

SOTU 2020 Powerhouse Communication Sequence

What brain-friendly techniques anyone can use to communicate with clarity?

The [7S Formula](#) outlines the verbal tools that light up the brain and make communication memorable. The brain hates obscurity and generalities. The 7S Formula is all about Clarity.

Statement – fact; promise; or summary

Snippet – keyword or short phrase

Story – illustrative narrative

Specifics – examples or statistics

Symbols – metaphors or illustrations

Surprises – unexpected twists

Stakes – risks; major gains/losses; threats/enemies

Here's how President Trump used these verbal tools in the unfolding of His most recent State of the Union address:

Introduction of President Trump

KEEPING PROMISES – ACCOMPLISHMENTS (MAGA FULFILLED)

Snippet – “great American comeback”

Statement (summary)– thriving and respected again

Statement – decay is over

Stakes – rejected the decline/downsizing of past administrations

Snippet – “never going back”

Statement (summary) – stronger, renewed, restored, state of our union stronger than ever before

Snippet – “pro” (family, growth, American) “every American”

Specific (statistics) – unemployment improvements

Stakes – reversal of failed previous Administration (contrast)

Specific (statistics) – unemployment/poverty levels for specific groups (minorities, women, vets, disabled, youth, etc.)

Specific (statistics) – workforce added and wages rising (contrast to previous Admin)

Snippet – “blue-collar boom”

Specific (statistics) – stock market records and consumer confidence

Specific (example) – growth of opportunity zones (nod to Tim Scott)

Story/Surprise – Tony Rankin, veteran, now gainfully employed and drug free (in gallery)

Statement – criminal justice reform got done

Statement – US #1 producer of oil/natural gas (regulatory reform)

Snippet – “energy independent”

Specific (statistics) – gains in manufacturing (factories). Companies coming back

Snippet – “U.S. is where the action is”

Specific (statistics) – NAFTA job losses

Statement (summary) – unlike others, I keep my promises; we did our job

Snippet – “fairness and reciprocity” (trade agreements)

Stakes – Tariffs to counter China’s thefts

Stakes – prior US weakness emboldened China – no more. Rebuild OUR country

Statement – enhancing freedom in our hemisphere (Cuba, Venezuela)

Surprise – True and legitimate Venezuelan president Juan Guaido in gallery

Statement - Socialism destroys nations, but freedom unifies the soul

Specific (statistics) – US military investment increase; equipment made in the USA

Statement - allies now paying their fair share

Specific (statistics) – allied nation contributions

Statement – launch of the Space Force

Story – young man Ian L from Arizona (dreams going to space)

Snippet – “I want to look down on the world” (Ian)

Surprise – Charles McGee 100 year old Tuskegee airman Ian’s great-grandfather introduced

Story – Charles McGee’s service; promotion to Brigadier General earlier in the day

EDUCATION

Statement – Americans always have rejected limits on our children’s futures

Snippet – “Put America First”

Statement – Every child should get great education; failing government schools; opportunity scholarships

Story – Janiyah Davis, 4th grader in gallery (and Mom) from Philadelphia

Stakes - PA’s veto of school choice; failing schools and trapped students/parents

Surprise – Janiyah gets opportunity scholarship (announced by President)

Snippet – “failing government schools”

Statement – every child deserves safe environment; Melania’s initiative

Statement – vocational and technical education for every high school (proposed)

Statement – HBCU funding put in place

HEALTHCARE POLICY

Statement – every American needs affordable and better healthcare

Statement (promise) – pre-existing conditions (ironclad pledge), Medicare, Social Security

Snippet – “price transparency” (medical bills)

Stakes – those who want to take away your healthcare (socialist takeover)

Statement (promise) - We will never let socialism destroy American healthcare

IMMIGRATION REFORM

Surprise/snippet – deliberately and repeatedly uses term “illegal aliens”

Stakes – Policies that will bankrupt taxpayers (subsidizing healthcare for illegals)

Statement – border wall being built

Snippet – “long, tall, very powerful wall”

Specific (statistics) – miles of wall

HEALTHCARE PROGRESS AND PROMISES

Statement – FDA and pharma and medicines – Admin making progress. Cost of drugs went down. Bi-partisan legislation encouraged; will sign bill.

Statistics – decline in opioid deaths

Statement (promise) – we will beat opioid epidemic once and for all.

Statement (summary/promise) – infectious diseases: corona virus and other illnesses. Eradicate AIDs epidemic by end of this decade

Surprise – Rush Limbaugh diagnosis

Surprise – Rush gets Medal of Freedom from Melania in gallery

Story – premature baby survival (medical technology advances)

FAMILIES

Surprise – 2-year old Ellie Schneider and mother Robin in gallery

Specific (statistics) – 50% premature babies survive at that hospital

Statement – ban late-term abortion of babies (legislation requested)

Statement – paid family leave (legislation requested)

Statement – extra \$\$ for families has arrived due to child tax credit. High quality child care

RANDOM HAT-TIPS

Statement – 1 trillion trees initiative

Statement – rebuild America’s infrastructure (pass bill to invest)

LAW ENFORCEMENT AND IMMIGRATION

Statement – keep America safe; support Law enforcement, including ICE officers

Specific (statistics) – ICE arrests

Stakes – radical politicians and their sanctuary cities protecting criminals

Story – criminal alien in NY brutal rape and murder; California going toward sanctuary state

Story – illegal alien in California released; went on deadly shooting spree. Rocky Jones murder victim.

Surprise – Jody Jones, grieving brother of Rocky Jones.

Statement – legislation being introduced to sue sanctuary cities

Statement - The United States of America should be a sanctuary for law-abiding Americans, not criminal aliens.

Stakes – ICE arresting human traffickers; secure Southern border. No more catch-and-release.

Statement – agreements with Central American governments; crossings dropping

Story/statistics – Raul Ortiz border agent activity

Surprise – Chief Ortiz in gallery (now promoted to Deputy Chief)

Statement – seeking merit-based immigration system; uphold our values. Restoring Rule of Law

LIBERTY – COURTS AND MILITARY

Statement – with McConnell confirmed numerous federal judges, including 2 Supreme Court justices

Snippet – and “we have many in the pipeline” (new judges)

Statement – defending religious liberty; in America we celebrate faith

Stakes – Second Amendment right to bear arms is under siege, will protect

Statement – Send more astronauts to the Moon, and America first to Mars

Statement – combatting radical Islamic terrorism

Statement – Israel/Palestinian peace plan introduced

Statement – ISIS territorial caliphate destroyed; Al-Baghdadi dead

Story – Kayla Mueller kidnapped and slain by Al-Baghdadi; taken down by US Special Forces (Task Force 814)

Surprise – Carl and Marsha Mueller in gallery with picture

Story – SSG Christopher Hake letter to little son Gage; died in 2008 in Baghdad (IED)

Surprise – Kelly (wife) and 13-year old son Gage in gallery

Stakes – Soleimani’s reign of terror (including IEDs)

Story - killing of Soleimani by US military

Statement – message to terrorists: if you attack American citizens, you forfeit your life

Statement – Iranian leaders need to work for their people; sanctions working.

Statement – seeking to wind down Middle East wars. Fight to win, not be law enforcement agents. Seeking to bring troops home.

Story – military spouses/family burden. Husband (Townsend Williams) deployed. Thank you for sacrifice

Surprise – husband walks in

CLOSING SUMMARY

Statement (summary) – America Land of heroes (list of names and events).

Story – the American conquests and progress. Exceptional republic

Snippet – we are “making it greater than ever before”

Statement (summary) – everyone made equal by the hand of almighty God. Anyone can rise. Anything can happen. Dreams come true

Symbol – this nation our canvas; this country our masterpiece

Statement (summary) – The American Age/Adventure has only just begun.

Symbol – Sun is still rising

Statement (summary) – the best is yet to come.

(clapping and ripping)

No matter what one may think of the President, his policies, or the specific elements of his speech, the 2020 SOTU was a master class in employing the most brain-friendly Clarity techniques to reach and move the audience. The human brain craves information packaged in the 7S formats. Every business and individual can benefit from using these techniques.

Steve Woodruff is a Clarity consultant and the author of the Amazon best-selling book [Clarity Wins](#).



Clarity Wins: Get Heard. Get Referred.

by [Steve Woodruff](#) (Author), [Josh Bernoff](#) (Foreword)

53 customer reviews

★★★★★ 4.8 out of 5 stars

