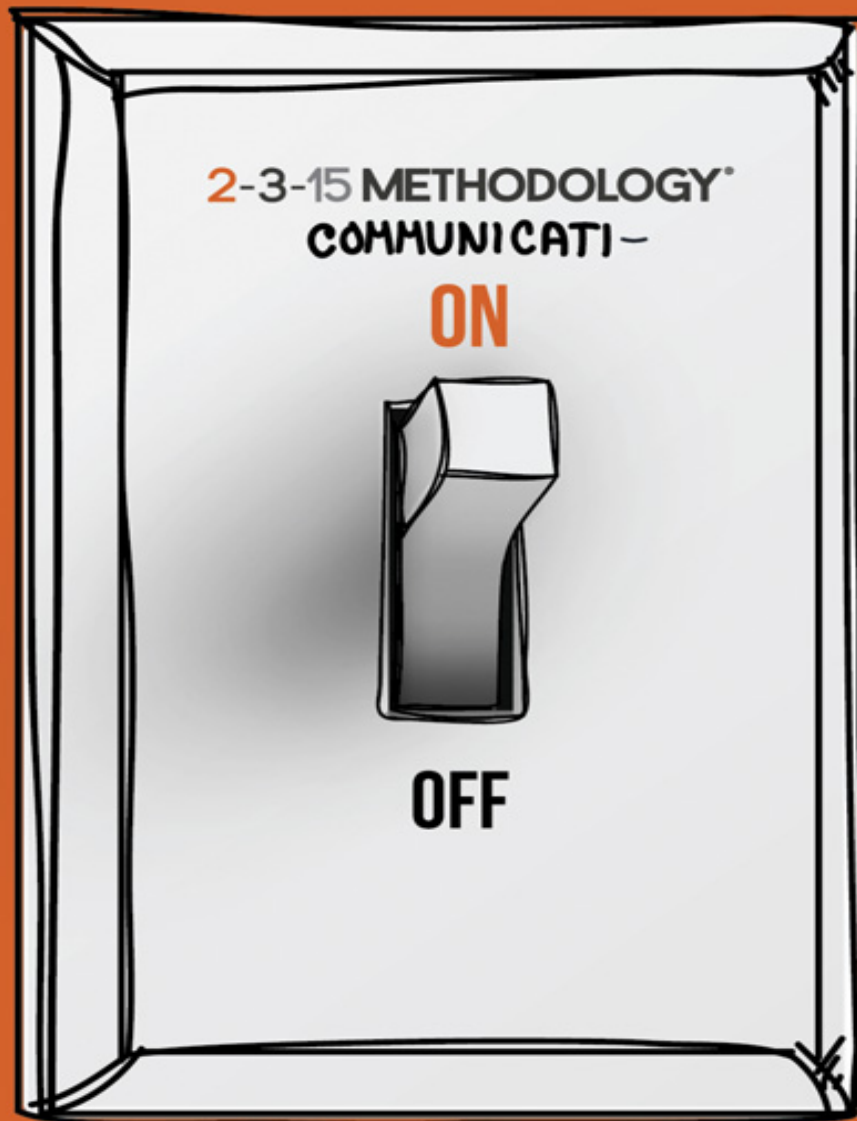


2THREE15

A PRACTICAL GUIDE TO CONVEY STRATEGIES



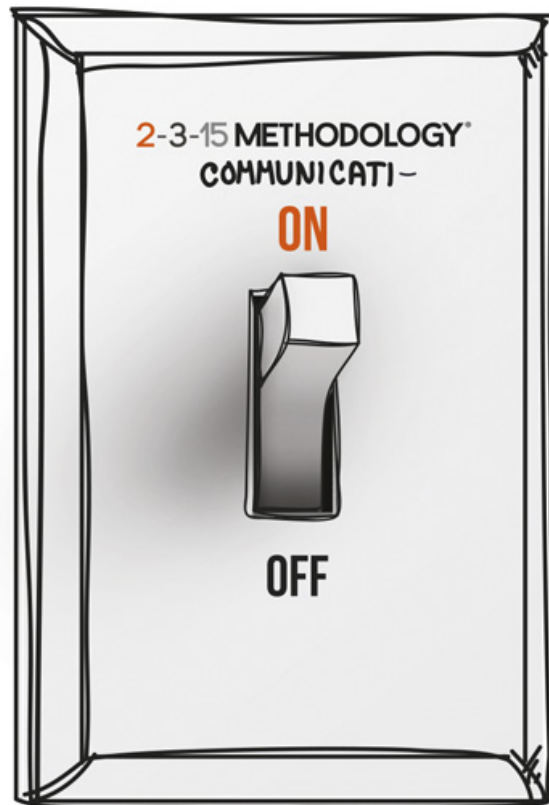
Oscar Gómez Cruz



IEXE
Editorial

3rd edition

2THREE**15**



2THREE15

A PRACTICAL GUIDE TO CONVEY STRATEGIES

Oscar Gómez Cruz

 **IEXE**
Editorial

2THREE15

A PRACTICAL GUIDE TO CONVEY STRATEGIES

HOW CAN THIS BOOK HELP YOU?



I want to know which are the most common mistakes committed when communicating an idea.



I wish to know the main kinds of decision-makers i might face to.



I want to deeply know how to apply the **2-3-15 method** to strategically convey and convincing.



I wish to know how to make really convincing and persuasive audiovisual presentations and shocking messages to put on social media as well.



I want to make an impacting paper to persuade a decision-maker.



I wish to count on a quick portable guide that gathers the **2-3-15 method** steps.

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2THREE15

A practical guide to convey strategies

[Oscar Gómez Cruz](#)

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Oscar Gómez Cruz

Is a translator from complex information into accessible communication.

For twenty years he has advised luxury products companies and all kind different public agencies, supporting them to achieve their goals by means of strategic communication schemes.

He is a passionate expert on the subject; a New York Columbia University PHD on International Affairs focused on Finances and Business, and a National Institute PHD on Public Administration. He graduated from Harvard University Business School Strategy Program, and UDLAP bachelor on Accountancy and Finances.

He has held different governmental posts. He has been a master degree academic at Anahuac University, and is co-author of the book Gobierno inteligente, hacia un Mexico competitivo (Intelligent Government, towards a Competitive Mexico), Noriega Limusa Ed. 2006.

At present, he is chairman of 2-3-15 an advisory company specialized on strategic communication and business consulting agency. On it he has led governmental projects at both state and federal levels, and private and public universities as well, and at different business turns. He has worked at the legislative power and with political parties to integrating their campaign strategies.

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"A very necessary tool."

Pedro Aspe Armella
Former Treasury Secretary

"A tool to optimizing time of presentations, 2-3-15 aims an effective communication format."

Andres Roemer Slomanski

Former ambassador, Mexico's permanent representative at Paris UNESCO headquarters, he is a journalist, writer, political scientist, philanthropist and the City of ideas curator.

COURSE ONLINE

METHOD 2-3-15[®]

A PRACTICAL GUIDE TO CONVEY STRATEGIES

**DO YOU HAVE ANY IDEA OR PROJECT FOR COMMUNICATING
OR SELLING?**

We have designed the first course on line based on the 2-3-15 method that will help you to get your defined goals by improving your communication. By it you will acquire the techniques to show complex ideas or projects on plain and clear ways, capturing your audience attention.

The user receives pleasant, clear and plain lessons about our method, explained by videos and interactive sections.

All 100% on line, in practical and flexible way, for it may be seen at any moment and place by a computer or mobile device.

TO WHOM IS IT ADRESSED TO?

Leaders of projects

College students or professionals

Communication passionate people

Companies or institutions in search of bettering their communication

TO ALL THOSE WHO WANT TO CONVEY OR SELLING AN IDEA

WHAT IS THE COURSE USEFUL FOR?

ACQUIRING
COMMUNICATION
SKILLS

STRUCTURING
COMPLEX IDEAS

LEARNING
TO SELL PROJECTS
AND IDEAS

TRANSLATING
KNOWLEDGE
INTO EFFECTIVE
COMMUNICATION



<http://dostresquince.com/e-learning/>

*To Gaby, Fer and Gabo.
My reason of living.
To my parents and family,
by whom I exist.
To all those who have been there
all along my life for I can be here.*

"This book offers, at easy and accurate way, the necessary tools to efficient political communication. It's frequent to know about the contents and what is to tell of, but not about how to do it the proper way.

Before the lack of communication books, Oscar Gomez Cruz' contributes to improving at effective and proper way the message transmission to finally turn communication into a tool of action. This book is an essential consulting text."

Francisco Abundis Luna

Skilled on social psychology and quantitative methodology; he is associate director of *Parametria*.

"A pillar to constructing success is the establishing of a route to strategically conveying in accordance to our objectives and audience. The key resides in what we say, but also in how we say and convey it jointly on the basis of our ideas. It is so how one of the main challenges we face to —on a quicker flux of information context that demands on and on shorter timings to be processed, and the need of fulfilling goals and giving results is constantly increasing—requires a way of making a strategy to convey strategies both personal and professionally.

As an academic and official at the public and private sectors, I have promoted the using of communication tools that help decision making. 2-3-15 as a practical guide to convey strategies gathers the easiest elements to mistake identifying, and to better understanding our audiences and to know how to better manage before

them. At last it guides the needed steps to preparing a truly motivating presentation to decision makers."

FEDERICO BERRUETO PRUNEDA

Chairman of Strategic Communication Office

"In the world of politics and business, and in everyday life as well, the ability of decision-making and achieving the expected results implies a great deal of efficiently communication. Oscar Gomez displays with the correct methodology and practical sense useful tools that matter to knowing modern decision-makers and public policy. No doubt 2-3-15, A practical guide to convey strategies fits not only in a new business tendency, but in a new way of thinking that ponders the importance of understanding the one we are to convey to so to be efficient."

ESTEBAN MOCTEZUMA BARRAGÁN

Chairman of *Fundación Azteca*

"An essential book to those who want to succeed in today's world. Having great ideas is no longer enough; it's crucial to display them in powerful and convincing way. Oscar Gomez Cruz offers us a lecture about the art of communication at the great circles of power and influence, with practical tips to persuading."

FERNANDO SEPÚLVEDA VILDÓSOLA

General director of *Impulsa*

“An interesting book with important recommendations to obtain favorable results the moment of facing leaders.”

ALFONSO SILICEO AGUILAR

Expert on psychology, organizational development and leadership; author of *El Liderazgo que México necesita* (The leadership Mexico needs).

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THIRD EDITION NOTICE

It's passed more than five years from this book's first edition. It could seem a relatively short period of time but lots of things have been changing in Mexico and worldwide, and all the same it's been happening at the **Strategy + Communication 2-3-15**, the company where we turn complex information into shocking, plane communication.

All along this period we have taken part on diverse kind of projects, always with the mission of helping our clients to achieving their goals, by means of personalized strategies, and particular focusing.

The needs we have detected and the experience acquired have led us to polish and perfecting the **2-3-15 Method**, by applying it to different ambiances, situations and tools, all of which sharing everyone s' need of conveying and selling an idea or product, in most of the cases with life-determining expectations.

Conscious about the increasing deepening of knowledge and skills into an interconnected digital ambiance, we have developed [the online course "2-3-15 Method: A practical guide to communicating"](#). From any web platform the user is given with pleasant and clear and close practical lessons on our methodology explained in videos and interactive sections.

As it is a completely online course it is very practical and resilient, for it may be seen any time and place from a PC or a mobile device.

As a society, we have adopted along these years a totally new language talking of likes, hash-tags, followers, trending topics and many other concepts that have completely changed our way of communicating. So, this third edition also tackles the way we can apply our method to digital communication.

Another one of our succeeding goals has been the Coaching addressed to high rank decision-makers and their executive teams, thanks to which companies can improve their interaction patterns, taking care of any company's most valuable good: time.

On one hand, directors can clearly express instructions and requirements to their subordinates, while the opposite direction, the team can show the decision makers just the really necessary information.

That way they prevent marathon meetings that only walk in circles, and cost much time and money.

With this service we have been able to helping many organizations to improve their internal patterns in order to create a strategic communication culture by leveraging their efficiency and productivity.

Through these years we have had the opportunity of advising many companies, societies, governments and individuals. The projects developed have been varied.

Intervention 1) Finances for Non-Financials

Certain Mexico' state Office of Finances intended informing the citizenry about the way the annual budget is planned on the basis of the Income-Outcome Law. The challenge was to tackle such complex and lacking of interest theme on an appealing way for everybody.

To that objective we created a strategy including communication tools addressed to two main kinds of audiences: those who use data for labor or researching purposes, and those who probably don't have any idea about the subject. On both cases we used shocking elements based on superior values.

The result was that the Office managed to improve connecting with the people, so it has repeated the strategy more than four consecutive years.

Intervention 2) Homes construction

It was a college project, aiming to give dignified homes to poor people, so the university needed to widen up its supporting base and donations in order to benefiting more people.

So we create a social media interacting campaign with a digital and printed tools portfolio, addressed on one hand to persuading more businessmen donations (through benefitting their trademarks), and on the other to inviting the public in general to taking part and supporting the cause.

The result was: the campaign had a higher impact so the project achieved more persons in need to have a home.

Intervention 3) Electric transformer

A huge state company in charge of providing the country electricity had being on a deep transformation process and wanted to clearly communicate it so to consumers: what the changes will be and how this will benefit them.

The strategy created was based on clear and concise communication, by means of drawing animations explaining everything related to the process.

The result is that today the company counts on high impacting tools to communicate complex and sensitive information, on straight, comprehensible way made for massive audiences.

Intervention 4) International luxury on wheels

A group of businessmen should convince an important luxury cars trademark about they were the best option to representing the mark on central and southeastern Mexico.

The challenge was not simple at all because no matter the team was skilled to do the task to reach the endorsement from such a global renowned trademark required not only to be qualified but also being capable of conveying such thing into an image of excellence.

To do so, we created a highly impacting persuasion strategy, through which it was conveyed on a convincing way that no doubt they were the right choosing.

The results: Succeeding, and today they are consolidating as a car group with great future due to the market they attend to doesn't need massive volume sales.

Intervention 5) Energy efficiency

A giant hydrocarbons production center wanted to improve its communication towards both, high direction levels and the operative sectors, aiming to elevating efficiency.

The results: today they are already ongoing a training process at both, managing and operative levels, that turns the communication in between something more efficient, simple and clear, all of this is reflected on the highest decision maker's agenda, for now meetings last 20 minutes, at most 15, instead of the two hour sessions he was used to.

Intervention 6) Happiness through 2-3-15

A civil association led the most important study worldwide aimed to measure happiness on Mexican municipality's life, an unprecedented analysis that took a great effort.

Such dimension project didn't need a strategy to be conducted; it was essential to suitably communicating its importance at both, the work it meant and the subject itself.

The results: The organization became a national referent, acknowledged by public, private and philanthropic institutions. It achieved becoming authority on the theme of happiness and satisfaction living, working hand to hand with the country's most important statistics institutions and reputed international academics as well.

Intervention 7) Effective and convincing exercise

Working with the **2-3-15 Method** is equally effective whether it is a transnational business or a civil association, or even if we're looking towards personal or professional goals at a smaller scale.

On one occasion I had the opportunity of helping an internationally experienced physical trainer, who used to explain his services by means of drawings and showings about his method —though scientifically structured— by scribbling on a napkin.

By means of the right analysis and planning we created a communication strategy aiming to showing his method and experience, and selling his products.

The results: This sporting professional has incremented his customers list and income on more than two hundred percent.

Intervention 8) In case of emergency use 2-3-15

As we see, the **2-3-15 Method** successful experiences may also be achieved on the public sector. For example, we have been involved in designing a strategy and its mechanics gathered at an operative document including communication, for a governmental office in charge of mobilizing hundreds of thousands people in case of meteorological or volcanic contingencies.

This huge labor implied the coordination of the role and resources of federal offices and those of state, municipal and civil and private associations.

The results: An integral planning that allows to know in simple structured ways the responsibilities, timing, resources and results expected from each of the involved, and will also allow the saving of thousands if not millions people, in case Mother Nature gives us a surprise.

It's really a lot of cases I've participated in during the period of time I've alluded, and no matter the diversity of projects, their reaches and financial amounts required by each one of them, they share common points like the next:

- Analysis and in some cases strategy designing on business. This is crucial for from here on future planning and resources involved are determined, and of course the strategy to convey that strategy.
- Recognizing of the specific message towards the specific audience, at the specific moment, and thus preparing communication supporting material: videos, showings, executive abstract and delivery complete documents.

The most frequent cause for a disastrous showing resides in the speaker's lack of a clearly accomplishable objective. In other words he doesn't trace a particular strategy to the presentation he is about to begin, nor identify the moment he is living. Each presentation is "alive" and is totally different from the others we have done or future ones.

- The moment we designed the communication or sales strategy we had always in mind that high decision makers don't have time to lose in hearing nonsense.
- Nothing is complex to that who understands it. With a clear definition of the message's core we want to

convey, it's possible to do it the way concise, clear and appealing.

- Time, effort and money were invested in order to prepare exceptional materials to support communication. Sparing on good videos capable of explaining in one minute, the pleasant way, what the speaker would take one hour without the same impact, is a mistaken saving.

Likewise, investing on a good graphic designing and editing, in order of presenting from one page document, a supporting presentation, to a very complex report, is one of the most intelligent decisions one can make; besides, revenues from the invested will arrive almost immediately.

Five years experience and the frequent succeeding tests of our Method are reflected on this **2-3-15** third edition.

Kindly I ask that in case of being this one the first time you have this book at hands, to read the next first edition introduction because it contains the motivations that led me to write 2-3-15, which haven't changed in time; on the contrary, they strengthen day after day.

Enjoy this practical guide to convey strategies and please, on your next presentation, whether at school or any kind of occasion: a job interview, presenting a proposal to a decision-maker at work, or with your team of collaborators, in order to communicate common objectives, planning activities or any key message, remember that:

You have 2 minutes to impacting, 3 minutes to sell/convey, and 15 minutes to discussing. If you don't achieve to communicate, transmit or influence your

audience the way you want in 20 minutes, it is quite sure you won't do it later on.

Oscar Gómez Cruz



INTRODUCTION

2-3-15: A PRACTICAL GUIDE TO CONVEY STRATEGIES



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I've always wondered why school classes or, later on, all kind of oral presentations along my laboring life were so boring. A school teacher won't get his students to understand the importance of learning history, or even less to enjoy mathematics. We use to spend many life hours before people who intend transmitting or conveying something without being able to capture our attention. Either in the boardroom of a multinational company, or in high governmental spheres, we use to interact with people who speaks a lot, or colloquially saying, is talkative, which is of no use at all for those who make decisions.

The inability to transmitting the importance of a message becomes dramatic the first sales day. An attractive saleswoman who uselessly tries to sell an exclusive expensive tie (despite her best effort), and the bright just-graduated young man who cannot manage to offer a new product or service on his first performance, they both have something in common: trusting too much in the sole virtues of the products they have to be sold. However, no matter