EXTRAORDINARY PRESENTS

MASTERING COMMUNI-CATIONS

WITH EXTRAORDINARY

A two-way model, seven boosters and six crafts, from speaking to comedy. Plus listening, story, hard conversations, writing, your digital twin, and the AI we built to master all of it.

SPEAKING L1	LECTURING L2	TEACHING L3
FACILITATING L4	IMPROV L5	COMEDY L6

AI CAN WRITE A THOUSAND PAGES.
IT CAN'T MAKE A ROOM LEAN IN.

Aaron Bare & Forbes Shannon
Two comedians walk into an AI company.

INSIDE THIS KIT

MASTERING COMMUNICATIONS WITH EXTRAORDINARY.

Read it front to back once. After that, use it as a toolbox and go straight to what the next room needs.

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WHERE ARE YOU NOW?

SCORE YOURSELF. THEN READ FOR YOUR GAPS.

Circle 1 (never true) to 5 (always true). Be honest; nobody sees this but you. Take it again after the 12-week program and compare.

01	**Clarity**	I can say what any talk or meeting is about in one sentence before I start.	1 2 3 4 5
02	**Listening**	In conversations I ask more than I tell, and I reflect back before I respond.	1 2 3 4 5
03	**Trust**	People believe me quickly because what I say matches what I do.	1 2 3 4 5
04	**Story**	I have at least three true stories I can tell well in under two minutes.	1 2 3 4 5
05	**Voice and body**	On stage or camera my voice, pace and body support the message.	1 2 3 4 5
06	**Hard conversations**	I give direct feedback and bad news early, clearly and kindly.	1 2 3 4 5
07	**Writing**	My emails and messages get a reply and the right action the first time.	1 2 3 4 5
08	**Facilitating**	Meetings I run end with a decision, an owner and a date.	1 2 3 4 5
09	**Improv and recovery**	When something goes wrong live, I recover and keep the room.	1 2 3 4 5
10	**Humor**	I can get an honest laugh that also makes my point.	1 2 3 4 5
11	**Digital twin**	My website, posts and profiles all say the same thing about me.	1 2 3 4 5
12	**AI practice**	I rehearse and review my important moments with AI and on tape.	1 2 3 4 5

12-28
Ordinary. Start with the model and the 7-Day Experiment.

29-44
Getting there. Pick your two lowest scores and work those craft pages.

45-52
Strong. Run the 12-week program and teach someone else.

53-60
Extraordinary. Now make your whole team this good.

WANT IT SCORED WITH A PLAN?

Bring your score to a 30-minute call with Forbes at joinextraordinary.com. We'll show you where to start and what it takes to get your team there.

THE BIG IDEA

IT'S NOT WHAT YOU SEND. IT'S WHAT ARRIVES.

THE SHIFT

~~"What do I want to say?"~~

"What should they think, feel and do when I'm done?"

IN 60 SECONDS

Most of us were trained to transmit: write the deck, rehearse the script, deliver the content. Then we judge ourselves on the sending. Did I cover everything? Did I sound smart?

The room judges something else. **Communication is measured at the receiver.** If they can't say it back, didn't feel it, and don't do anything differently, it didn't happen, no matter how good the slides were.

Comedians learn this fastest because the room grades them every fifteen seconds, out loud. This kit takes the comedian's feedback loop and puts it into every kind of talking a company does.

WHERE IT BREAKS

- The deck was perfect. The room was gone by slide four.
- You explained it clearly. Nobody could explain it back.
- The workshop made two hundred sticky notes and zero decisions.
- You recorded the call. Nobody ever watched it.

AFTER THIS KIT YOU'LL BE ABLE TO

1. Diagnose any talk with one model.
2. Pick the right craft for the room.
3. Use the six boosters on purpose.
4. Rehearse with AI between live reps.
5. Measure whether it landed.

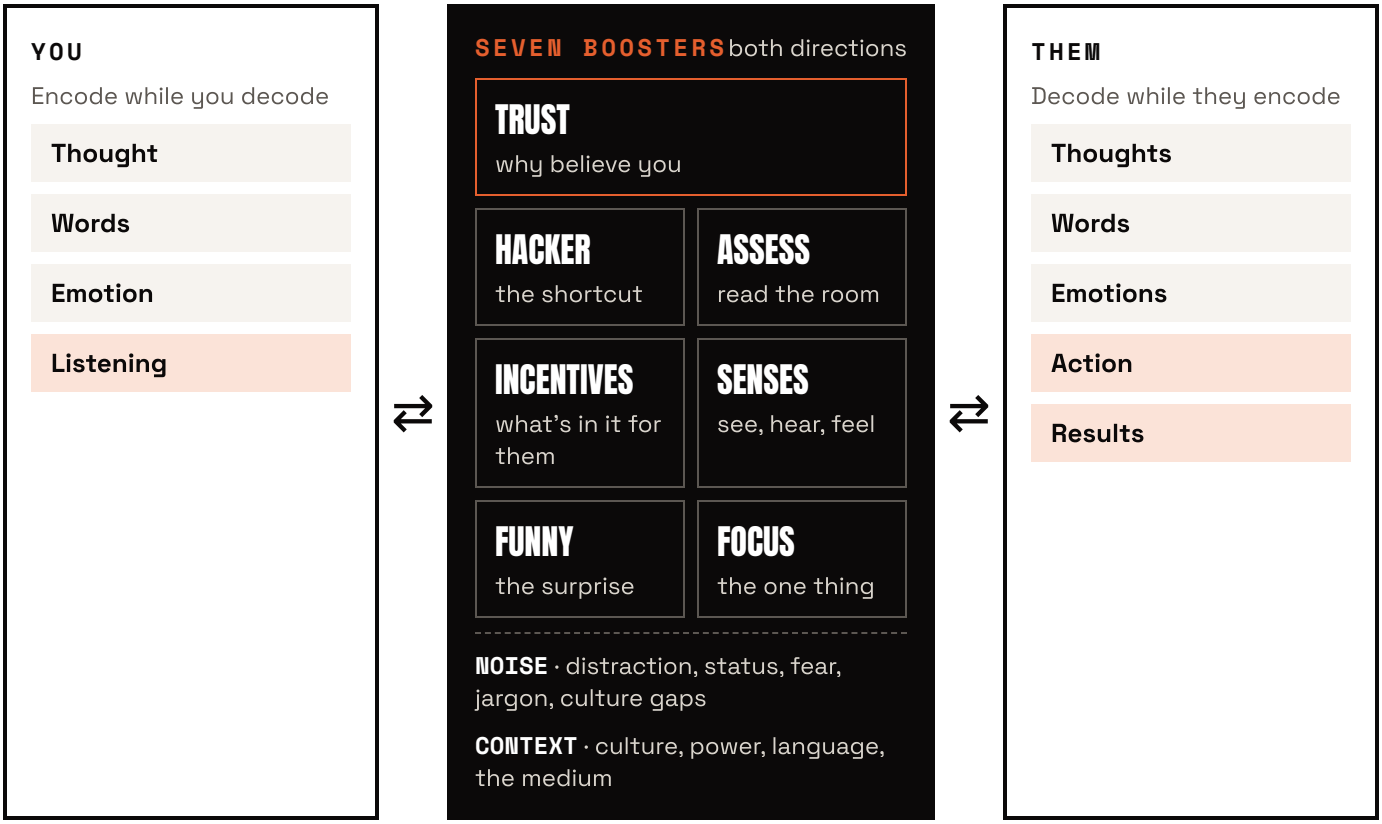
OUR GOAL AS A COMPANY

Master communication across everything Extraordinary does: pitches, calls, keynotes, workshops, podcasts and shows. Use AI to get more practice reps than any team our size. We're Client Zero: every tool in this kit runs on us before it runs on you.

THE MODEL

THE BARE-SHANNON MODEL. TWO WAYS, ALL THE TIME.

In 1948 Claude Shannon drew communication as a one-way signal: sender, noisy channel, receiver. By 1970 Dean Barnlund's transactional model showed what every comedian knows: both people send and receive at the same time. We kept Shannon's clarity, made it two-way, and added what decides whether anything changes.



ENCODE

Know the thought before the words. Choose the emotion. Then listen while you talk: their face is already answering.

BOOST

Seven boosters beat noise. Trust carries the other six. Pick two for each room (page 08).

DECODE

They rebuild your message from their own experience and context. Listening is how you find out what they built.

THE RECEIVER CHAIN IS YOUR SCORECARD

Thoughts: did they get it? · Words: can they say it back? · Emotions: did they feel it? · Action: did they do something? · Results: did it matter? Page 27 defines what a 1, 3 and 5 look like.

THE MODEL, STEP BY STEP

SIX STAGES. SIX SKILLS. ONE JOB FOR AI IN EACH.

Every conversation, keynote, workshop or set runs through the same six stages. Each has a skill to build and a place where AI can do the heavy lifting while you do the human part.

STAGE	WHAT HAPPENS	THE SKILL	AI'S JOB
1 ENCODE Sender	You turn a thought into words and pick the emotion you'll carry.	**Clarity.** Say it in one sentence before you say it in forty minutes.	Interview you until the one sentence appears. Cut the jargon.
2 BOOST Six boosters	You add the shortcut, the stakes, the picture and the surprise.	**Design.** Choose two boosters on purpose, not all six by accident.	Generate twenty analogies, stories and openers. You pick one.
3 CHANNEL The medium	Stage, room, video call, email, page, podcast. Each carries a different load.	**Fit.** Match the message to the medium. A hard conversation isn't an email.	Reformat one idea for each channel: talk, post, email, one-pager.
4 NOISE What gets in the way	Physical (bad audio), mental (fear, status), meaning (jargon, mixed signals).	**Anticipation.** Name the noise before it names you.	Play the skeptic. List every way this could be misheard.
5 DECODE Receiver	They rebuild your message from their own experience: thoughts, words, emotions, action, results.	**Empathy.** Design for their experience, not yours.	Simulate the room: a new hire, a CFO, a tired audience at 4pm.
6 FEEDBACK The loop back	Laughs, silence, questions, decisions, follow-up. The signal that tells you what arrived.	**Listening.** Read the signal in real time, then again on tape.	Transcribe and score every rep against the receiver chain.

WHAT WE ADDED TO SHANNON

Shannon's model was built for telephone lines: it stops when the signal arrives. We added the boosters (stage 2), a receiver chain that ends in results, and the feedback loop, which later models such as Wilbur Schramm's (1954) also put back in.

THE QUICK DIAGNOSIS

When something didn't land, find the stage it broke at. Unclear thought? Encode. Bored room? Boost. Wrong room? Channel. Misheard? Noise. Agreed but nothing happened? Decode to action. You'll fix the right thing.

THE OTHER HALF

LISTENING IS HALF THE MODEL.

In a two-way model you're the receiver half the time. Most people listen to reply. Masters listen to understand, then prove it before they respond.

FIVE LEVELS OF LISTENING

1 IGNORE
Waiting for your turn.

2 PRETEND
Nodding, thinking about lunch.

3 SELECT
Hearing only what supports you.

4 ATTEND
Full attention on the words.

5 EMPATHIZE
Hearing the words and the feeling under them.

Levels after Stephen Covey, The 7 Habits of Highly Effective People (1989).

FIVE MOVES

MOVE	WHAT IT SOUNDS LIKE	WHY IT WORKS
Ask open	"What's making this hard right now?" "How did you get there?"	What and how invite a story. Yes/no questions end one.
Reflect back	"So the real worry is the timeline, not the budget?"	They correct you, and you both see the same thing.
Name the feeling	"It sounds like that was frustrating."	Naming an emotion tends to lower its heat.
Leave the pause	Count to five before you answer.	The most important sentence often comes after the silence.
Summarize to agree	"Let me make sure I've got it…"	Keep going until they say "exactly." Then you've earned your turn.

METRIC · TALK-TIME RATIO

From any transcript, AI can tell you what share of the words were yours. In a discovery call or coaching session, aim to talk less than they do.

AI REHEARSAL

"Play a frustrated client. After each of my replies, score whether I reflected before I responded, and tell me what I missed."

DRILL · QUESTIONS AND REFLECTIONS ONLY (10 MIN)

Have a real conversation where you may only ask questions or reflect back. No advice, no opinions. Afterwards, ask them how heard they felt, 1–5.

THE SEVEN BOOSTERS

SEVEN WAYS TO BEAT THE NOISE.

Each booster is one question you answer before you walk in. Trust carries the rest: it decides whether the other six land as help or as a performance.

01

TRUST

Why should they believe you?

Credibility arrives before you do. Say less than you can prove, admit what you don't know, do what you said.

AI: "What would a skeptic need to see before believing this?"

02

HACKER

What's the shortcut?

The one story, demo or reframe that does the work of ten slides.

AI: "Give me 10 analogies for this from outside my industry."

03

ASSESS

Where are they right now?

Ask before you tell. Read faces in the first minute. Then adjust.

AI: "Who is in this room and what do they already believe?"

04

INCENTIVES

What's in it for them?

People act on their incentives, not your agenda. Name the gain in their words.

AI: "What is each person here protecting?"

05

SENSES

Can they see, hear and feel it?

Give every idea a picture, a sound and something to do with their hands.

AI: "Turn this into one image, one prop, one activity."

06

FUNNY

Where's the surprise?

A laugh is proof of attention. Break one expectation early.

AI: "Which assumption about my topic can I flip?"

07

FOCUS

What's the one thing?

One idea per talk, one ask per meeting. Say it three times. Cut what competes.

AI: "What's my one sentence? What should I cut?"

TRUST + TWO PER ROOM

Trust is always on: without it the other six read as tricks. Then pick two. A board meeting needs Incentives and Focus. A training needs Assess and Senses. A keynote needs Hacker and Funny. A hard conversation needs Assess and Focus. Page 09 goes deeper on Trust and context.

TRUST AND CONTEXT

THEY DECIDE WHETHER ANYTHING ELSE WORKS.

Aristotle named three ways to persuade: ethos (who you are), pathos (what they feel) and logos (the reasoning). The six other boosters cover pathos and logos. Trust is ethos, and it's built long before the room.

COMPETENCE
You know the work. Show it with specifics, not titles.

CONSISTENCY
Same message on stage, in email and online. Your digital twin either builds this or breaks it.

CANDOR
Say what you don't know. Admit the downside before they find it.

CARE
Make it about their outcome, not your pitch. People can tell.

A USEFUL FORMULA

The Trust Equation (Maister, Green and Galford, 2000): credibility + reliability + intimacy, divided by self-orientation. The fastest way to raise trust is often to lower the denominator: talk less about you.

09

CONTEXT CHANGES THE DECODE

CONTEXT	WHAT CHANGES	YOUR MOVE
Culture	Some cultures say it directly. Others lean on what's left unsaid (Edward T. Hall, 1976).	Ask how they prefer feedback. Don't read silence as yes.
Power	People soften or hide bad news when speaking up the ladder.	Ask the junior person first. Reward the messenger.
Language	Second-language listeners lose idioms, sarcasm and speed.	Plain words, slower pace, a written follow-up.
Access	Hearing, vision, attention and processing differ.	Captions, slides people can read, a summary in writing.
Medium	Tone disappears in text. Detail disappears on stage.	Hard things live. Details in writing.

EXERCISE · THE TRUST AUDIT (15 MIN)

Ask three people who know your work: "What do I say that you don't fully believe?" Then ask AI to read your last five posts and list every claim you haven't backed up.

THE WUKID LADDER

CLIMB FROM DATA TO WISDOM

Every message sits on a rung. The higher the rung, the more it changes people, and the harder it is to fake. Read it bottom to top: each rung is the one below plus one ingredient.

W **WISDOM = UNDERSTANDING + STORYTELLING**
Test: does it travel? Can they tell it to someone else tomorrow?
Speaking · Comedy

U **UNDERSTANDING = KNOWLEDGE + LIVED EXPERIENCE**
Test: can they apply it to their own situation?
Facilitating · Improv

K **KNOWLEDGE = INFORMATION + APPLICATION**
Test: can they do it, not just describe it?
Teaching

I **INFORMATION = DATA + PATTERNS**
Test: can they see what the numbers mean?
Lecturing

D **DATA**
Raw facts. True, but nobody leans in for them.

OUR BET ON AI

AI is already fast on the bottom three rungs: it finds the pattern, drafts the explainer, writes the how-to. The top two need a body in the room: lived experience and a story told by someone who was there. That's where people still pay a premium, so that's where we train.

USE IT TOMORROW

Before any talk, label your outline by rung. If it's all D and I, you have a report, not a talk. Add one lived example (U) and one story they can retell (W), and it starts to move people.

Built on Russell Ackoff's data-to-wisdom hierarchy (1989). Definitions ours.

BARE-SHANNON 2.0

HUMANS TALK TO HUMANS. AI TALKS TO AI.

Your message now travels three channels at once. Most companies only practise the first. The ones that win in the next few years will be deliberate about all three.

CHANNEL 1

HUMAN → HUMAN

The room

What it is: keynotes, meetings, classes, calls, shows. Faces, timing, trust.

What changes with AI: as written content gets cheap, being in the room gets more valuable.

Your move: invest in presence, story and live reps. This is the premium channel now.

CHANNEL 2

HUMAN ⇄ AI

The rehearsal room

What it is: you think, draft and rehearse with AI before the real moment, then review the tape after.

What changes with AI: practice used to need a coach and a calendar. Now it needs ten minutes.

Your move: use AI as editor, audience, skeptic and scorekeeper. Page 19 shows the loop.

CHANNEL 3

AI → AI

The machine layer

What it is: search engines and AI assistants read your website, posts and talks, then explain you to people before you ever meet.

What changes with AI: a machine is often the first receiver. If it decodes you badly, the human never shows up.

Your move: say the one thing plainly and consistently everywhere you publish, so machines repeat it accurately.

OUR RULES FOR AI IN THE LOOP

1 · AI drafts. Humans decide. Every word that goes out has a person who chose it.

2 · No invented facts. AI doesn't make up a story, quote, number or client. Check everything.

3 · Keep the human parts human. Your stories, your timing, your face. That's what they came for.

4 · Rehearse with it, don't hide behind it. AI gets you to the room ready. It doesn't go in for you.

YOUR DIGITAL TWIN

EVERYTHING ONLINE IS TALKING FOR YOU

Before anyone meets you, they meet your twin: your site, your posts, your videos, your inbox, and what AI says about you. It speaks for you 24 hours a day. The question is whether it says the same thing you would.

1 · HOME BASE	**Website.** The one place you own. Your one sentence, your proof, one clear next step. Everything else points here.
2 · DEPTH	**Articles, blogs, guides, books.** Where you prove you can think. Teaching mode: knowledge and understanding.
3 · PRESENCE	**Video, podcasts, talks.** Your face, voice and timing at scale. The closest thing to being in the room.
4 · REACH	**Social posts and clips.** Short hooks that earn attention. The Funny and Hacker boosters live here.
5 · RELATIONSHIP	**Email, newsletters, DMs.** One person at a time. Where trust turns into a conversation.
6 · MACHINE	**Search and AI assistants.** They read all five layers above and summarize you. Consistent layers, accurate summary.

ONE HOUR IN, EVERYWHERE OUT

Record one real conversation. AI turns it into an article, three clips, five posts and an email. Every layer carries the same one sentence, in a different shape.

THE TWIN TEST

Would a stranger who saw only your last ten posts describe you the way your best client would? If not, the twin is off-message.

EXERCISE · AUDIT YOUR TWIN (30 MIN)

1. Ask two AI assistants "Who is [your name] and what do they do?" 2. Read your homepage headline, your last five posts and your email signature side by side. 3. Write the one sentence they should all share. 4. Fix the layer that's furthest off first.

STORY IS THE SHORTCUT

YOU'RE THE MENTOR. THEY'RE THE HERO.

A story lends the receiver lived experience they don't have, so they jump from information to understanding in one move (page 09). The oldest map for that jump is the hero's journey, from Joseph Campbell's *The Hero with a Thousand Faces* (1949). Here it is as a talk, with the booster that carries each beat.

1 · ASSESS
THEIR WORLD
Show you know where they live today. Their words, their problem.

2 · FUNNY
THE CALL
Something breaks the normal. The hook that says "this is different."

3 · INCENTIVES
THE REFUSAL
Name why they'd say no. Fear, cost, effort. Out loud, before they do.

4 · HACKER
THE MENTOR
You enter with the shortcut: a tool, a map, a way through.

5 · FOCUS
THE THRESHOLD
One clear first step. Small enough to take today.

6 · SENSES
THE TRIALS
Show the hard part honestly. Make it vivid, not abstract.

7 · EMOTION
THE CHANGE
What's different in them, not just in their numbers.

8 · RESULTS
THE RETURN
They come home with something to use and share. That's the action.

THE MISTAKE MOST LEADERS MAKE

They cast themselves as the hero: our founding, our growth, our award. The room stops listening because it's not their story. Put them in the boots. You hand over the sword.

IT SCALES UP AND DOWN

A keynote can walk all eight beats. A pitch email runs 1, 4 and 8. A joke runs 1, 2 and a twist on 8. A workshop lets the group live 5 and 6 for real.

EXERCISE · THE HERO SWAP (15 MIN)

Take your company's origin story. Rewrite it with your customer as the hero and your company as the mentor. Read both versions to someone. Ask which one they'd retell. Then ask AI: "Map this story to the eight beats. Which beat is missing or weakest?"

THE STORY TOOLKIT

FIVE TOOLS FOR EVERY STORY YOU TELL

1 · THE FIVE ELEMENTS

Character who wants **something**, hits an **obstacle**, goes through a **change**, and it **means** something. Missing one? It's an anecdote, not a story.

2 · AND, BUT, THEREFORE

"We had X **and** Y, **but** Z happened, **therefore** we did W." The fastest structure for a pitch, an email or an update. (Randy Olson.)

3 · THE STORY SPINE

Once upon a time… Every day… Until one day… Because of that… Because of that… Until finally… Ever since then… An improv tool that builds a full arc in minutes. (Kenn Adams.)

4 · SCENE, NOT SUMMARY

"It was hard" is summary. "6:40am, third rejection email, coffee gone cold" is scene. Put the room in a place and a time and they walk in with you.

5 · THE TURN

Every good story has one moment where things flip. Find it, slow down there, then say less. Comedians call it the reveal. Teachers call it the click.

THE TRUTH RULE

Only tell stories that happened, and only tell other people's with their OK. Specific and true beats polished and borrowed, every time.

BUILD YOUR STORY BANK: SIX STORIES EVERY LEADER NEEDS

Origin. Why you started. The moment, not the résumé.	**Failure.** When you got it wrong and what it taught you.	**Transformation.** A customer's before and after (with their OK).
Values. A time you chose the harder right thing.	**Why now.** What changed in the world that makes this urgent.	**Funny.** The one that gets a laugh and still makes a point.

EXERCISE · SPINE IT (10 MIN)

Run one bank story through the story spine out loud. Record it. Cut it to 90 seconds. Then to 30.

AI ASSIST · THE STORY MINER

"Interview me one question at a time to find my origin story. Push for the scene: where, when, what I saw." AI asks. You remember.

THE DIFFICULTY LADDER

EVERY STEP UP, YOU GIVE UP CONTROL

Our ranking, from easiest to hardest. It's not about talent. Each step hands more of the moment to the room and gets graded faster.

LVL	CRAFT	WHO OWNS THE CONTENT	SCRIPT	FEEDBACK	PROOF IT WORKED
1	SPEAKING	You	Fully written	After the talk	They repeat your one line
2	LECTURING	You	Outlined	Faces, questions	They can recall it next week
3	TEACHING	You, adapted to them	Plan + pivots	Every check	They can do it without you
4	FACILITATING	The group	Process only	Constant	A decision with owners and dates
5	IMPROV	You + partners, live	None	Seconds	The scene works and partners shine
6	COMEDY	You, judged by them	Written, then rebuilt live	Every punchline	A laugh. Or silence.

WHY IT'S HARD (FOR US TOO)

Forbes does stand-up and MCs events. Aaron performs improv on Phoenix stages. Bombing comes with the job. What helps isn't being a natural. It's that we get graded out loud, often, and we go back the next week. That's the habit this kit is built to give a whole company.

THE TRAP

Treating these as six different skills. They're one skill, reading the receiver, at six different speeds. Practise the fast ones (improv, comedy) and the slow ones get easier. It rarely works the other way round.

Where to start: one level above where you're comfortable. Strong speakers should try facilitating. Strong facilitators should try improv.

THE MASTERY PATH

THE SKILLS YOU PICK UP ON THE WAY UP

1 · KNOW IT
You can explain the move.

2 · DO IT
You can do it when you plan to.

3 · DO IT LIVE
You do it under pressure, without thinking.

4 · TEACH IT
You can build it in someone else.

Every skill below moves through these four stages. Most people stall at 2. Live reps get you to 3. AI makes 1 and 2 fast so you spend your time on 3.

LEVEL	SKILLS YOU UNLOCK	YOU'VE GOT IT WHEN…	AI PRACTICE PARTNER
1 SPEAKING	Clarity · structure · voice and pause · one ask	Strangers repeat your one line back to you.	The editor: finds the sentence, cuts the rest.
2 LECTURING	Chunking · visual explanation · pacing · recall questions	They can explain it next week without notes.	The curriculum builder: maps, quizzes, examples.
3 TEACHING	Diagnosing · scaffolding · feedback that lands	They do it right without you in the room.	The confused student: makes you find the gap.
4 FACILITATING	Neutral questions · holding silence · conflict · convergence	The group decides, and owns the decision.	The room simulator: plays each stakeholder.
5 IMPROV	Listening · acceptance · specificity · making partners look good	You stop planning lines and the scene still works.	The scene partner: random offers, flags your blocks.
6 COMEDY	Timing · compression · misdirection · recovering from silence	You can bomb, recover, and land the next one.	The writers' room: twenty angles, you write the joke.

FIVE SKILLS THAT CARRY ACROSS EVERY LEVEL

Listening · reading the room · story · timing · recovery. Get better at one in any craft and every other craft improves.

BEFORE ANY REP: THE OPERATOR CHECK

Three slow breaths with long exhales. Feet on the floor. Say your one sentence once, out loud. Then go. (From *Operator Upgrade*.)

VOICE, BODY AND CAMERA

YOUR BODY TALKS BEFORE YOU DO.

The words are the message. Your voice, body and frame decide whether anyone receives it. These are the physical skills under every craft.

VOICE

Pace: slow down for the important line. **Pause:** before and after it. **Pitch:** end statements down, not up like a question. **Volume:** to the back row, then drop it for intimacy.

BODY

Stand: feet planted, weight even. **Eyes:** one person per thought, then move. **Hands:** visible, open, still between gestures. **Move:** with purpose, then stop to land a point.

CAMERA

Lens: it's the audience's eyes. **Light:** in front of you, never behind. **Frame:** chest up, eyes in the top third. **Energy:** turn it up a notch; the screen flattens you.

THE ROOM IS PART OF THE TALK

Arrive early. Check sound, light, sight lines and the clicker. Move the lectern if it hides you. Kill the dead seats at the back if you can.

MYTH CHECK

"93% of communication is nonverbal" is a misreading of a 1960s study about single words said in mismatched tones. Words matter. So does delivery. See the receipts on page 34.

YOUR DELIVERY NUMBERS

MEASURE	HOW TO GET IT	WHAT TO LOOK FOR
Filler words	AI counts them in any transcript	Fewer each rep. Replace with a pause.
Words per minute	Word count ÷ minutes on tape	Slower in your key moments than your average.
Upspeak	Listen for statements ending like questions	Statements land down.
Eye contact	Watch the video muted	Holding on a person for a full thought.

DRILL · THE SPLIT REVIEW (15 MIN)

Record two minutes on video. Watch it muted to judge your body. Listen with your eyes closed to judge your voice. Then ask AI for your filler count and pace. Change one thing and record again.

LEVEL 1 / 6

SPEAKING

Lead booster: **FOCUS**

The job: move a room to one idea.

THREE MOVES

1. **Write the hallway sentence.** The one line you want repeated after. If you can't write it, you're not ready to speak.
2. **Open with a moment, not an agenda.** A scene, a question, a number that stings. Earn the next minute.
3. **Land the ask, then stop.** The last thing you say is the thing they keep. Don't trail off into thank-yous.

THE TRAP

Reading your slides. Slides are the backdrop, not the script.

10-MINUTE DRILL

Record your talk in 60 seconds on your phone. Play it back. Cut anything you didn't miss.

AI REHEARSAL

"Here's my talk. What one sentence will people repeat? If there isn't one, say so."

LEVEL 2 / 6

LECTURING

Lead booster: **SENSES**

The job: move a body of knowledge into memory that lasts.

THREE MOVES

1. **Show the map first.** One picture of the whole hour before the first detail, so every piece has a place to land.
2. **Work in short segments.** Reset attention between them with a story, a demo or a question.
3. **Make them retrieve.** End each segment with a question they answer from memory. Recall builds learning more than re-reading does.

THE TRAP

Covering the material. Your job is to uncover it, so less, deeper.

10-MINUTE DRILL

Explain one concept for two minutes using only a drawing. No slides, no notes.

AI REHEARSAL

"Turn my notes into five recall questions and one story per section."

LEVEL 3 / 6

TEACHING

Lead booster: **ASSESS**

The job: change what they can do, not just what they've heard.

THREE MOVES

1. **Find what they already believe.** Wrong ideas included. New knowledge has to fit around old knowledge, or it bounces off.
2. **I do. We do. You do.** Show it, do it together, then hand it over and watch.
3. **Check with a teach-back.** Ask them to explain it or do it. Their words show you the gaps.

THE TRAP

Mistaking nodding for learning. "Any questions?" is not a check.

10-MINUTE DRILL

Teach one idea to a colleague. Have them teach it back. Write down every gap.

AI REHEARSAL

"Play a learner who gets this wrong in the most common way. Make me find it."

LEVEL 4 / 6

FACILITATING

Lead booster: **INCENTIVES**

The job: help a group reach its own answer. You own the process. They own the content.

THREE MOVES

1. **Write the real question where everyone can see it.** Most stuck meetings are answering different questions.
2. **Separate idea time from decision time.** Open it up, then narrow it down, and tell them which one you're in.
3. **Close with names and dates.** Who does what by when, read out loud before anyone leaves.

THE TRAP

Steering toward your own answer. The room can tell, and stops contributing.

10-MINUTE DRILL

Run a 15-minute meeting where you offer zero ideas. Questions only.

AI REHEARSAL

"Here's my agenda and who's coming. What is each person protecting? Rewrite my opening question."

LEVEL 5 / 6

IMPROV

Lead booster: **ASSESS**

The job: build something with other people in real time, with no script.

THREE MOVES

1. **Say "yes, and."** Accept the offer before you improve it. In a meeting, build on the idea before you poke holes in it.
2. **Start with emotion. Play in the present.** Your face says it before your words do. React to what just happened, not what you planned.
3. **Be specific and colourful.** "A 1995 Yugo" beats "an old car." Specific gives your partner something to build on.

THE TRAP

Planning your next line instead of listening to theirs.

10-MINUTE DRILL

Plan something with a colleague where every reply starts with "Yes, and…"

AI REHEARSAL

"Throw me random scene offers. I'll respond. Flag every time I block instead of build."

Moves adapted from the five rules of The Bridge Improv Theater, Phoenix, where Aaron performs.

LEVEL 6 / 6

COMEDY

Lead booster: **FUNNY**

The job: make the room's prediction wrong in a way that feels right.

FOUR MOVES THAT WORK OFF STAGE

1. **Specificity.** The odd true detail is funnier than any made-up one.
2. **Misdirection.** Set up one meaning, land on another.
3. **Compression.** Cut every word you can. Put the punch word last.
4. **Callback.** Bring back an earlier moment. The room feels like insiders.

THE TRAP

Explaining the joke, or burying the punch in the middle of the sentence.

10-MINUTE DRILL

Write ten versions of one line. Read them to a friend. Keep the laugh, not the smile.

AI REHEARSAL

"Give me twenty specific angles on this premise." You write the joke.

From the 25 Moves in FunnyAF Academy's comedy framework. AI is the writers' room, not the comic.

FUNNYAF SET BUILDER

BUILD ANY TALK LIKE A COMEDY SET

Comedians don't write speeches. They build sets: small bits, each tested on a room, ordered for momentum, timed to the second. The FunnyAF Set Builder does the same for a keynote, a pitch or a podcast intro.

1 BITS
Break your talk into 1–3 minute pieces: stories, points, jokes.

2 TAG
Label each bit with its move from the 25 Moves.

3 ORDER
Strong open, strongest close, your weakest bit in the middle.

4 TIME
Know every bit's length so you can cut live without panic.

5 TAPE
Record every run. The tape is the teacher.

THE METRIC

LAUGHS PER MINUTE

LPM = laughs ÷ minutes

The comedian's scoreboard. Count from the tape, not from memory. Keep your rule for "a laugh" the same every time.

WHY IT MATTERS OUTSIDE COMEDY

A laugh is proof of attention you can count. A keynote with laughs is a keynote people were listening to. Track LPM next to your other receiver-chain scores and you'll see exactly where a talk goes quiet.

Business twin: for a pitch or training, count "lean-ins" per minute instead: a laugh, a question, a note taken, a nod you can see on tape.

SET LOG · FILL ONE IN AFTER EVERY REP

DATE	ROOM	MINUTES	LAUGHS	LPM	DEAD SPOT TO CUT

Exercise · Five minutes, five bits. Build a five-minute set from your story bank. Tag each bit. Run it for three people. Count LPM. Cut the lowest bit and write a new one.

AI assist. "Here's my transcript with laugh timestamps. Where did it go quiet for more than 60 seconds? Which move would wake it up?"

The Set Builder and FunnyAF Master Class live at funnyaf.academy, free for Extraordinary clients and affiliates.

HARD CONVERSATIONS

WHERE TRUST IS WON OR LOST.

Feedback, bad news, negotiation, objections and saying no. These are where leaders lose the most time, money and trust, and where the two-way model matters most. Listen first, then speak.

CONVERSATION	THE SHAPE	A FIRST LINE
Feedback	Situation, Behavior, Impact (the SBI model from the Center for Creative Leadership). Then ask.	"In Tuesday's call, when you cut in twice, the client went quiet. What did you see?"
Bad news	Lead with it in the first sentence. Then why. Then what happens next.	"We lost the account. Here's what happened, and here's our plan."
Negotiation	Interests, not positions (Fisher and Ury, Getting to Yes, 1981). Find what they need underneath what they ask for.	"Help me understand what would make this work for you."
Objection	Listen, reflect, ask, then answer. Never argue the first sentence.	"That's fair. What would need to be true for this to work?"
Saying no	No, the honest reason, and an alternative if there is one.	"I can't take this on this month. I can in March, or I can introduce you to someone now."

FIVE RULES BEFORE YOU START

REGULATE
Run the operator check (page 17). Your state sets theirs.

PRIVATE
Hard news in person or live, never in a group thread.

ONE ISSUE
Not a list of grievances. One thing.

ASK FIRST
Their view before yours. You may be missing something.

CLOSE
Agree the next step, then confirm it in writing.

DRILL · THE HARD ONE (20 MIN)

Pick a real conversation you've been avoiding. Write the first line using the table. Say it out loud three times. Then have it this week.

AI REHEARSAL

"Play my team member who'll get defensive about this feedback. Push back the way they would. After, tell me where I lost them."

THE SEVENTH CRAFT

WRITING THAT GETS READ.

Most of a company's communication isn't spoken. It's email, chat, documents, proposals and posts. Writing has one extra problem: no face to read, so the words carry everything.

BOTTOM LINE UP FRONT

Put the point or the ask in the first line. Context comes after, for the people who want it.

ONE MESSAGE, ONE ASK

Two asks in one email get one answer. Split them.

THE SUBJECT IS A HEADLINE

"Decision needed by Friday: venue" beats "Quick question."

WRITE FOR SKIMMERS

Short paragraphs, one idea each. Bold the thing they must not miss.

CUT HALF, THEN CUT AGAIN

First draft for you. Second draft for them. Third draft, read it aloud.

TONE CHECK

Read it as the most tired, stressed reader you know. Fix what stings.

CHANNEL	THE JOB	THE RULE
Email	Get a decision or an action	Ask in line one, deadline in the subject
Chat (Slack, text)	Keep work moving	Complete thought in one message, not five
Docs and proposals	Let someone decide without you in the room	Summary first, detail below, one recommendation
Posts and articles	Earn attention, build the twin	Hook in the first line, one idea, one next step

THE FIVE-SECOND TEST

Show your message to someone for five seconds. Ask what you want. If they can't say it, rewrite the first line.

AI EDIT

"Rewrite this email with the ask in the first sentence, half the words, and a subject line that says what I need and by when. Keep my voice."

THE AI WE BUILT

WE BUILT IT FOR US. NOW WE SHARE IT WITH YOU.

We're Client Zero. Every tool below started as something we needed to get better at our own talks, shows, pitches and podcasts. Then we gave it to clients.

`1 Study masters by mechanism` → `2 Tag it into a library` → `3 Put AI on top` → `4 Score it` → `5 Use on us, then share`

TOOL	WHAT IT DOES	SKILL IT TRAINS
FunnyAF Comedy LLM	A comedy coach built on the Comedy Atlas: comedians mapped by mechanism, not fame.	Funny · comedy
FunnyAF Set Builder	Build, tag, order and time any talk as a set. Track laughs per minute (page 17).	Speaking · structure
The Bad Room	A room-handling trainer: shuffled situations, scored choices, ranks from Open Mic Casualty to Room Owner.	Improv · recovery
The Bare Set List	A speaker's study guide: openers, one-liners, callbacks, closers and a kill list of claims we retired.	Speaking · honesty
The Incentives Lab	An incentives research engine: what actually moves people, with the evidence behind it.	Incentives
The Assessments Lab	Assessments that show where a person or team really is before you teach them.	Assess
The Websites LLM	A library of extraordinary websites and why they work, used to design your digital twin.	Digital twin
Growth Diagnostic	Scores how your website and online presence perform, and what they're costing you.	Channel 3 · machines
Hocus Pocus Focus	An AI chief of staff that keeps you on the one thing that matters this week.	Focus

FOR CLIENTS

We set these up inside your team, then coach you on them with real calls, talks and content. Some are live today and some are still in build. Ask us what's ready for you.

THE PRINCIPLE

Every tool trains a human skill. None of them goes on stage for you. The goal is a better you in the room, not a replacement for you.

HOW WE MASTER IT WITH AI

AI REHEARSES. HUMANS PERFORM.

Comedians get better because they get hundreds of reps and honest feedback. Most teams get a few big moments a year and polite applause. AI closes that gap: it lets a company practise between the moments that count, then grade the moments themselves.

THE REP LOOP

1 · Record
Every call, talk, workshop and show.

2 · Transcribe
Turn the room into text AI can read.

3 · Score
Against the receiver chain: thoughts to results.

4 · Rewrite
AI as editor: tighter, clearer, more specific.

5 · Rehearse
AI as audience, student, skeptic or heckler.

6 · Perform
Live, human, no notes. The only step AI can't do.

7 · Measure
Did action and results happen? Then repeat.

↻ BACK TO 1

AI DOES

Transcripts and summaries · finding filler, rambling and talk-time imbalance · first drafts and twenty angles · playing the room before you meet it · spotting where the one idea got lost

HUMANS DO

Presence · timing · reading faces · taking the risk · the story that happened to you · the final call on what to say

THREE PROMPTS TO START WITH

THE SCORE	"Here's a transcript. Score it 1–5 on thoughts, words, emotions, action and results. Quote the moment each score rests on."
THE SKEPTIC	"You're a CFO who thinks this is a waste of money. Interrupt me whenever I'm vague."
THE CUT	"Cut this talk by half without losing the one idea. Show me what you removed and why."

> **Client Zero:** we're building this loop into how Extraordinary runs: recording our meetings, scoring our own pitches and podcasts, and sharing what works with clients as we go.

THE SCORING RUBRIC

SCORE IT THE SAME WAY EVERY TIME.

A score only means something if everyone, and every AI, scores the same way. Use these anchors for every rep: you, your partner and AI.

LINK	1 · MISSED	3 · PARTLY	5 · LANDED
Thoughts	Can't say what it was about	Gets the topic, not your point	States your one sentence back
Words	Can't repeat anything	Repeats a detail or a line	Retells it accurately to someone else
Emotions	Flat, distracted or defensive	Polite interest	Visible energy: laughs, leaning in, questions
Action	No next step	A vague intention	A specific next step with an owner and date
Results	Nothing changed	A small first step happened	The outcome you intended happened

LIVE SCORE
Thoughts, words and emotions: score right after the rep. Ask one person to say it back.

FOLLOW-UP SCORE
Action: score in 48 hours. Did the step happen?

RESULTS SCORE
Score in 30 days. Did it matter? This is the one most people skip.

RULES FOR SCORING WITH AI

SAME PROMPT, SAME RUBRIC
Paste this page into the prompt every time. Change the prompt and your trend line means nothing.

QUOTE THE EVIDENCE
Make AI quote the moment each score rests on. No quote, no score.

HUMANS SPOT-CHECK
Score one rep in five yourself and compare. If you disagree by 2+, fix the prompt.

TRACK THE TREND
One score is noise. Five scores make a line. Watch the line.

THE SCORING PROMPT

"Score this transcript 1, 3 or 5 on each link of the receiver chain using the rubric below. For every score, quote the exact moment that justifies it. Then name the one change that would raise the lowest score."

THE PRACTICE LIBRARY

18 DRILLS. PICK ONE A DAY.

S solo · **P** pair · **G** group. Minutes in brackets. The ✦ drills have an AI version: ask AI to play the other person.

SPEAKING · S (5)
The 60-second cut
Give your talk in a minute. Then in 30 seconds. Keep what survived.

SPEAKING · S (10)
Pause practice
Read a paragraph aloud with a full two-second pause before every key word.

SPEAKING · S (10) ✦
Five openings
Write five openers: a scene, a question, a number, a confession, a joke. Test two.

LECTURING · S (15)
Draw it
Explain your hardest idea with one drawing and no words for two minutes.

LECTURING · S (10) ✦
Three recall questions
For each section, write the question they should answer from memory a week later.

LECTURING · S (10)
Explain it to a 12-year-old
No jargon, no acronyms. If you can't, you don't understand it yet.

TEACHING · P (15) ✦
Teach-back
Teach it. Have them teach it back. Every gap is your teaching, not their learning.

TEACHING · P (15) ✦
Find the misconception
Your partner believes something wrong about the topic. Find it with questions only.

TEACHING · P (10)
Feedback in one line
Give feedback as: one thing that worked, one thing to try next. Nothing else.

FACILITATING · G (15)
Questions only
Run a meeting where you contribute zero ideas. Count your questions.

FACILITATING · G (10)
Hold the silence
After every question, count to seven in your head before you speak again.

FACILITATING · S (15) ✦
Stakeholder sim
AI plays three people with opposing goals. Get them to one decision.

IMPROV · P (10)
Yes, and
Plan an imaginary event together. Every line starts "Yes, and…"

IMPROV · G (10)
One word story
A group tells a story one word each. You can't plan, so you have to listen.

IMPROV · S (10) ✦
The Bad Room
Run the room-handling trainer. Note the situation you scored worst on.

COMEDY · S (15) ✦
Ten tags
Take one joke that works. Write ten tags, extra punchlines after the first.

COMEDY · S (10)
Punch word last
Rewrite five lines so the funny word is the very last word.

STORY · S (10) ✦
Scene, not summary
Rewrite one "it was hard" sentence as a scene with a time, place and detail.

How to use it: pick the drill for the craft one level above your comfort zone (page 12). Do it, record it, and score it 1–5 on the receiver chain. Same drill three days in a row beats three different drills once.

THE 12-WEEK MASTERY PROGRAM

TWELVE WEEKS. FOUR ROOMS. ONE CAPSTONE.

For a person or a whole team. Three short drills a week, one live rep, one AI review. Score every live rep and watch the numbers move.

WK	FOCUS	LIVE REP	SCORE
ROOM 1 · THE SENDER (WEEKS 1-3)			
01	Baseline + your one sentence	Record a real meeting or call	Receiver chain 1–5
02	Story bank: origin + failure	Tell one story to a team	Can they retell it?
03	Speaking: open, ask, stop	A 5-minute talk	Hallway sentence repeated
ROOM 2 · THE LEARNER (WEEKS 4-6)			
04	Lecturing: map, segments, recall	A 15-minute explainer	Recall a week later
05	Teaching: I do, we do, you do	Teach a skill to one person	Teach-back passes
06	Facilitating: questions only	Run a decision meeting	Decision + owners + dates
ROOM 3 · THE LIVE ROOM (WEEKS 7-9)			
07	Improv: yes, and · The Bad Room	An unscripted Q&A	Blocks vs builds
08	Comedy: specificity, punch word last	Add three laughs to your talk	Laughs per minute
09	Set Builder: bits, order, time	Your talk run as a set	LPM vs week 8
ROOM 4 · THE TWIN (WEEKS 10-12)			
10	Digital twin audit	Fix your weakest layer	AI describes you correctly
11	One hour in, everywhere out	One recording → five formats	Same sentence everywhere
12	**Capstone**	A 10-minute talk, built as a set, delivered live	Full scorecard vs week 1

Every week: three drills from the practice library (10–15 minutes each), one live rep, one AI review of the tape.

For teams: run it in pairs. Partners swap tapes and score each other before AI does. Then compare.

THE 7-DAY EXPERIMENT

ONE CRAFT A DAY. ONE REP EACH.

Ten to twenty minutes a day. Score each rep 1–5 on the receiver chain. Day 7 tells you what changed.

D1 — **BASELINE**
Record one real conversation. Have AI score it on the receiver chain. Don't fix anything yet.
score: ☐

D2 — **SPEAKING**
Write your hallway sentence. Give your pitch in 60 seconds. Record it and cut what you didn't miss.
score: ☐

D3 — **LECTURING + TEACHING**
Teach one idea with a drawing. Ask for a teach-back. Write down the gaps.
score: ☐

D4 — **FACILITATING**
Run one meeting with questions only. End with names and dates read aloud.
score: ☐

D5 — **IMPROV**
A "yes, and" day. Build on every idea before you critique it. Notice what you'd normally block.
score: ☐

D6 — **COMEDY**
Ten versions of one line from your talk. Test them on a person. Keep the one that gets a laugh.
score: ☐

D7 — **REVIEW**
Record another real conversation. Score it the same way as Day 1. Ask AI what moved and what didn't.
score: ☐

WHAT I'LL KEEP DOING

MASTERY AS A COMPANY

FROM ONE GREAT SPEAKER TO A GREAT COMPANY.

One great communicator is a talent. A company that communicates well is a system: shared words, shared habits, shared scoreboard. This is how you install it.

SHARED LANGUAGE

Everyone learns the model, the boosters and the receiver chain. "Which booster is missing?" becomes normal feedback.

MEETINGS WITH A JOB

Every meeting has a purpose, a pre-read, a decision owner and ends early. No purpose, no meeting.

ASYNC RULES

Bottom line up front. Response times agreed. Hard news never by chat.

TAPE PAIRS

Every person has a partner. Swap one recording a week and score it with the rubric.

A SAFE FAILURE RITUAL

A regular slot where people share what bombed and what they learned. Teams that feel safe to speak up learn faster.

A SCOREBOARD

Track receiver-chain scores, talk-time ratio and laughs or lean-ins per minute by team, monthly.

A 90-DAY ROLLOUT

DAYS	WHAT HAPPENS	OWNER
1–10	Leaders take the self-assessment and baseline one recorded rep each	CEO
11–30	Whole team learns the model. Tape pairs start. Meeting rules go live.	Team lead
31–60	12-week program runs in pairs. Monthly scoreboard review.	Each pair
61–90	Hard-conversation practice. Digital twin audit for the company.	Marketing + leads

WHO OWNS THE MESSAGE?

Name one person who owns what the company says and how it says it: the one sentence, the stories, the twin. Without an owner, everyone edits and nobody decides.

INTEGRITY IN THE AI AGE

RECORD HONESTLY. PROTECT YOUR TWIN.

AI makes it easy to record everything, write anything and sound like anyone. That's power. Here's how to use it without breaking the trust everything else depends on.

RECORDING AND CONSENT

Tell people before you record and say why. Ask, don't assume. Laws differ: some places require everyone's consent. Store recordings securely and delete on a schedule. When in doubt, get legal advice.

AI WRITING IN YOUR NAME

A human reads and owns every word that goes out. If AI wrote most of it, you still sign it, so check every fact, name and number.

DISCLOSE THE SYNTHETIC

If a voice, face or avatar is AI-generated, say so. Your audience finding out later costs more than telling them now.

PROTECT YOUR DIGITAL TWIN

RISK	WHAT IT LOOKS LIKE	YOUR DEFENSE
Voice cloning	A call that sounds like you asking for a payment	A family and team code word for money or urgent requests
Deepfake video	A clip of you saying something you didn't	Publish on owned channels; point people to them as the source
Account takeover	Your profile posting for someone else	Two-factor or hardware keys on every account
Impersonation	Fake profiles messaging your clients	Tell clients how you'll contact them, and how you won't

THE INTEGRITY TEST

If a move only works when the other person doesn't know you're using it, don't use it. That rule covers persuasion, recording and AI. Everything in this program still works when the room can see exactly what you're doing.

GO DEEPER

THE EXTRAORDINARY LIBRARY, MAPPED TO THE MODEL

This kit sits on top of our other guides. Each one goes deep on one part of the model. Here's the one idea to take from each, and where it plugs in.

ENCODE · FOCUS	THE EDUCATED MINIMALIST	Run every slide through the Keep Test: is it doing a job, or holding a story about who you wanted to sound like? Cut what isn't working.
SENDER	THE GREATEST MENTOR OF ALL TIME	The sender is the mentor, not the hero. The best mentors hold up a mirror so the other person sees their own next move.
DECODE	WE'RE MIRRORS AND PROJECTORS	People hear you through their own experience and project onto what you say. Design for the mirror they're holding, not the one you are.
DECODE · FUNNY	THE BRAIN UNVEILED	The brain runs on prediction. When a prediction breaks, it updates, changes the world, or ignores the error. Teaching and comedy both happen in that break.
COMEDY	FUNNYAF	Comedy is engineered, not magic: 25 moves anyone can learn. Study everybody. Copy nobody.
IMPROV · TEAMS	OUR ONLY RULE: HAVE FUN	Great teams behave like improv troupes. When people feel safe to speak up, they do, and the work gets better.
INCENTIVES	THE PERVERSE INCENTIVE	People follow incentives, including the ones you created by accident. Check what your message rewards before you send it.
INTEGRITY	HARD TARGET	The persuasion tricks with the loudest marketing tend to have the weakest evidence. Earn trust instead. It holds up.
PRESENCE	OPERATOR UPGRADE	Your nervous system talks before you do. Breath is the fastest lever you have before a high-stakes room.
AI	THE BRAIN UNVEILED, PART V	AI isn't a brain. It's a second loop that makes good thinking habits cheap: consider the opposite, explain it to yourself, take the outside view.

Want any of these? Ask us at joinextraordinary.com and we'll send the ones that fit what you're working on.

THE RECEIPTS

WHAT'S PROVEN, WHAT'S OUR VIEW.

Every claim in this program, graded. We'd rather show our work than oversell it. If you find a claim we got wrong, tell us and we'll fix it.

CLAIM	GRADE	NOTE
Communication is two-way: both people send and receive at once	SOLID	The field moved from one-way to transactional models decades ago (Barnlund, 1970).
Recalling material builds memory better than re-reading it	SOLID	Retrieval practice research, e.g. Roediger and Karpicke (2006).
Teams that feel safe to speak up learn and perform better	GOOD	Edmondson (1999); echoed in Google's Project Aristotle.
Slow breathing with long exhales calms you before a big moment	GOOD	Real effect, modest size. A tool, not a cure.
Stories are remembered better than lists of facts	GOOD	Supported. The popular "22 times more memorable" figure has no solid source, so we don't use it.
Naming an emotion tends to lower its intensity	GOOD	Affect-labeling studies support it in lab settings.
AI assistants describe you from what's published about you	GOOD	True in general; exactly how varies by system and changes often.
The hero's journey is a universal story structure	CONTESTED	A useful map. Scholars dispute that it's universal.
Data → information → knowledge → wisdom	CONTESTED	Widely used, criticized as too tidy. We use it as a map, not a law.
Improv practice improves other kinds of communication	CONTESTED	Promising small studies. Not settled.
The difficulty ladder and the order of the six crafts	OUR VIEW	From our stage and facilitation experience. Not a study.
Laughs or lean-ins per minute track attention	OUR VIEW	A practical proxy we use. Not a validated measure.
"93% of communication is nonverbal"	MYTH	Misread from 1960s studies of single words in mismatched tones.

SOLID strong, repeated evidence GOOD good evidence, some limits CONTESTED disputed or early

OUR VIEW experience, not study MYTH popular and wrong

THE FIELD CARD

SCREENSHOT THIS.

Read it in the elevator, the parking lot or the green room.

EXTRAORDINARY FIELD CARD

Sender → Boost → Receiver

BEFORE	DURING	AFTER
Who is receiving this?	Read faces in the first minute.	Can they say it back?
What's my one sentence?	Ask before you tell.	Who does what by when?
What should they do after?	Break one expectation.	Score it 1–5, thoughts to results.
Which two boosters?	Say the one thing three times.	One thing to change next rep.

HACKER | ASSESS | INCENTIVES | SENSES | FUNNY | FOCUS

INFLUENCE WITH INTEGRITY

Use this to be understood, never to manipulate. A simple test: if a move only works when the other person doesn't know you're using it, don't use it. Everything in this kit still works when the room can see exactly what you're doing.

WANT YOUR WHOLE TEAM DOING THIS?

WE INSTALL THIS KIT INSIDE COMPANIES.

Live workshops, coaching on real calls and talks, and the AI rep loop set up for your team, built and run by two comedians who went all-in on AI.

Aaron Bare · WSJ and USA Today bestselling author of Exponential Theory · improv performer

Forbes Shannon · stand-up comedian, keynote speaker, event MC

joinextraordinary.com

(602) 341-3259

EXTRAORDINARY COMMUNICATIONS

ADD IT TO YOUR COMPANY.

We're an AI company that knows how to communicate with humans. LOL. Two comedians built this program to master communication ourselves, then built the AI to make it faster. Here's how to take it as far as you want to go.

1	READ THE PROGRAM	You're doing it. Everything here is yours to use, free.
2	TAKE THE SELF-ASSESSMENT	Page 03. Find your two lowest scores. That's where you start.
3	TALK TO FORBES	A 30-minute call at joinextraordinary.com. We customize pricing on the call.
4	RUN IT WITH YOUR TEAM	The 12-week program inside your company: live workshops, tape reviews, hard-conversation practice.
5	INSTALL THE AI REP LOOP	Our tools set up for your team, with coaching on real calls, talks and content.
6	REBUILD YOUR DIGITAL TWIN	The Growth Diagnostic, then a website and content engine that says your one sentence everywhere.

WHAT WE DO

Design and run the workshops. Coach on real tapes. Set up the AI tools. Build your digital twin.

WHAT YOU DO

Show up, record your reps, have the hard conversations. Nobody can do the reps for you.

HOW WE PROVE IT

Your self-assessment and rubric scores at the start, then every month. The line either moves or it doesn't.

WHERE WE PRACTISE IN PUBLIC

Extraordinary Stories, our founder-interview podcast, and **And That's Our Show**, our live comedy variety show, also booked for corporate events.

START HERE

joinextraordinary.com · (602) 341-3259 · Aaron Bare & Forbes Shannon, Tempe, Arizona. Our only rule: have fun.

EXTRAORDINARY

THE AGENCY OF THE FUTURE

GROW OR DIE.

Everything is speeding up: your customers, your competitors and the machines that describe you to both.

ADD EXTRAORDINARY COMMUNICATIONS TO YOUR COMPANY

WE'RE AN AI COMPANY THAT KNOWS HOW TO COMMUNICATE WITH HUMANS. LOL.

The 12-week program for your team, the AI rep loop installed, and a digital twin that says your one sentence everywhere.

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Listen to **Extraordinary Stories**. Catch **And That's Our Show** live.
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Our only rule:
have fun.