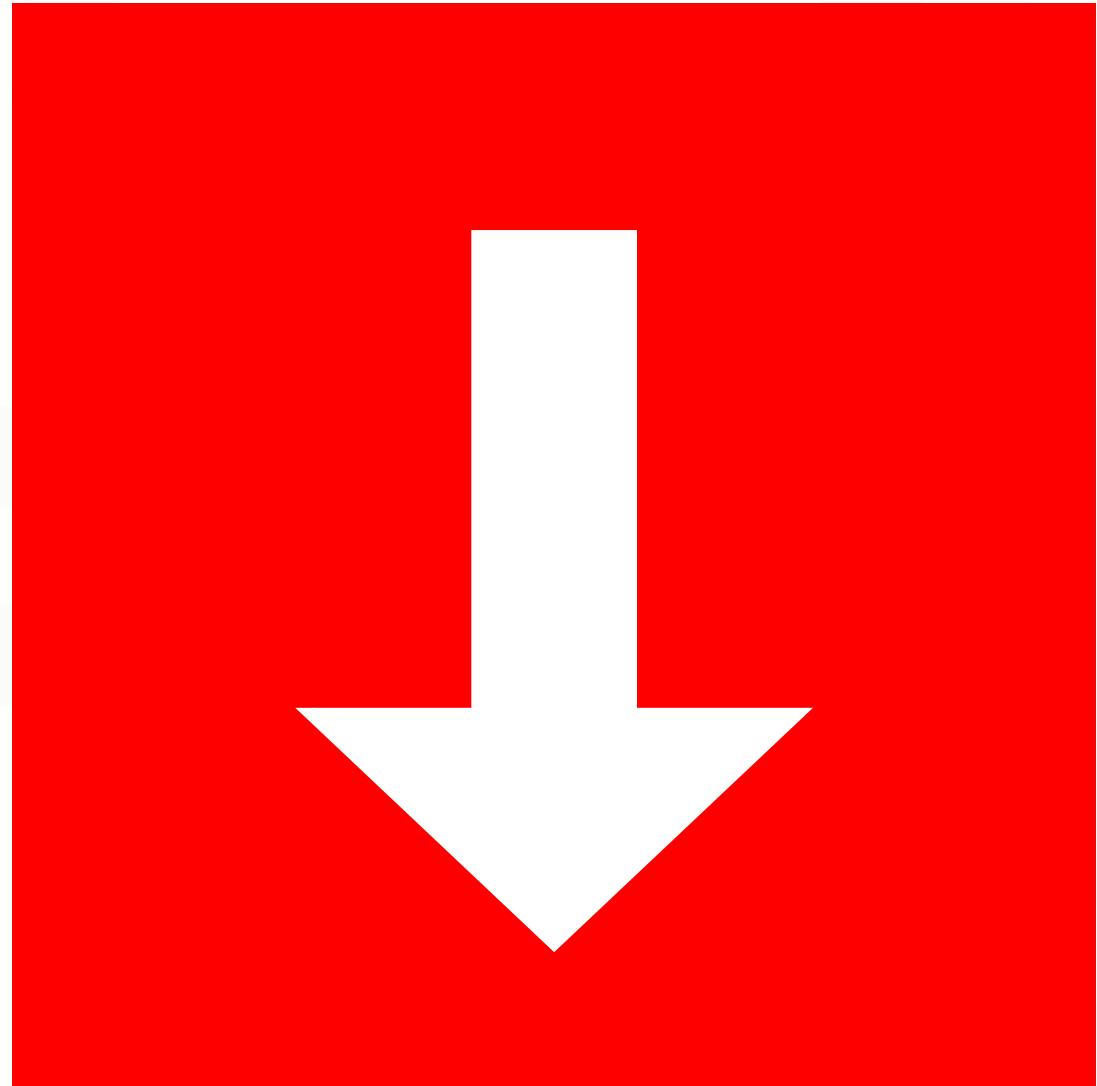
PROBLEM

**What
now?**

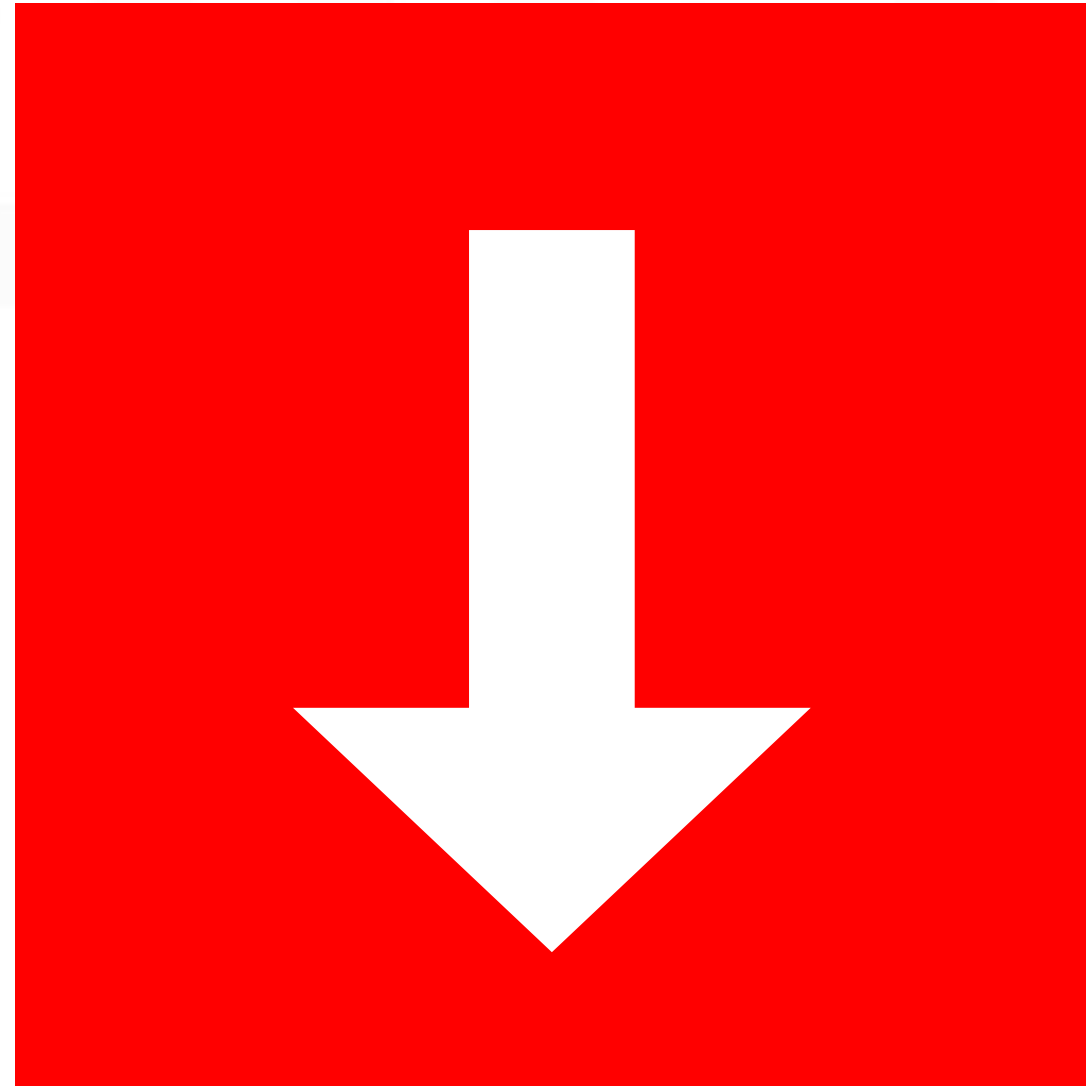
IDEA

How?

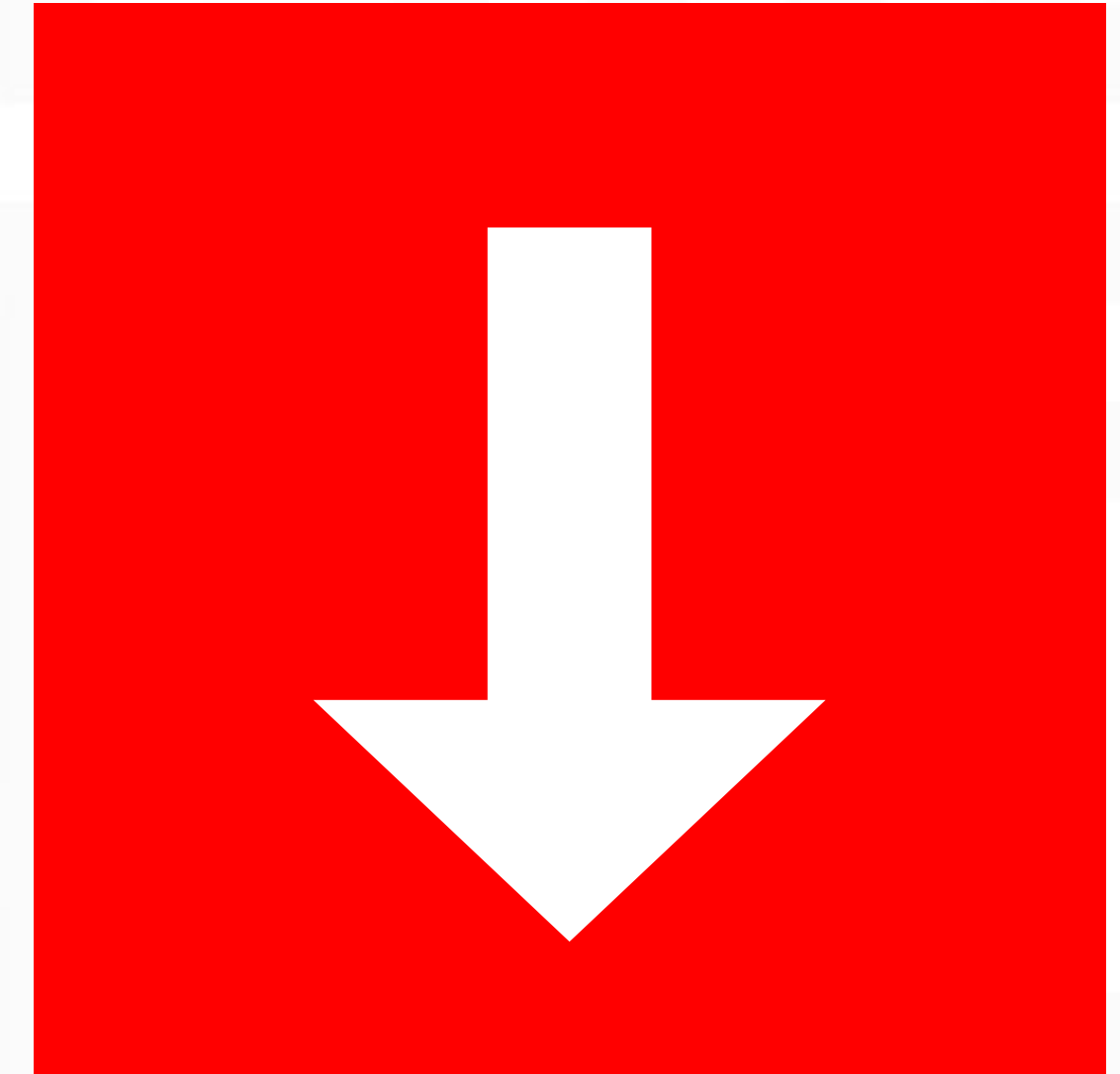
CHANGE



PROBLEM

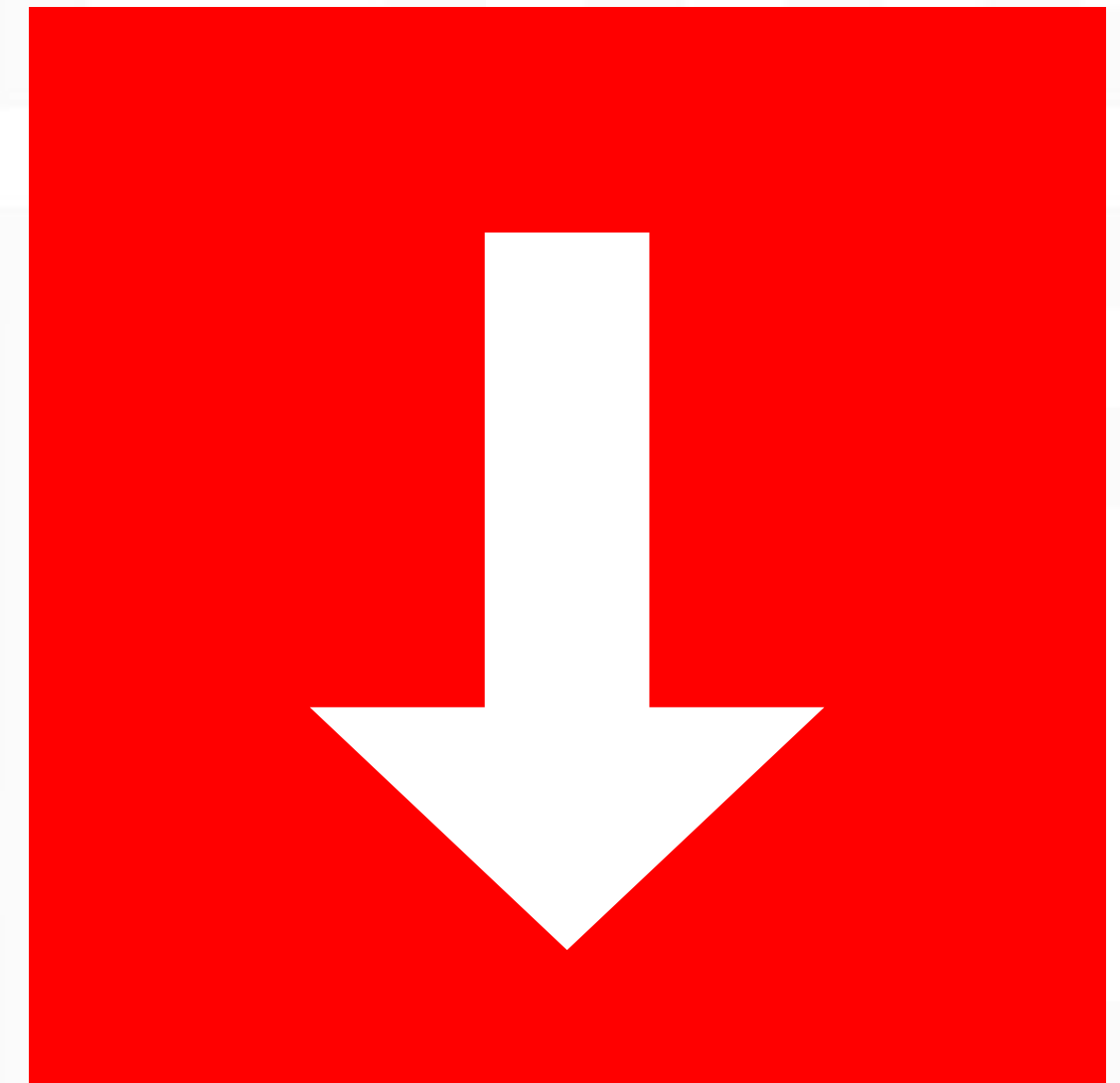
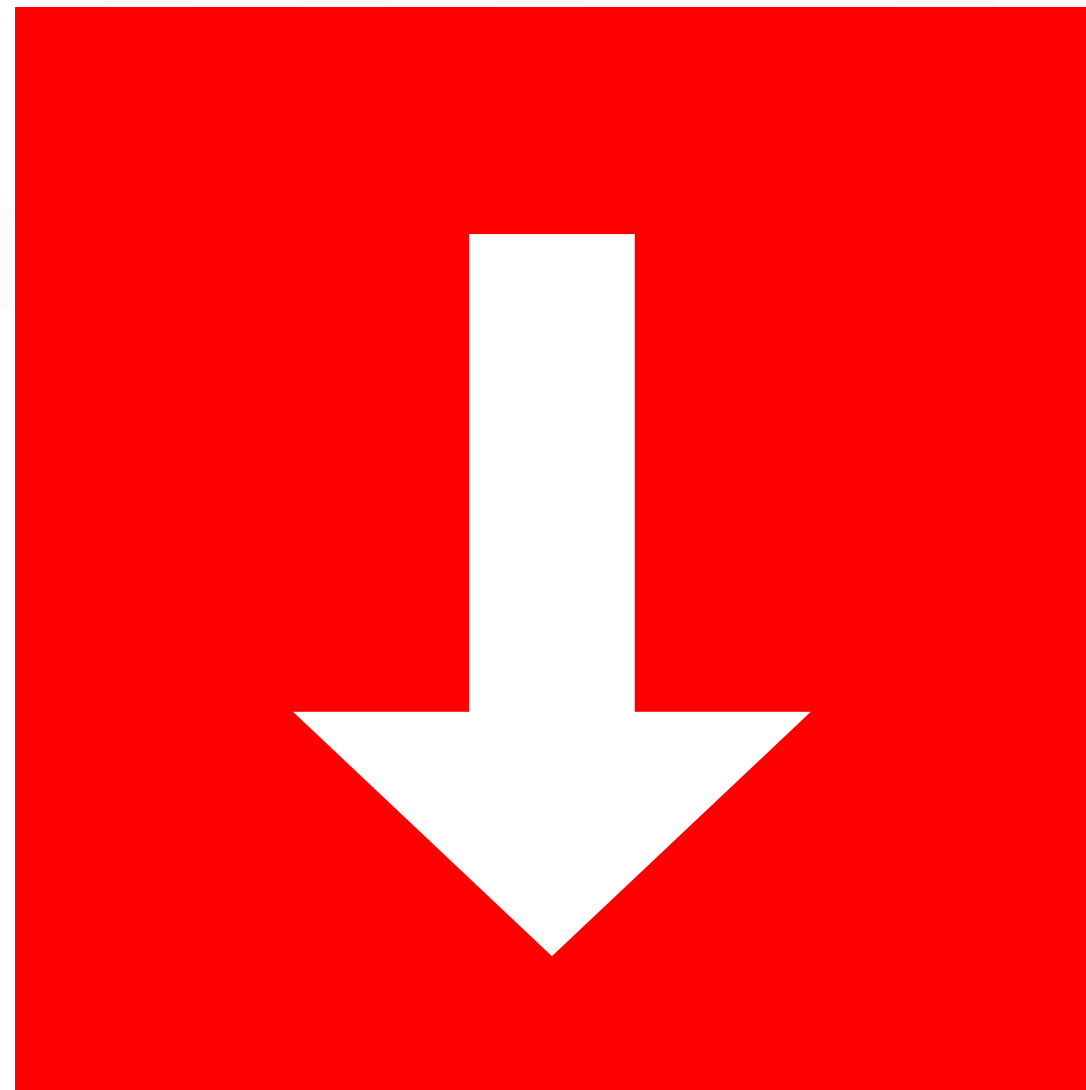
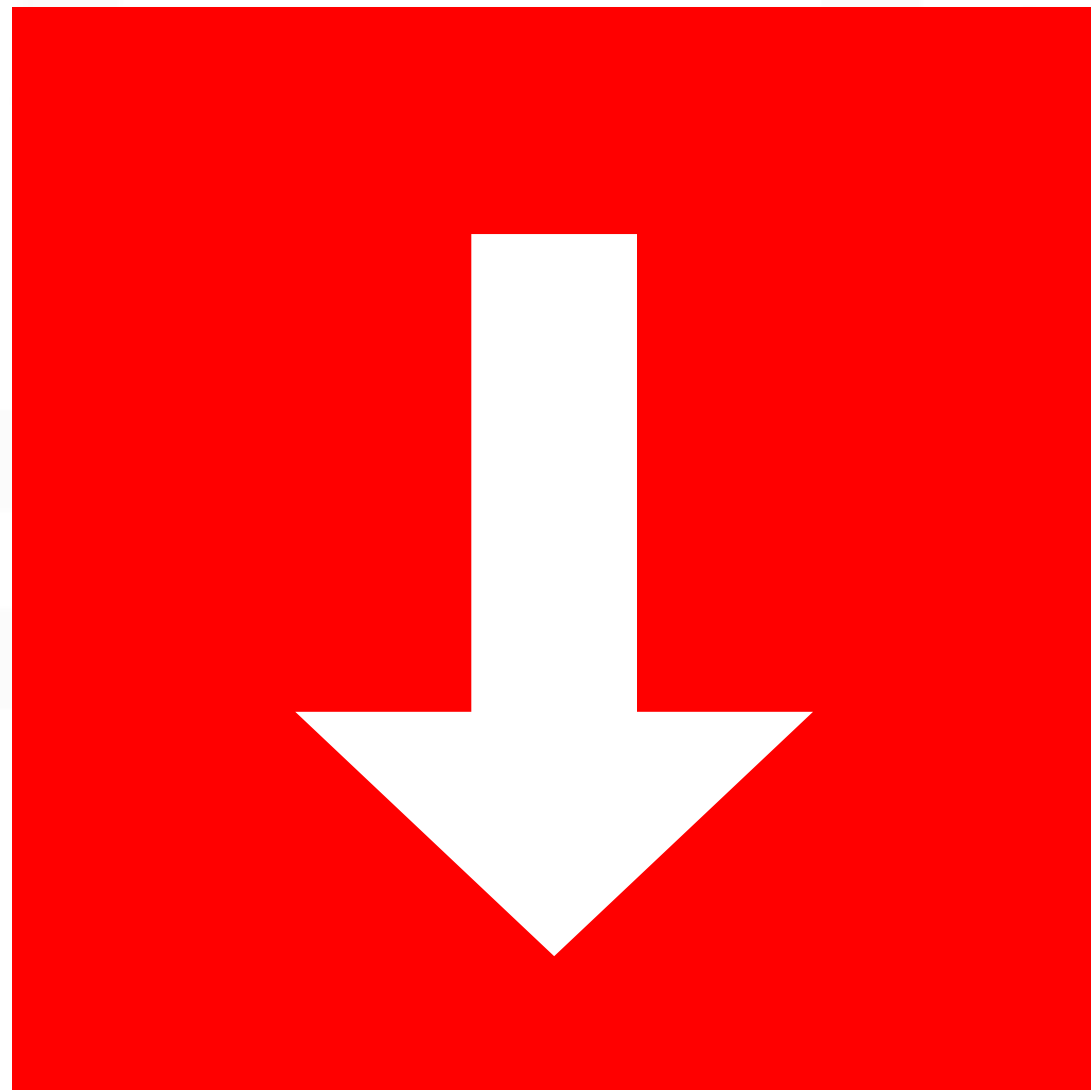


IDEA



CHANGE

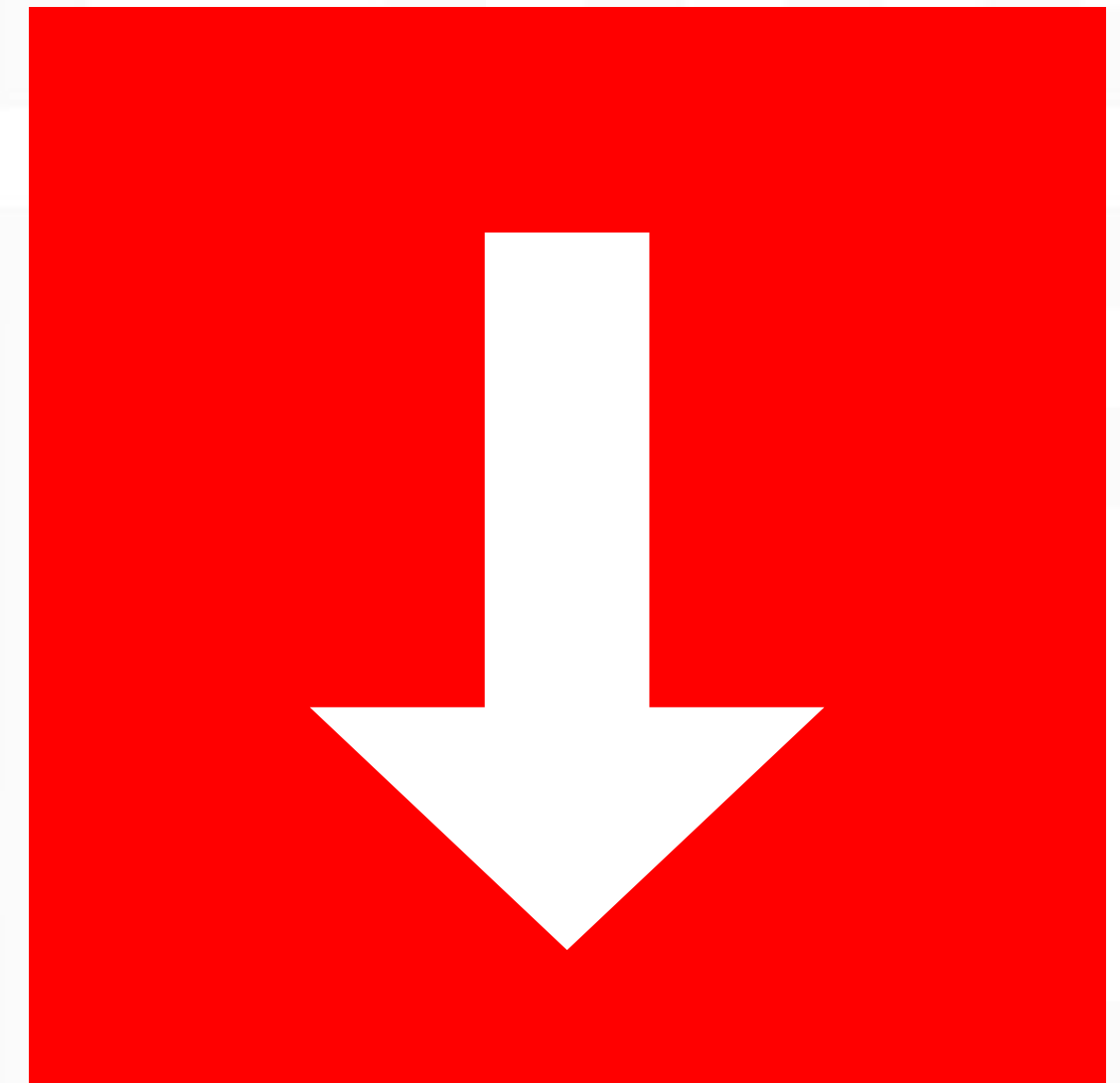
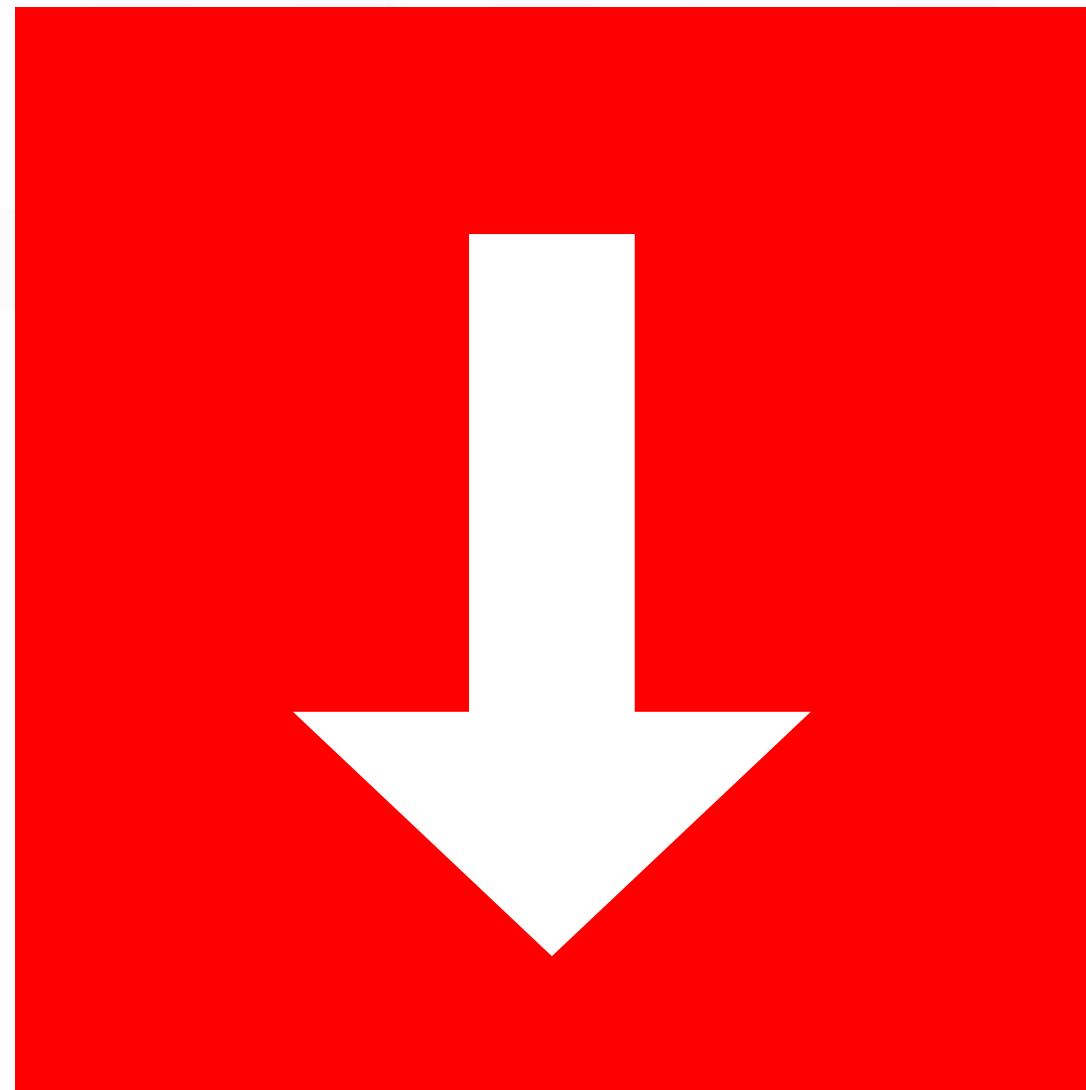
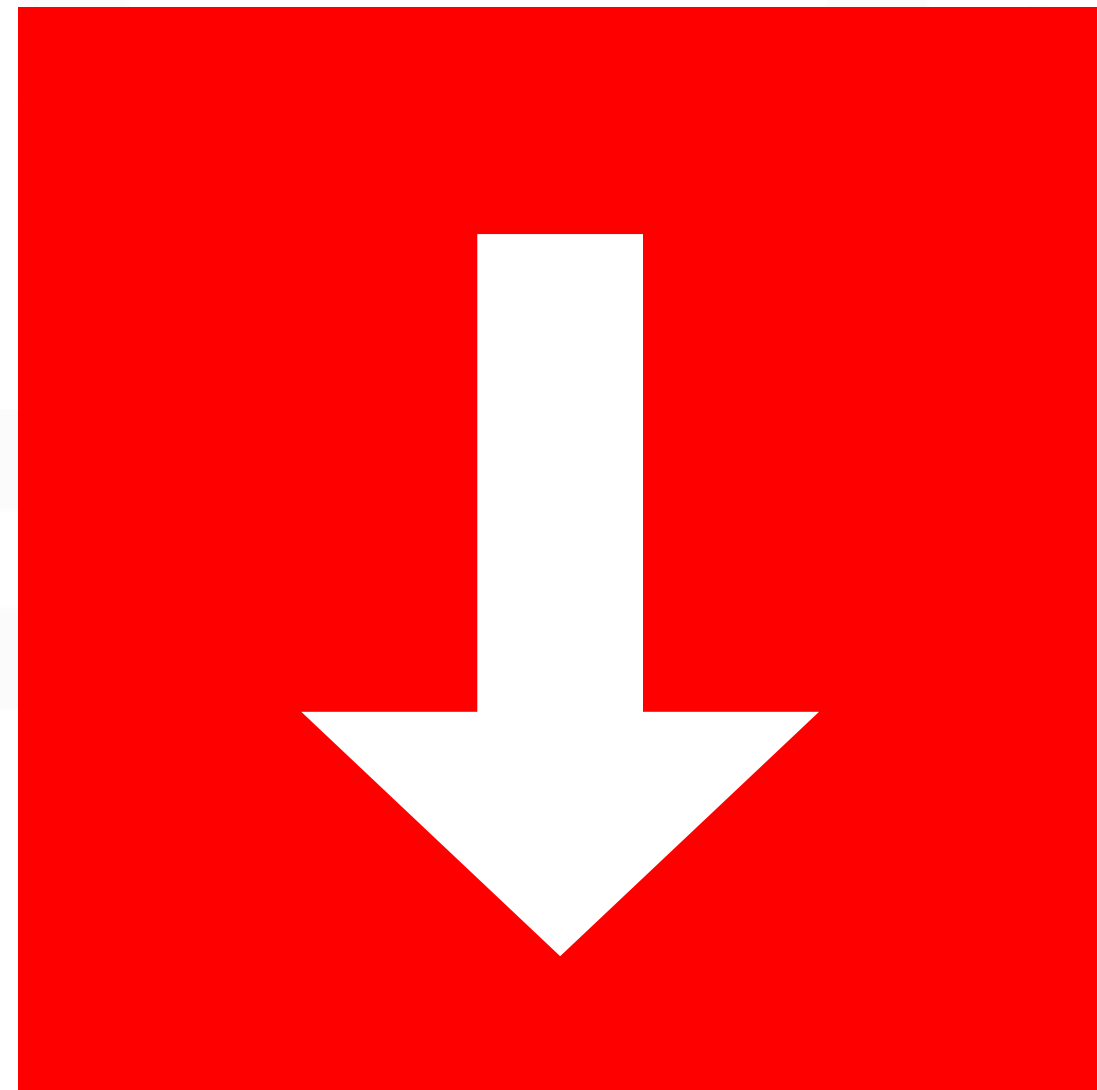
GOAL



PROBLEM

GOAL

PROBLEM



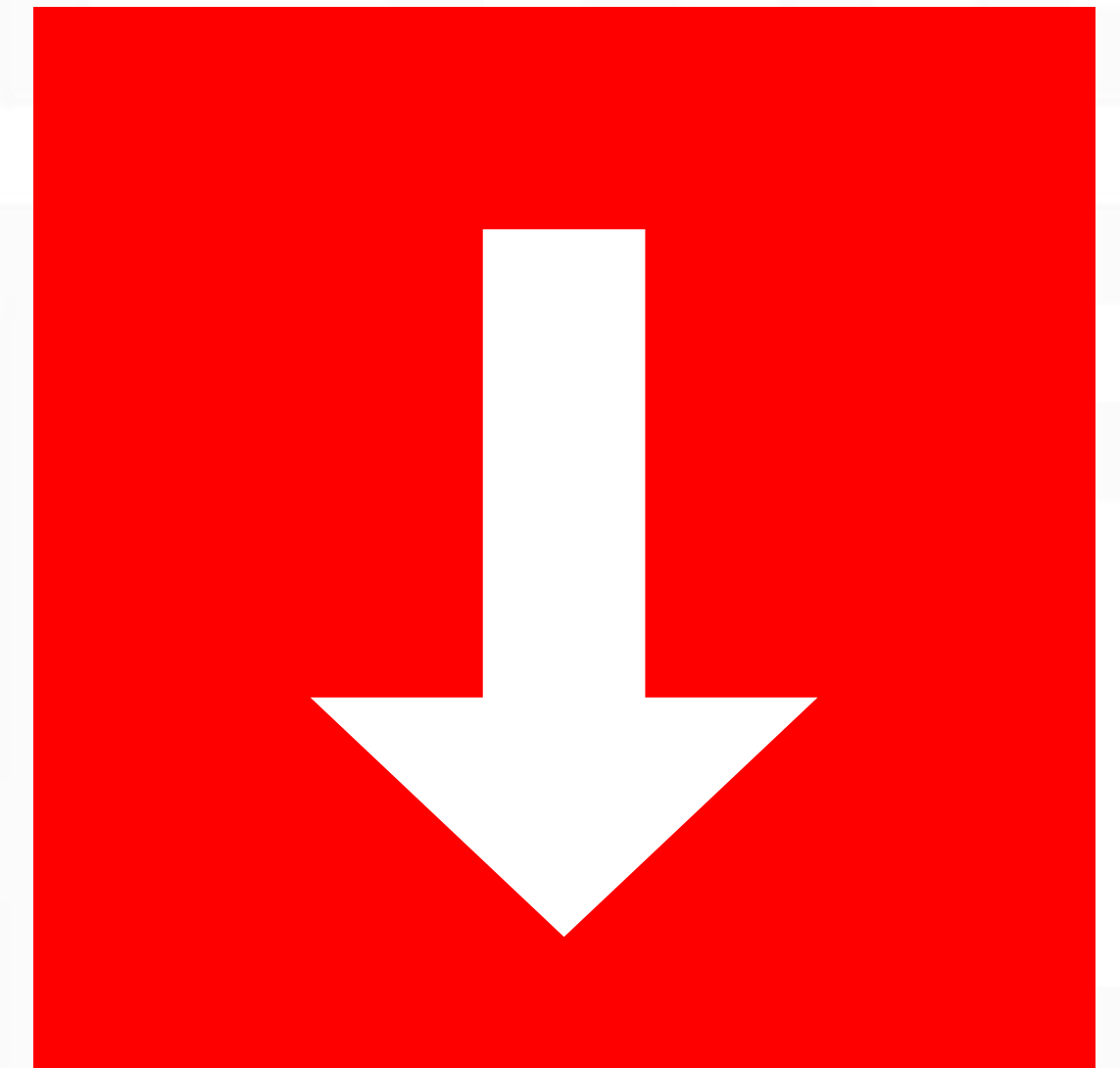
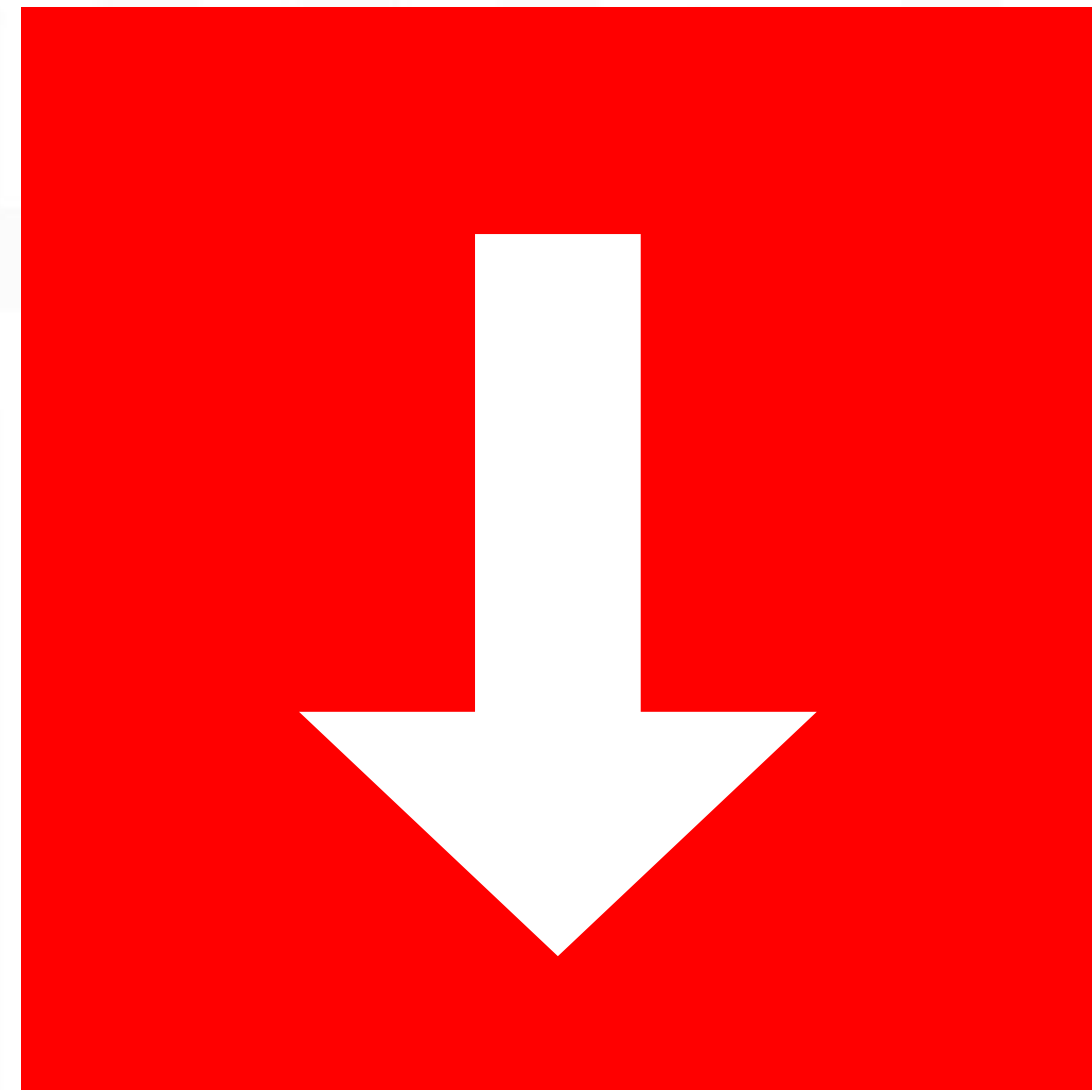
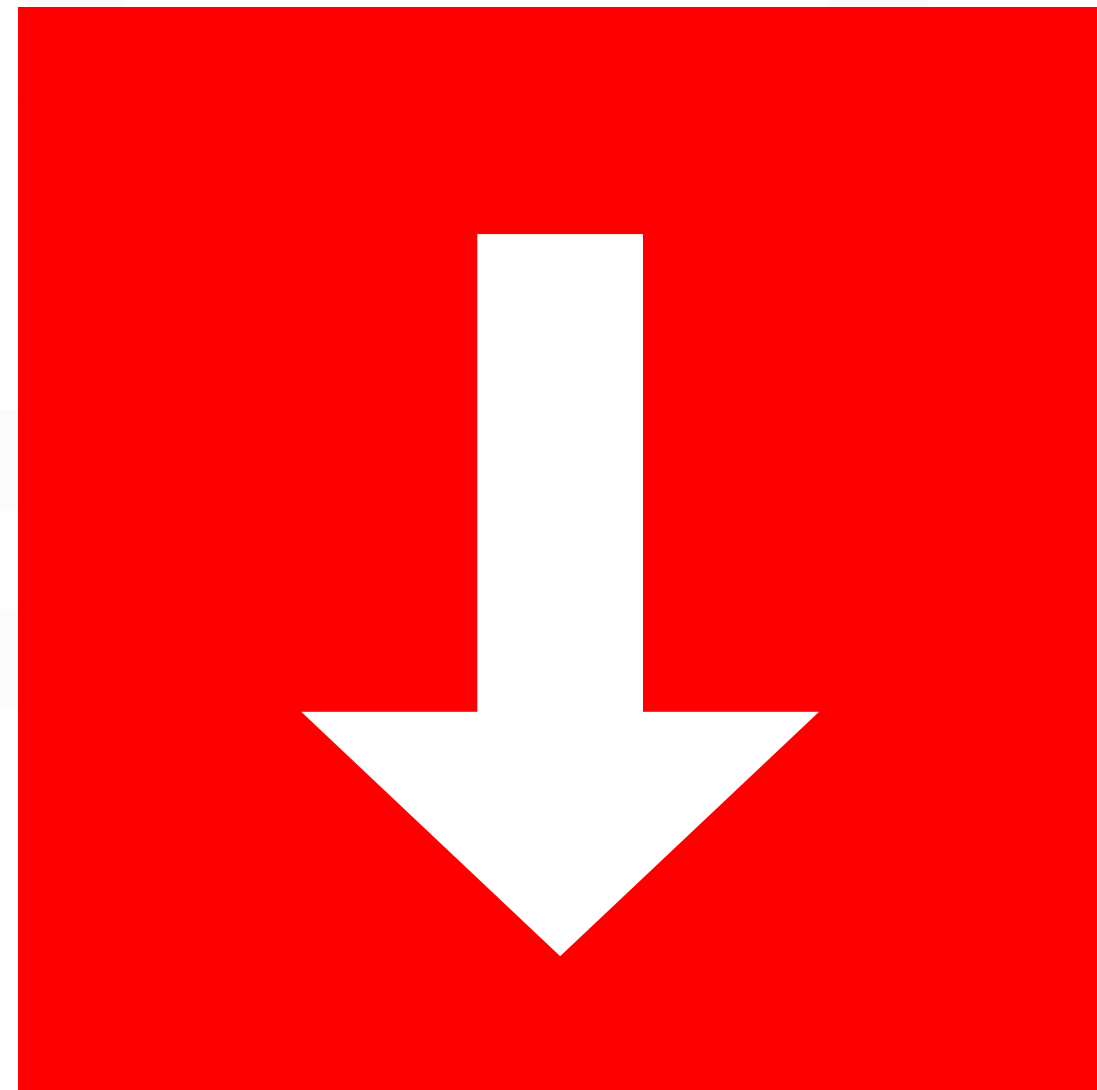
PROBLEM

IDEA

GOAL

PROBLEM

IDEA



PROBLEM

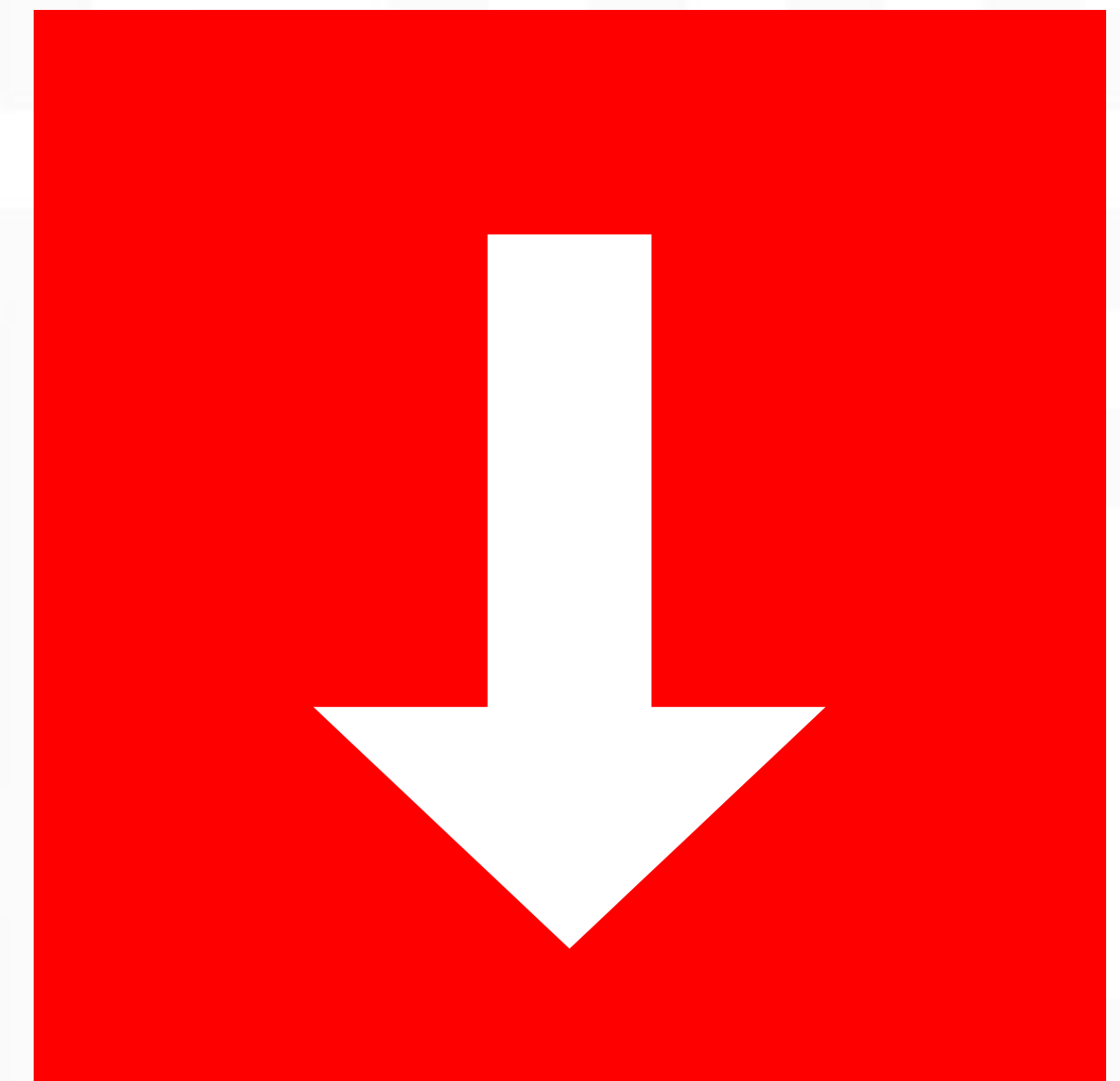
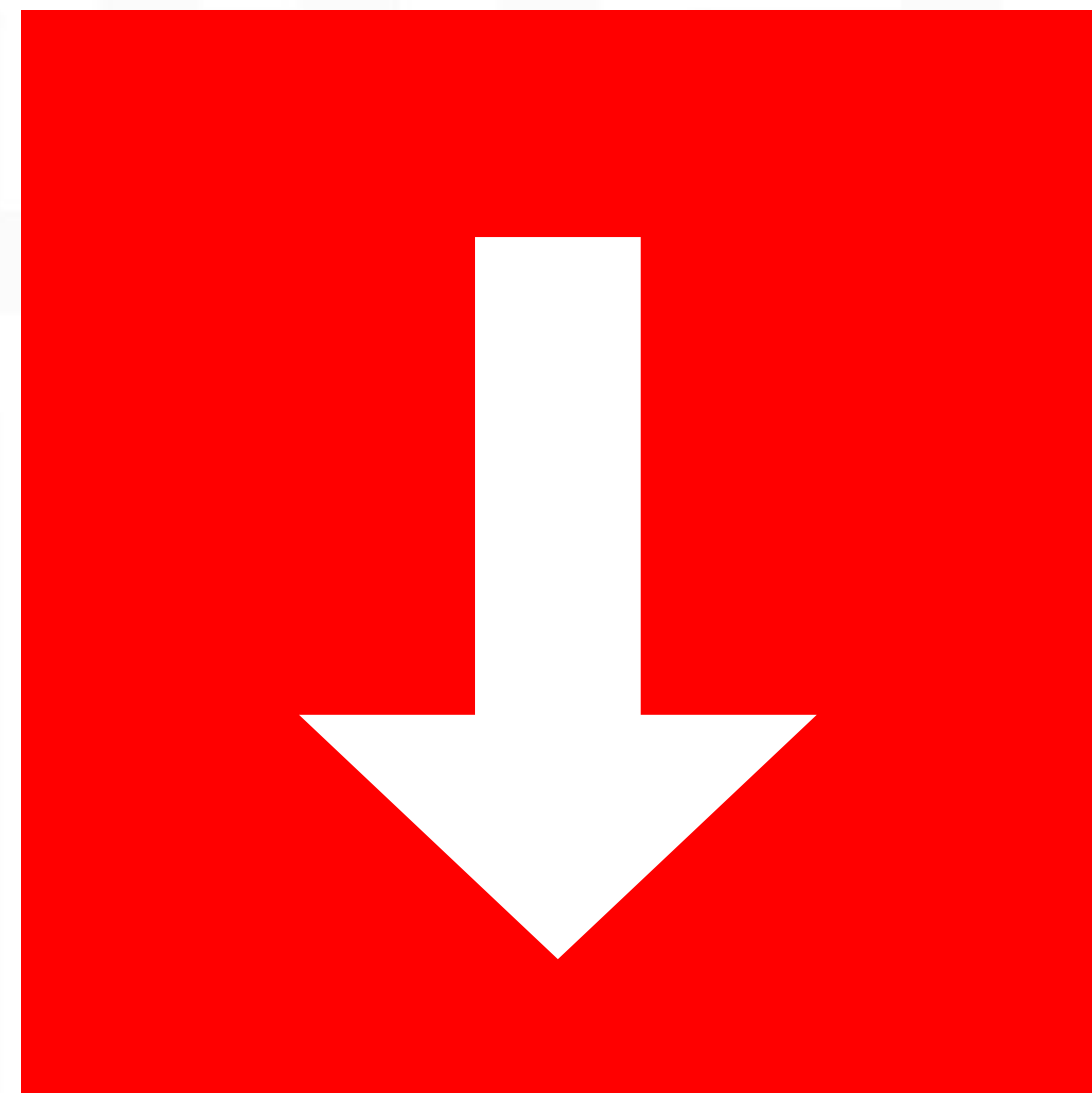
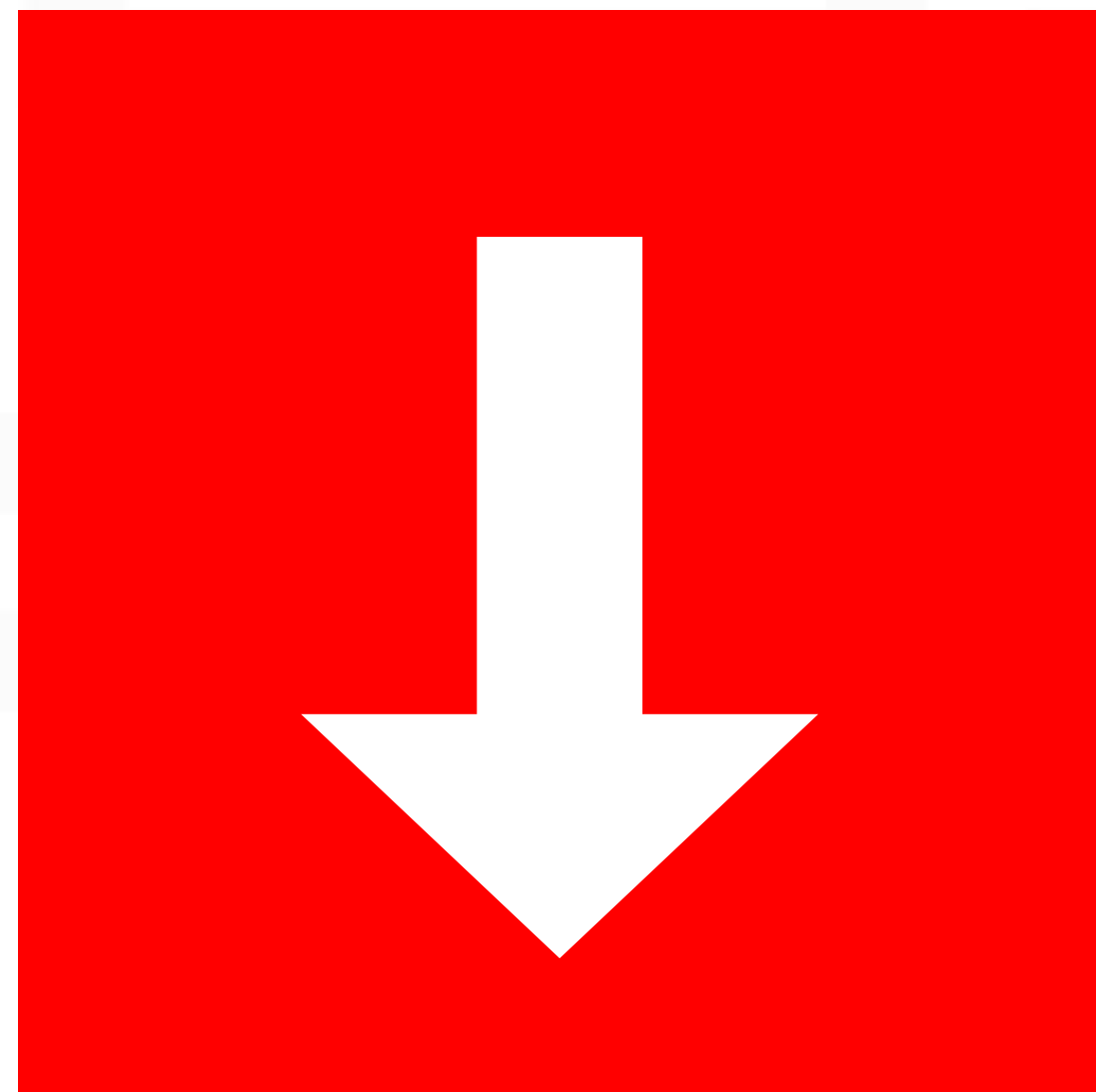
IDEA

CHANGE

GOAL

PROBLEM

IDEA



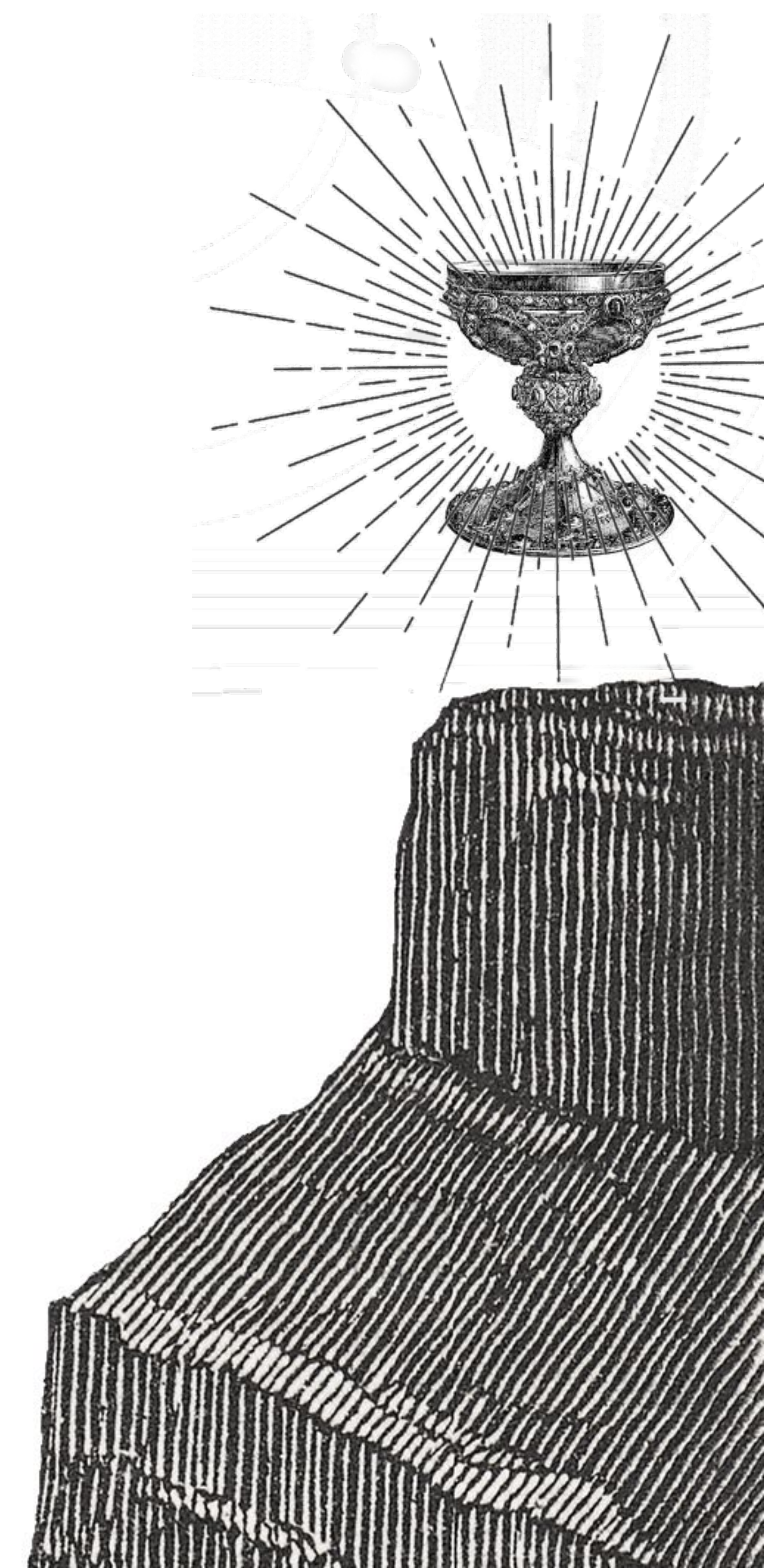
PROBLEM

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

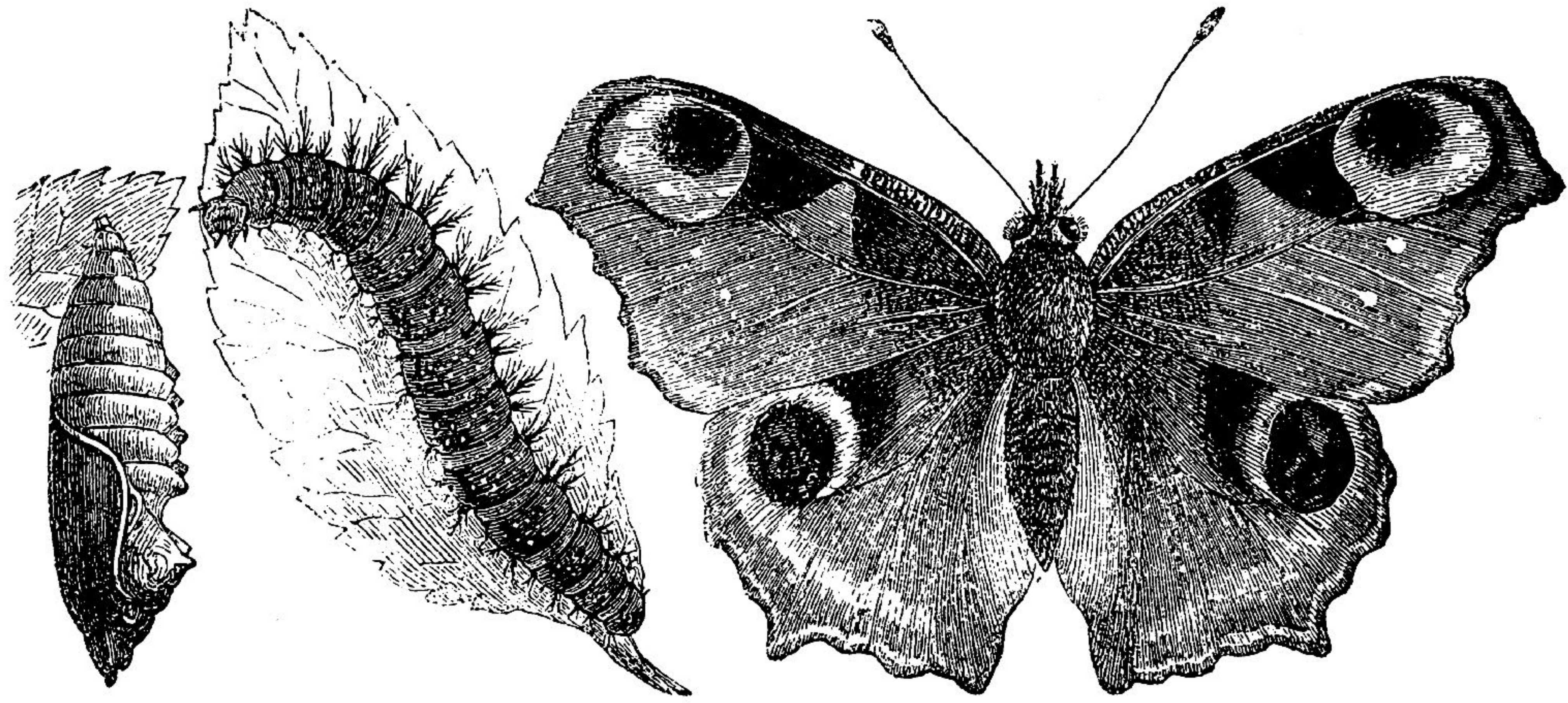


**GOAL
PROBLEM
IDEA**

+

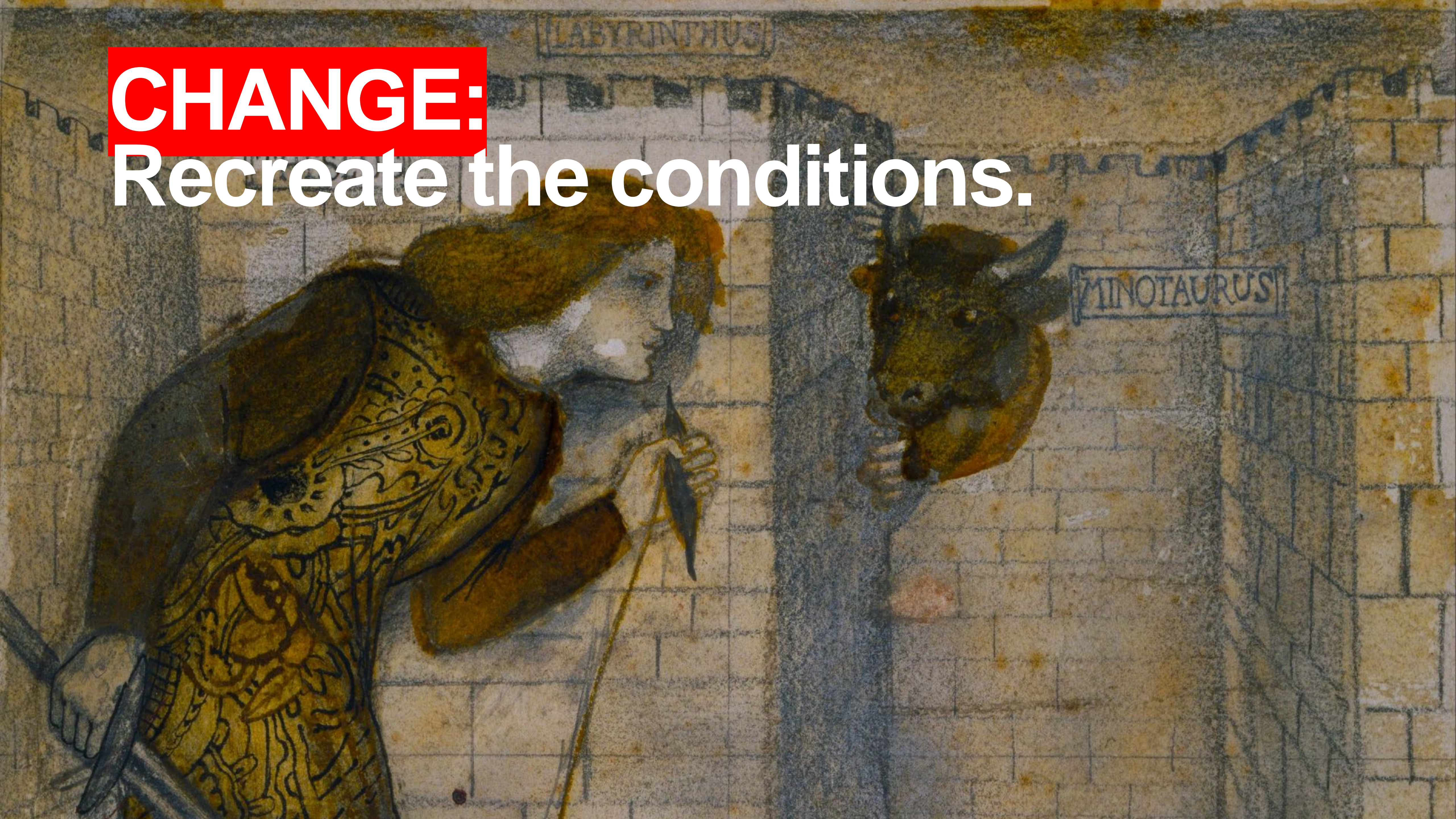
**= CHANGE
ACTIONS**

CHANGE: What they must DO



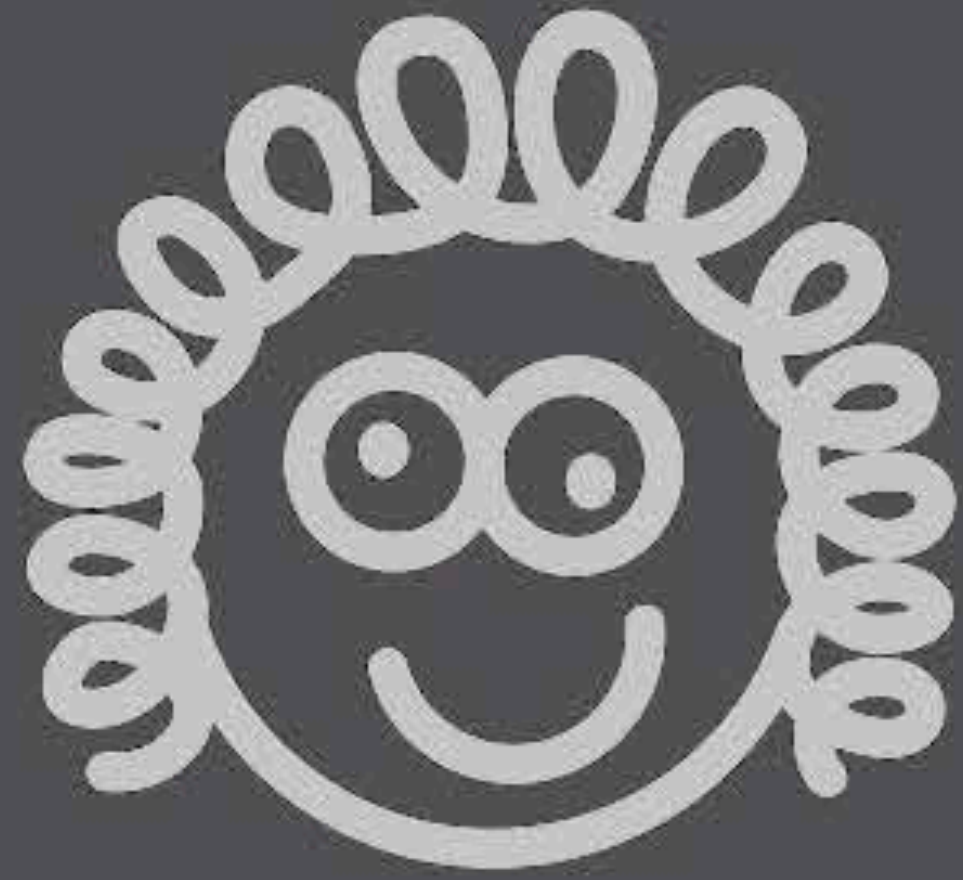
CHANGE:

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]**.

But here's the problem: it is **PER 0.5** of the

total solution. This is the **0.5** we have to

find: **CHANGE**.

Which means: **we have to [CHANGE]**.

[ACTION]

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]**.

To solve this problem we have to

understand **[IDEA]**.

Which means we have to **[CHANGE]**.

FROM REACTION

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?



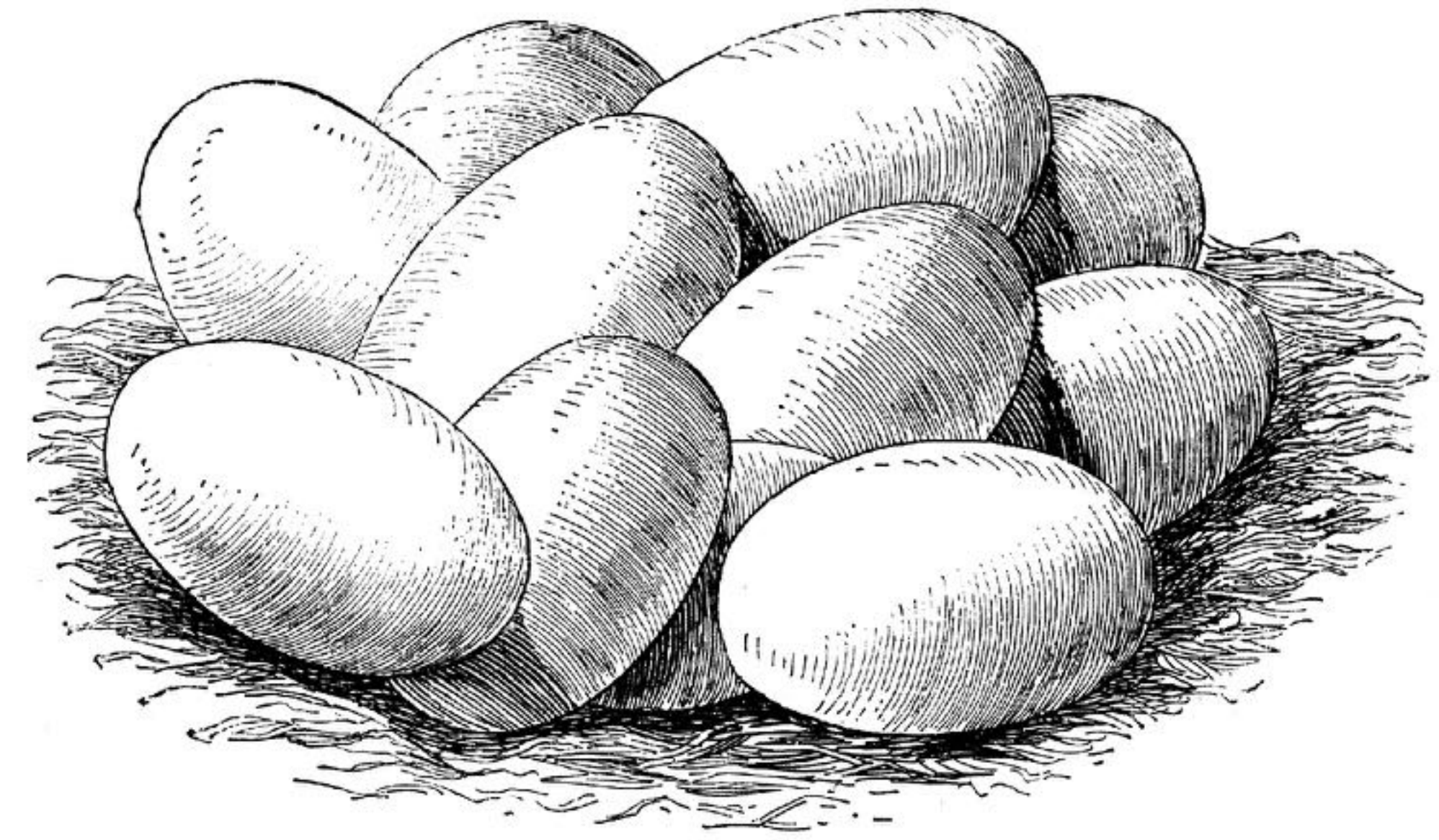
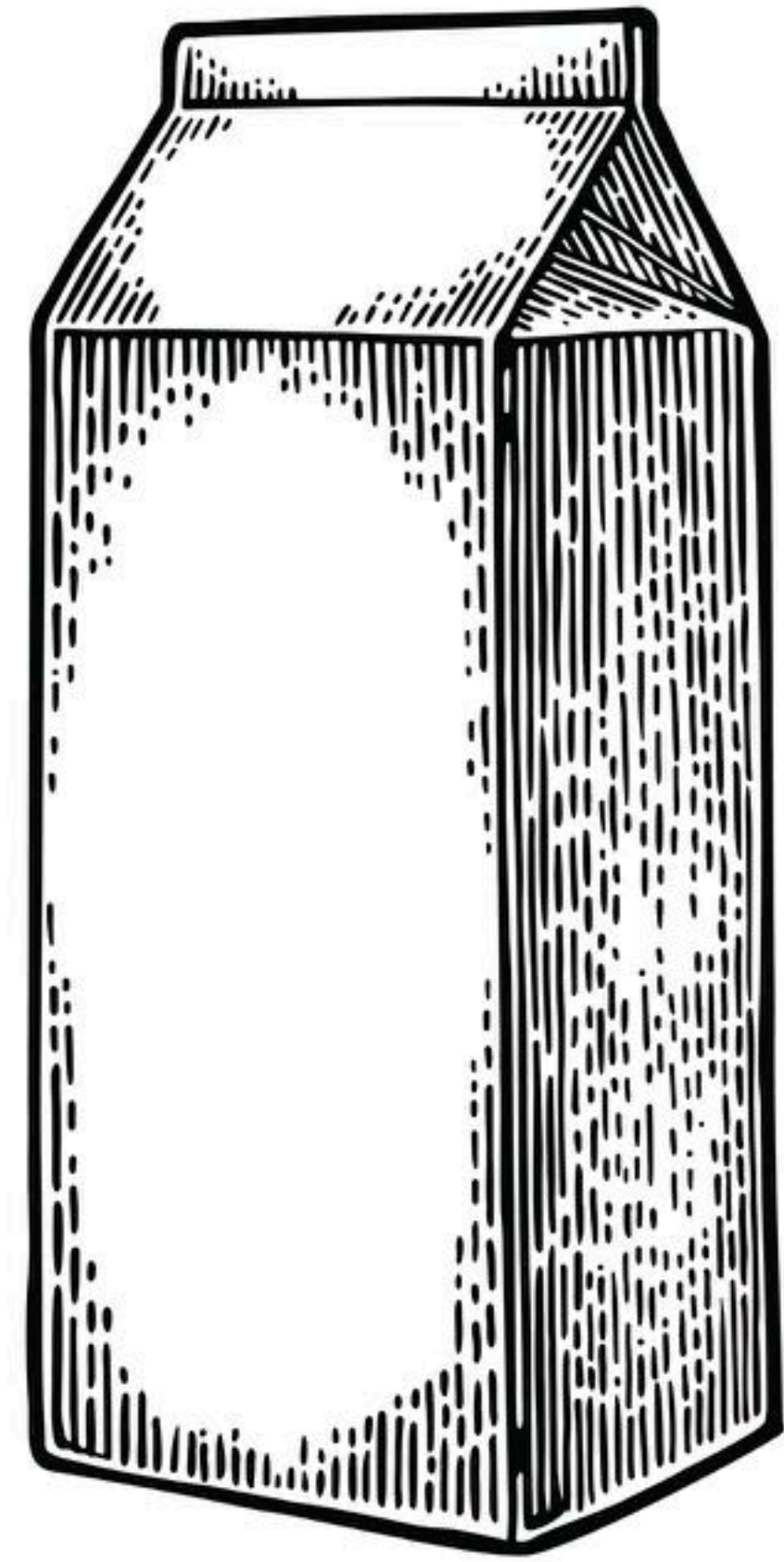
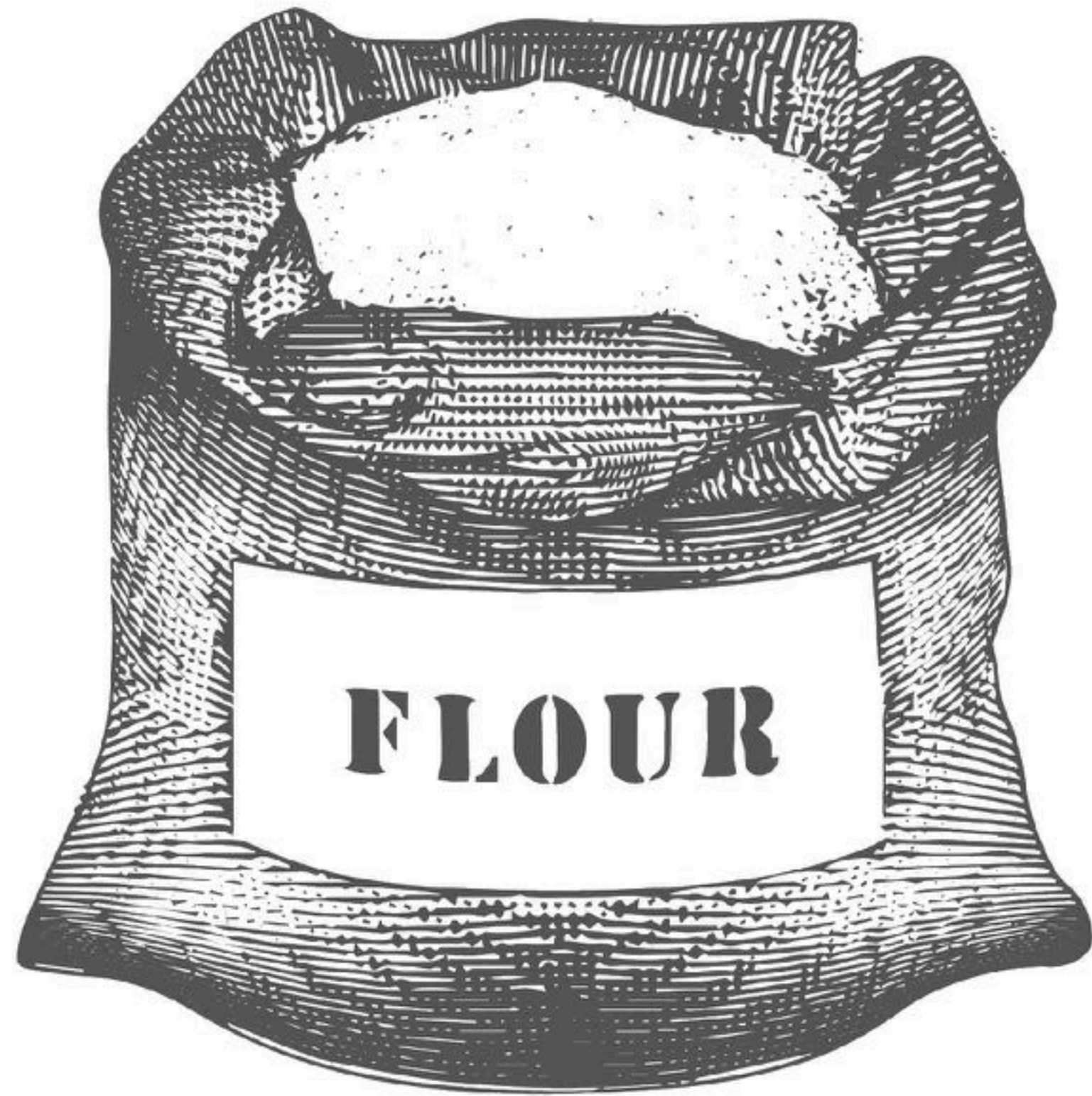


**What
now?**



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.

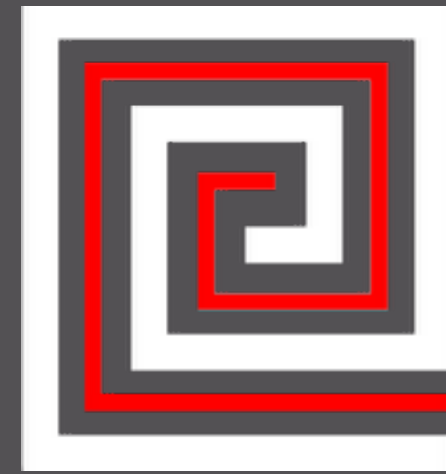
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The Red Thread.



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