What do you consider to be the most important ingredient for communicating effectively?
Effective communication is more than a description of facts, it is largely about developing a strategy for transmitting a specific message.
What will you say?
What will you say?

➢ Define your message
What will you say?

Define your message

- What is the main idea that people will remember at the end of your talk?
What will you say?

- Define your message
- Know your audience
What will you say?

- Define your message
- Know your audience
  - Know the background and interests of your audience.
What will you say?

» Define your message

» Know your audience
  - Know the background and interests of your audience.
  - Be aware of the “so what?” factor.
What will you say?

Define your message

Know your audience

- Know the background and interests of your audience.
- Be aware of the “so what?” factor
- Match main message with your audience’s needs.
What will you say?

- Define your message
- Know your audience
- Identify core themes
What will you say?

- Define your message
- Know your audience
- Identify core themes
  - Maximum 3 to 4 themes to illustrate your main message.
St. Vincent lies in an area of high earthquake activity...
St. Vincent lies in an area of high earthquake activity...

Theme 1: Vulnerability
What will you say?

St. Vincent lies in an area of high earthquake activity...

Theme 1: Vulnerability

People should know how to protect themselves
St. Vincent lies in an area of high earthquake activity...

Theme 1: Vulnerability

People should know how to protect themselves

Theme 2: Earthquake effects
What will you say?

St. Vincent lies in an area of high earthquake activity...

Theme 1: Vulnerability

People should know how to protect themselves

Theme 2: Earthquake effects
What will you say?

St. Vincent lies in an area of high earthquake activity...

Theme 1: Vulnerability

People should know how to protect themselves

Theme 2: Earthquake effects

Theme 3: Earthquake safety
How will you say it?
"The more you say, the less people remember. The fewer the words, the greater the profit."
--Fnelon
How will you say it?

- Be brief
How will you say it?

➢ Be brief

- Brevity is powerful and persuasive
“Think like a wise man but communicate in the language of the people.”

-- William Butler Yeats, Irish dramatist & poet (1865 - 1939)
How will you say it?

- Be brief
- Be clear
How will you say it?

➢ Be brief

➢ Be clear

- Use simple, friendly language.
How will you say it?

- Be brief

- Be clear
  - Use simple, friendly language.
  - Avoid technical words.
How will you say it?

➢ Be brief

➢ Be clear

- Use simple, friendly language.
- Avoid technical words.
- Keep presentations clean and uncluttered.
A tsunami is a system of gravity waves formed by an impulsive vertical displacement of water column. In the process of the water level returning to equilibrium through a series of oscillations, waves radiate outward in all directions from the disturbance and can propagate across entire ocean basins.
A tsunami is a system of gravity waves formed by an impulsive vertical displacement of water column. In the process of the water level returning to equilibrium through a series of oscillations, waves radiate outward in all directions from the disturbance and can propagate across entire ocean basins.
A tsunami is a system of gravity waves formed by an impulsive vertical displacement of water column. In the process of the water level returning to equilibrium through a series of oscillations, waves radiate outward in all directions from the disturbance and can propagate across entire ocean basins.
How will you say it?

Translating from Science to English

**Science**

A tsunami is a **system of gravity waves** formed by an **impulsive vertical displacement** of water column. In the process of the water level returning to **equilibrium** through a series of **oscillations**, waves radiate outward in all directions from the disturbance and can propagate across entire ocean **basins**.

**English**

A tsunami is a **series of waves** formed by a **sudden upward movement of water**. As the water level returns to its **original level**, waves move outward in all directions from the disturbance and can **travel** across entire ocean **floors**.
Saying it
Saying it

- Practice, practice, practice
Practice, practice, practice

- Helps you talk to the audience not the screen
Practice, practice, practice

- Helps you talk to the audience not the screen
- Calms nerves
Practice, practice, practice

- Helps you talk to the audience not the screen
- Calms nerves
- Helps to identify distracting habits
Saying it

- Practice, practice, practice
- Audience connection
Saying it

- Practice, practice, practice
- Audience connection
  - Use personal stories
Saying it

➢ Practice, practice, practice

➢ Audience connection
  - Use personal stories
  - Be aware of body language
Saying it

➢ Practice, practice, practice

➢ Audience connection
  - Use personal stories
  - Be aware of body language
  - Interact with questions and eye contact
Saying it

- Practice, practice, practice
- Audience connection
- Command authority
Saying it

- Practice, practice, practice
- Audience connection
- Command authority
  - Who made you the boss?
Saying it

- Practice, practice, practice
- Audience connection
- **Command authority**
  - Who made you the boss?
  - Confident body language
Saying it

- Practice, practice, practice
- Audience connection
- **Command authority**
  - Who made you the boss?
  - Confident body language
  - Voice control
**Saying it**

- Practice, practice, practice
- Audience connection

- **Command authority**
  - Who made you the boss?
  - Confident body language
  - Voice control
  - Dress the part
Which scientist would you trust?
Which scientist would you trust?
Saying it

Which scientist would you trust?
In closing remember...

Effective communication is more than a description of facts, it is largely about developing a strategy for transmitting a specific message.
In closing remember...

Three simple steps in developing your strategy:

- What will you say
- How will you say it
- Saying it
References

- *10 Simple Secrets of the World’s Greatest Business Communicators* by Carmine Gallo

- *Perfect your presentations* by Steve Shipside

- *Human communication* by Joseph A. DeVito

- [http://elearning.na.jnj.com](http://elearning.na.jnj.com)
Thank You

Questions??