

Welcome – Chrissie Wright

Effective Communication Skills Session

Effective verbal and written communication
Active listening and empathetic communication
Presentation skills – public speaking





Effective Communication

Communication is creating understanding in the minds of others:- which leads to action, builds relationships, creates possibility.



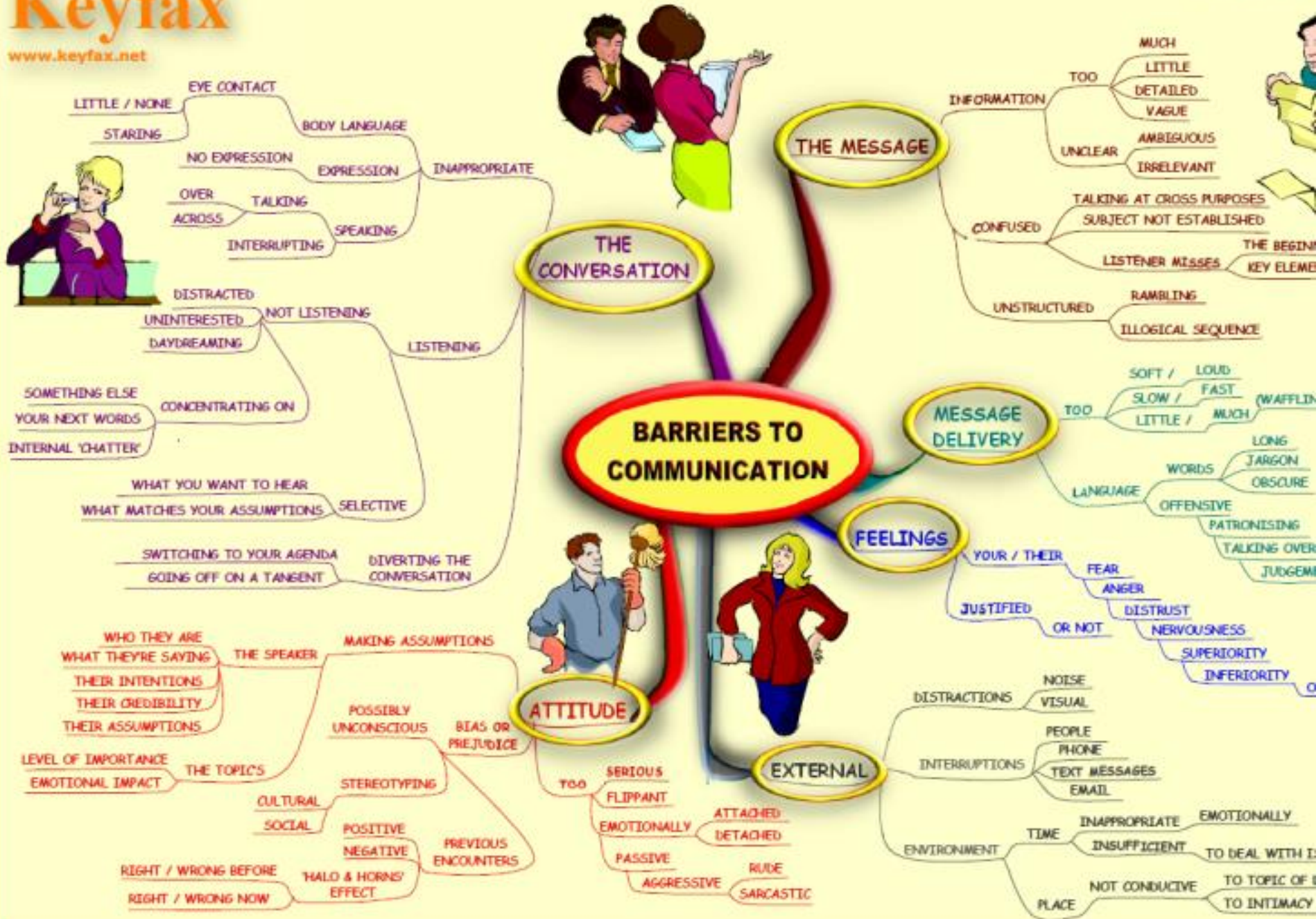
Communication

“The single biggest problem with communication is the illusion that it’s taken place.”

George Bernard Shaw

Communication Barriers





' I know you think you
understand what you thought I said
but I'm not sure you realize that what
you heard is not what I meant'

Alan Greenspan

Overcoming the Barriers to Communication



Choose the right medium





“ Communications that help us make sense of the world around us by explaining the what, why, and how are really just tapping into our constant search for meaning.

FRAMING:



this is a t-shirt.

vs.

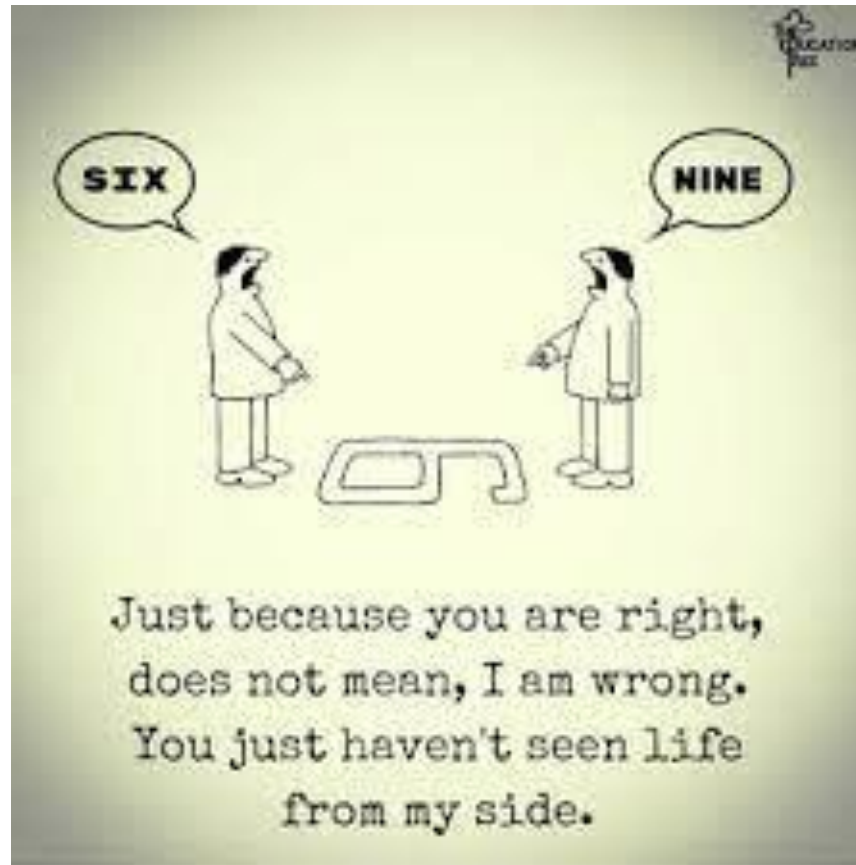


this is the most
awesome t-shirt
you will ever see
in your life!

same shirt. different **frame**. communication
science theories
by @ickbenjulia

Are you listening?





Already Always Listening

SEEK FIRST TO UNDERSTAND

THEN

BE UNDERSTOOD

Listening.....

*“Next to physical survival, the greatest human need is psychological survival; to be understood, to be affirmed, to be validated, to be appreciated. When you **listen with empathy** to another person you give that person **psychological air**. And after that vital need is met, you can then focus on influencing or problem solving.”* Steven Covey 1991

Animals feel empathy



Empathy is not sympathy, nor is it feeling sorry for others. Instead, it is understanding what others are feeling or thinking.

How to listen with empathy

Be nonjudgmental - Focus on having an open mind. If you begin to react to something, recognize what is happening and do your best to let it go. You are trying to be there for someone else whose experience is valid, even if it differs from yours.

Be attentive - Give the person your undivided attention. Remove distractions and do not look at your phone. Show your interest through your body language.

Be aware - Pay attention not only to the person's words, but also to tone of voice, body language and anything else that can help you understand their emotions. Try to put yourself in that person's shoes and get a deeper perspective on their 'map of the world'.

***‘Judge a man not by the
answers he gives but the
questions he asks’***

Voltaire

Finally – Listen to yourself



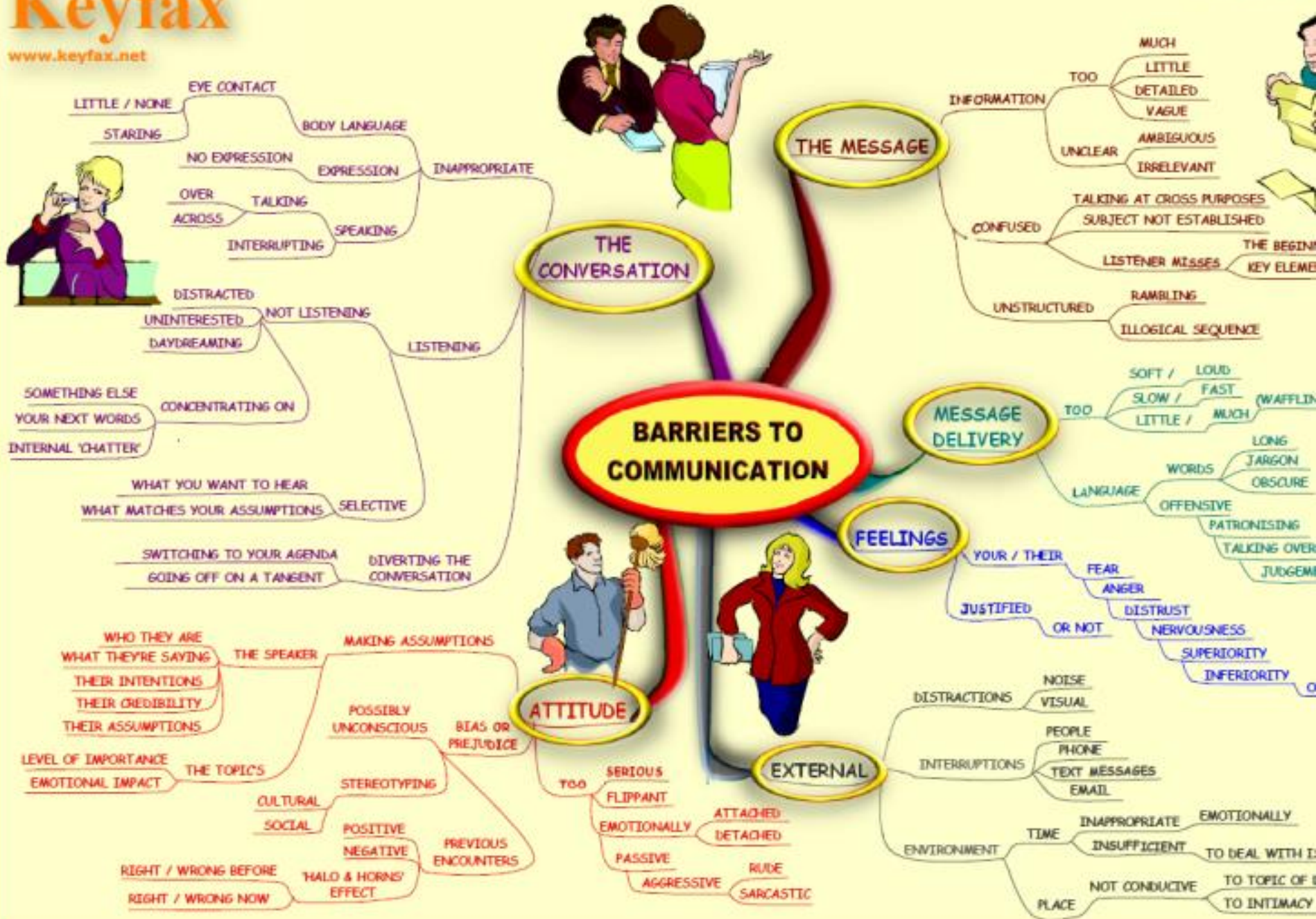
Turn your inner critic into your inner coach

“I can’t stand it!...I can’t do it...This always happens...It’s not fair...Why am I so stupid! There’s too much to do...This is not my job...I shouldn’t have to do this... I feel terrible...”

“It always works out okay...I can always find an opportunity in there...I always have choices...I’m not afraid of tackling the tough stuff first and then I can do all the easy things...I feel great...today will be just brilliant...I know how valuable I am and take good care of myself...”

“Writing is the hardest work
in the world not involving
heavy lifting.”

Pete Hamill (US Journalist)



PROCESS APPROACH

3 STEPS

- PLAN
- WRITE
- EDIT



Thinking about objectives for writing

People who write well can not only reflect the quality of their thinking in their writing, they can also capture and demonstrate the value of that thinking to decision makers and power-brokers within the organisation.

Who (*audience needs and wants*)

What

(message and content)

Why

(purpose and outcome)

Structure your ideas

- From your notes/mind map, select the relevant information using the ‘Why’ and the ‘Who’ criteria to decide what to leave in and what to take out.
- Bear in mind what your audience **MUST**, **SHOULD** and **COULD** know.
- Create headings and sub-headings in a logical sequence.

Structure – like ‘10.00 news’

Beginning – state purpose and set the scene.

Middle - main body; facts and findings.

End- conclusions and recommendations.

Style and tone

- The language is specific, appropriate
- Unnecessary words, words, words have been deleted – even erased or rubbed out.
- The sentences vary in length and structure
- The writing is direct, clear, easy to understand
- The tone is right.

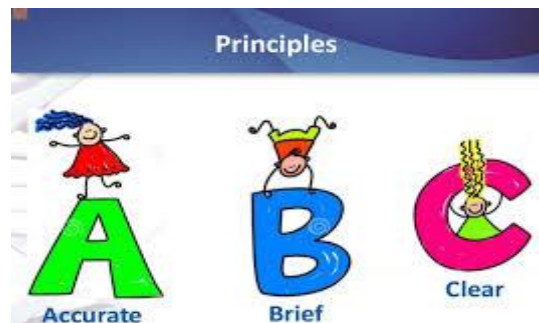
Tone

“We often refuse to accept an idea merely because the tone of voice in which it has been expressed is unsympathetic to us.”

Friedrich Nietzsche

ABC of business writing

- **Accurate:** say what you mean, good punctuation, spelling, use active rather than passive, be consistent in terminology.
- **Brief:** short simple words, sentences, paragraphs – whenever the topic changes, don't assume a commercialised writing style.
- **Clarity:** only use jargon in the right place, keep your work logical, make topic clear at start, finish with action(s), check for ambiguity.



Number of words

- The Ten Commandments 130 words
- U.S. Constitution 485 words
- EU directive on Aubergines 7000+ words

Communicate – Don't discombobulate!

It was stated that, in view of the great increase in the price of raw materials, suggestions would have to be forthcoming regarding cutting expenditure. Measures should be taken to investigate forthcoming trends and endeavours should be taken to proceed with caution to terminate unnecessary expenditure. It was remarked that this matter is of the utmost importance, and that we should correspond with the Northern Office to accommodate a solution.

Turns into:

John said raw materials are becoming very expensive. We need to cut back costs, We must look at future trends and be careful not to overspend. Jane said it was urgent to warn Leeds and get their help.

“If you get stuck, get away from your desk. Take a walk, take a bath, go to sleep, make a pie, draw, listen to music, meditate, exercise, whatever you do, don’t just sit there scowling at the problem. Open a gap for your words, create a space. Be patient.”

Hilary Mantel

CHECK IT OUT!

EDIT AND PROOF READ



Read from the back of the document

Read in pairs

Put it to one side – do it later!

Proofreading

- Focuses on:
 - Spelling mistakes
 - Missing words
 - Spelling
 - Punctuation
 - Capitalisation.

Editing

- Additional focus on:
 - Style
 - Clarity
 - Logic
 - Organisation.

The 6 Universal Questions

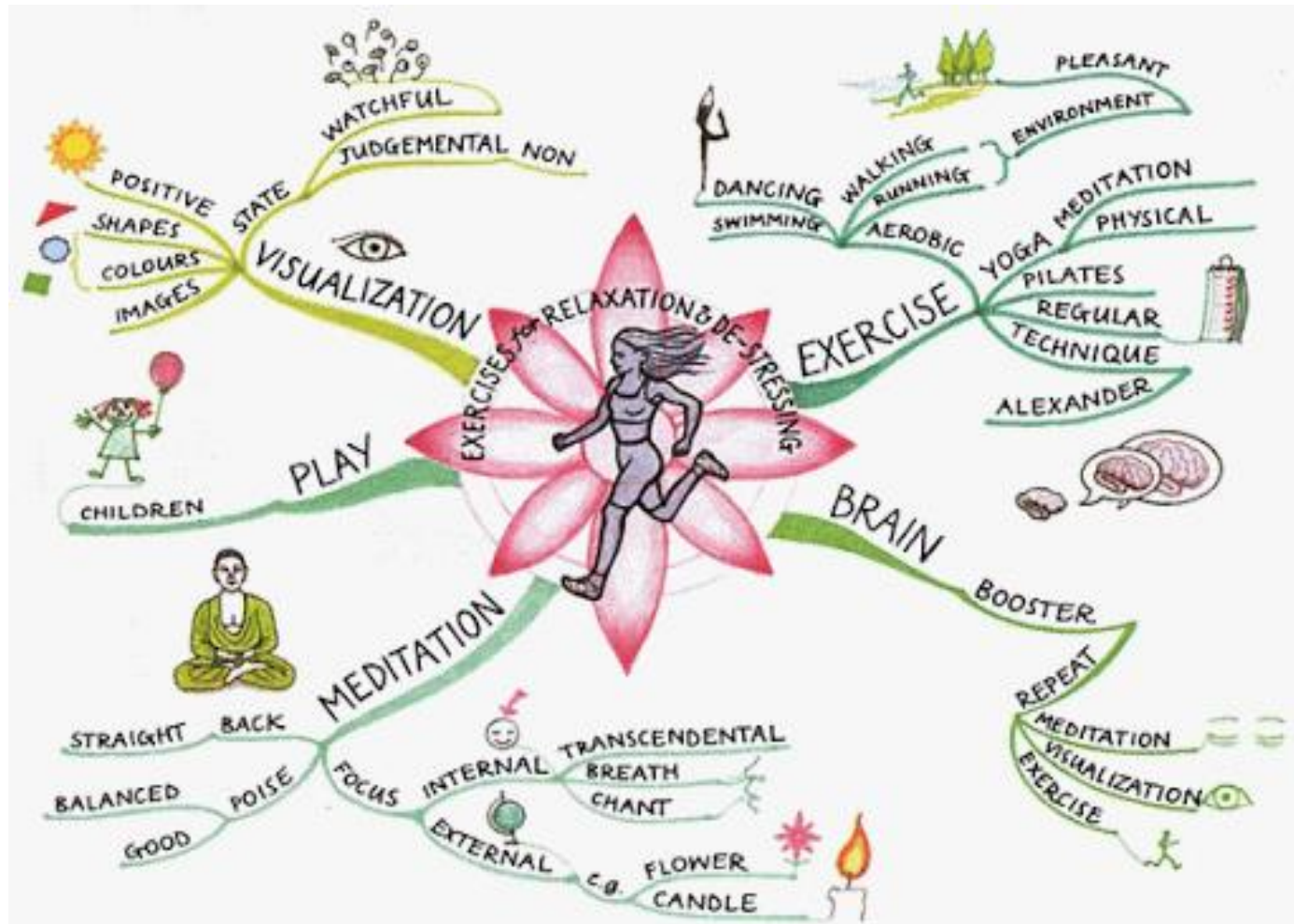
“I have six honest
serving men;

they taught me all I knew.

I call them What and
Where and When and
How and Why and Who.”

Rudyard Kipling





Structure

- **Beginning** - Tell them what you're going to tell them
- **Middle** - Tell them
- **End** - Tell them what you've told them
- **OPEN - 3 KEY POINTS - CLOSE**

Adding Punch and Memorability

What do great presenters do?

Put cardboard people on sticks



Simon Scriver
Co-Founder, Organiser
and Speaker
#FundraisingEverywhere

Bring to life

- Stories
- Examples from real life
- Analogies
- Visuals – slides – photographs - objects etc.
- Videos, re-enactments – live demos etc.







Openings

- Build rapport
- Engage
- Gain credibility

Closings

- Message
- Action
- Positive

Confidence Cards

Introduction		1	
9.00	5 minutes	Materials	
	Friends, Romans, countrymen, lend me your ears...		
	<ul style="list-style-type: none">•Name, background•Purpose of presentation•What's in it for you•What I'm going to tell you		
	•Questions & Handouts		

GETTING YOUR MESSAGE ACROSS

• VISUAL body language 55%

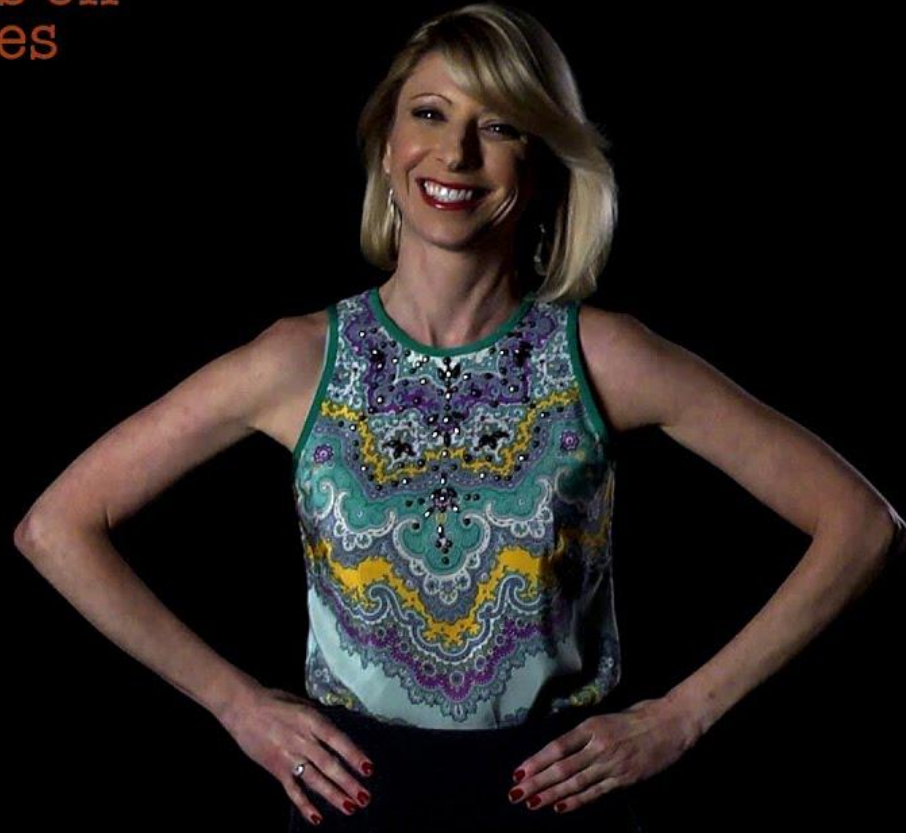
• VOCAL tone 38%

• VERBAL words 7%



Amy Cuddy – Ted Talk

30 Seconds on
Power Poses



Tongue Twister - the old favourite

Peter piper picked a peck of pickled
peppers. A peck of pickled peppers Peter
Piper picked. If Peter Piper picked a peck of
pickled peppers, where's the peck of pickled
peppers Peter Piper picked?

And finally

“The best speeches come from the heart and reflect your passion. Speak as if your life depended on it.”

Arvee Robinson

“They may forget what you said, but they will never forget how you made them feel.”

Carol Buchner

“When genuine passion moves you, say what you’ve got to say, and say it hot.”

D.H. Lawrence



And finally

Interviewer to Chris de Burgh ...

“and to what do you owe your overnight success?”



Chris de Burgh to interviewer ...

“30 years of long, hard work”

Thank you for listening

