

DISCOVER YOUR VERB TALKING POINTS

Every one of **YOU** ... no matter how **OLD** or **YOUNG**, how **DELIGHTED** or **DISAPPOINTED** you are in your life right now has a **VERB** deep inside you wanting a way out.

It's is your **ONE-WORD LANGUAGE** expressing to the rest of the world **WHO** you are and **WHY** you're here!

In the next 600 seconds, you'll **KNOW** why discovering your **VERB** can cause a meaningful change in your life, and in the lives of others you interact with ...

At the end of this talk, you will **HAVE** a handout that lists **112 VERBS** to choose from so that you can **FEEL** excited about **WRITING** your verb on your name badge and connect more meaningfully with others in this room.

My name is Alex Mandossian and as an **ADVERTISING** man, the **BIGGEST** lesson I've learned in the past 25 years is that the **ONE THING** that makes a good ad great ... is **SAME THING** makes a good leader great.

That one thing is: **MOVEMENT!**

Albert Einstein: "***Nothing happens until something moves.***" This is true in advertising, it's true in physics and it's true in leadership because without movement, **CHANGE** is not possible...

Legendary ad man, Leo Burnett from Chicago knew this and one year he put his staff to the task of analyzing 62 ads that failed to MOVE merchandise.

Why did they fail? Burnett said it was because of too many **ADJECTIVES** ... Leo believed that **ADJECTIVES** don't move **PEOPLE** ... rather, they spark skepticism and doubt in other peoples' minds.

In fact, of the **12,758** words of those failed ads, **24.1%** were **ADJECTIVES**! Translation: **MORE ADJECTIVES** mean **LESS MOVEMENT**.

In comparison, Lincoln's Gettysburg Address contains only **13.1%** adjective-to-total-word ratio. Churchill's "Blood, Sweat, Tears" speech **12.3%**.

Thomas Jefferson's "Declaration of Independence" is at **11.7%**. And the **10 Commandments**, written by a Higher Power, has an **ADJECTIVE** ratio of just **10.4%**!

But this talk is not about **ADJECTIVES** ... it's about **MOVEMENT**. So ... if **ADJECTIVES** are the problem, then what is the solution?

Not **NOUNS**. It's about **VERBS** and more **VERBS!** **VERBS** increase persuasion-power and **MOVE** people.

I became **OBSESSED** with **VERBS** when I stumbled upon a little book written in 1970 by the great, Buckminster Fuller, "*I Seem to be a VERB.*" He's my "**Root Mentor**"

So today, I believe there are 3 ways you can live your life. You can live as a **NOUN** and bore people. You can live as **ADJECTIVE** and create **DOUBT** in people. I know **ADJECTIVES** who are chronic **PEOPLE PLEASERS**, and yet others are **OVER-MOTIVATED UNDERACHIEVERS!**

Your best choice is to live with commitment as **VERB** and **MOVE PEOPLE** to take action. When you live as a **VERB** it's not just about **PASSION** because "passion doesn't produce **COMMITMENT** ... commitment produces passion!

The good news is, it's 100% your **CHOICE!** We are **HUMAN BEINGS**, but it's our **HUMAN DOINGS** that creates our legacies ... *Behavior never lies* ... if you have young children you know it's true. If you have teenagers, you really know it's true!

That brings me to **WHY** I'm here ... I believe that the greatest thought leaders in history lived their lives as **VERBS**. Let's take a moment to study a few of them ...

RENE DESCARTES is "Father of Western philosophy." His **VERB** was: **THINK!** ("Cogito ergo sum") "I **THINK** therefore I am!"

SOCRATES is known for his **SOCTRACTIC METHOD** now adopted by the most revered and influential universities in the world ... his **VERB** of course is **ASK!**

BUCKY FULLER believed his life was an experiment in making the world work. His **VERB** was: **TEST!** In 1927, he "**DECIDED**" (great verb) against suicide in the icy waters of Lake Michigan. (Great thinker in 20th Century)

EINSTEIN believed if you stop learning you start dying. His verb was: **LEARN!** "**I LEARN therefore I am!**"

MARIA MONETESSORI believed in teaching philosophy that bears her name today. Her **VERB** was: **TEACH!**

THOMAS EDISON believed in inventing new devices that influenced lifestyle changes. His **VERB**: **INVENT!**

MOTHER THERESA won the Nobel Peace Prize in 1979 by living into her **VERB**, which I believe is: **CARE!**

AMELIA EARHART a pioneer in air travel, disappeared somewhere in the Pacific. Died into her **VERB**: **FLY!** living

STEVE JOBS believed in **INNOVATION**, not invention like Edison. He didn't invent the MP3 player, the tablet or the mobile phone. His verb was without doubt: **INNOVATE!**

MARTIN LUTHER KING, JR. believed in **LIBERATION** and advancement of civil rights. I **LIBERATE** therefore I am!

FRANK LLOYD WRIGHT believed he was the greatest living architect of his time ("Under Oath" story). He was a **DESIGNER** ... I **DESIGN** therefore I am!

NELSON MANDELA believed in **RISKING** his life for a cause of an entire nation. His VERB was: **RISK!**

MAHATMA GANDHI's believed in **PROTECTING** India's independence. His VERB was: **PROTECT!**

WARREN BUFFETT doesn't make money, he **INVESTS** it and sacrifices short-term profit in exchange for long-term wealth, so his verb is: "I **INVEST** therefore I am!"

WALT DISNEY believed in **DREAMING**. His VERB won him 22 Academy Awards! "I **DREAM** therefore I am!"

MICHAEL PHELPS swims, but that is **NOT** his VERB. It's not logical to think his verb is "**SWIM**" because he has won more gold medals at the Olympics than anyone else on earth ... His VERB must be: "I **WIN** therefore I am!"

You were all born **WINNERS** ... you **WON** the Ovarian Lottery and you're only concept of **LOSING** is what you learned growing-up ...

So ... I challenge you to re-awaken the **“WINNER”**
MINDSET that helped **CONCEIVE YOU!**

If the **UNIVERSE** has a **VERB**, it's: **EXPAND** because the Earth spins 1K miles/hour around its axis and travels at 64K miles per hour around the Sun.

SUN travels at 252 times the speed of a rifle bullet around the Galaxy ...

Movement is life and without **MOVEMENT** change is not possible. Change your **VERB** and you'll change your life!

As for me ... I believe in **ENGAGING** others to discover their **VERBS**. I've known that since I was 3 years old

When you **DISCOVER** your **VERB**, you'll learn the **ONE WORD** language that not only **MOVES** people, but can cause a permanent and positive change in others!

For me, it's **ENGAGE** ... I **ENGAGE** therefore I am ... I exist to **ENGAGE/ENROLL** others ... since age 3 😊

So ... what about you? I want to consider 3 questions:

- 1) **WHAT** is your **VERB**?
- 2) **WHY** is it your **VERB**?
- 3) **HOW** do you **LIVE** into it each day?

I challenge you right here, right now to **DISCOVER YOUR VERB**. I challenge you to share it with your friends and loved-ones. And I challenge you live into your **VERB** every day so you can **MOVE** others!

The **GIFT** I have for you is a list of **112 VERBS**, my slide deck and my **TALK NOTES** ... You may revise and change any part of this **TALK** you wish to adapt to your needs.

This talk is yours to **DELIVER** as an ice breaker at workshops, webinars, Facebook, family gatherings, 1-to-1 coaching sessions, or any other meaningful interaction!

All the support you need is at **DiscoverYourVerb.com** and you have my **PERMISSION** to give this talk to anyone in your tribe ... as long as you do **NOT** give me credit for it because I want to you deliver it as if it's your own ...

Because it is yours ... You were born to be a **VERB** and so it's now time to write your **VERB** on your name badge because nothing is more inspiring when two **VERBS** meet!

I appreciate you for **ENGAGING** with me, my name is Alex Mandossian I hope our **PATHS** and **VERBS** cross often!

END OF PRESENTATION