

# THE EXECUTIVE EDGE

Tools and Insights to Lead with Clarity

# Mastering Strategic Communication with the Think/Feel/Do Framework



LEXICO



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How High-Impact Leaders Influence Minds, Move Hearts, and Mobilize Action

Powering transformation from Uncertainty → Clarity → Action



## EXECUTIVE OVERVIEW: Why This Matters

In today’s landscape of rapid disruption and non-optional change, your success as a senior leader increasingly hinges on one superpower: strategic communication. The best ideas in the world can fall flat if not delivered with clarity, conviction, and resonance.




That’s where the **Think/Feel/Do** framework becomes more than a communication tactic—it becomes a strategic differentiator. This isn’t about “presenting better slides.” It’s about shifting how people think, what they feel, and what they ultimately do.

When used correctly, this approach helps you:

- Gain alignment on bold initiatives
- Overcome organizational resistance
- Mobilize your teams with purpose
- Influence decisions in boardrooms and beyond

**What’s Lexico’s perspective?** Effective communication is the delivery engine for transformation. This framework is your roadmap.

## The Think/Feel/Do Framework Quick Reference Guide

	 <b>THINK</b> (Cognitive)	 <b>FEEL</b> (Emotional)	 <b>DO</b> (Behavioral)
<b>Guiding Question</b>	What do I want them to understand or believe?	What emotions will create connection or urgency?	What action do I want them to take next?
<b>Primary Impact</b>	Beliefs, logic, clarity	Empathy, motivation, trust	Ownership, momentum, execution
<b>Lexico Insight</b>	Clear messages help people get on the same page and move in the same direction	People support ideas more when they feel a real connection to them	Action happens when barriers are lowered and purpose is clear



### Lexico Pro Tip:

Most presentations focus 90% on “Think.” However high-impact communicators balance all three dimensions with intention.

# Going Deeper: How to Apply Think/Feel/Do Strategically

## THINK: Shape the Lens They Use to See the Problem

Too often, we overload our audience with information, hoping something will stick. But executive audiences don't need more data — they need perspective.

### Ask Yourself:

- What belief or assumption needs to change?
- What's the key insight that reframes the challenge?
- How does this information affect strategic priorities?

### Strategies:

- Lead with the “so what?” — not background context.
- Use contrast: before vs. after, cost of inaction vs. value of change.
- Tell them the **mental model** you want them to use—and why.
- Highlight tension or urgency with data, then offer resolution.



#### *Lexico Leadership Insight:*

Senior leaders don't decide based on facts—they decide based on which interpretation of the facts they believe in.

## FEEL: Create Emotional Alignment with the Outcome

Leaders often hesitate to tap into emotion—but research shows emotion precedes logic in nearly every major decision. If your audience doesn't feel the urgency, risk, opportunity, or purpose, they won't move.

### Ask Yourself:

- What emotional state supports your objective? (e.g. concern, optimism, determination)
- What fears or resistance might be in the room?
- What would make this message feel personal or real?

### Strategies:

- Start with a human story (client, customer, employee).
- Use a tone that mirrors your message: urgency, optimism, calm authority.
- Be authentic—your credibility increases when your delivery reflects conviction.
- Address unspoken concerns before they become objections.



#### *Lexico Neuroscience Insight:*

Emotion is the gatekeeper of memory. If they don't feel it, they won't remember it.

## DO: Translate Insight and Emotion into Action

Without clarity on what comes next, even the best presentations create passive agreement—not momentum. Your audience may agree with you but still leave without doing anything.

### Ask Yourself:

- What's the smallest, clearest action I want them to take?
- Have I made that action easy, timely, and relevant?
- Who owns it—and how will we follow up?

### Strategies:

- End with a simple, bold directive: “Here's what we need to do.”
- Remove friction by providing tools, ownership, and timelines.
- Use language that reflects commitment, not ambiguity.
- Anticipate objections and offer pre-baked answers.




#### *Lexico Transformation Insight:*

Change doesn't begin with big moves. It begins with the first agreed-upon step. Nail that, and momentum builds.

# Think/Feel/Do Planning Worksheet

Use the table below to prepare your own next strategic message — whether it's a town hall, board presentation, or critical stakeholder pitch.

Slide/Section	 <b>THINK:</b> What should they remember?	 <b>FEEL:</b> What should they feel?	 <b>DO:</b> What action should they take?
Opening			
Middle			
Close			

## TOP 3 INSIGHTS TO CONVEY:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## EMOTIONAL TONE TO AIM FOR:

- ☐ Trust
- ☐ Concern
- ☐ Urgency
- ☐ Inspiration
- ☐ Confidence

## SPECIFIC CALL TO ACTION:

Example: "Greenlight Phase 1 with funding by April 15."

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# Final Thought & Next Step: Communication is Transformation

Communication isn't a soft skill — **it's your strongest lever in driving transformation.**

Every presentation is an inflection point. Every message can change minds, align teams, and mobilize progress.

The Think/Feel/Do framework gives you the tools to lead those moments with clarity, resonance, and purpose.



## Ready to sharpen your executive communications?

Lexico partners with leadership teams to accelerate transformation by aligning strategy, story, and action.



## Book a Strategy Session

Let's discuss how your team can use Think/Feel/Do in board meetings, change rollouts, and leadership alignment.

[Visit this link](#) to book a meeting with a member of our team today.



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