

Power of Three

Keys to Better Professional Communication

Good Communicators

- Adapt to the **audience**
- Know the **purpose**
- Design clear **visuals**

Confident Speakers

- Look at the **audience**
- Use natural **gestures**
- Control **pace, tone, and volume**

Strong Speakers

- **Prepare**
- Show **enthusiasm**
- Demonstrate **knowledge**

Introduction

Bottom Line

CONTEXT

- Start strong and get attention
- Provide appropriate context
- *Audience Questions:*
“What is this about?”
“Why do I need this info?”

Body

INFORMATION

- Organize for audience
- *Tell and sell* with persuasive content and clear visuals
- *Audience Question:*
“Why do I care?”

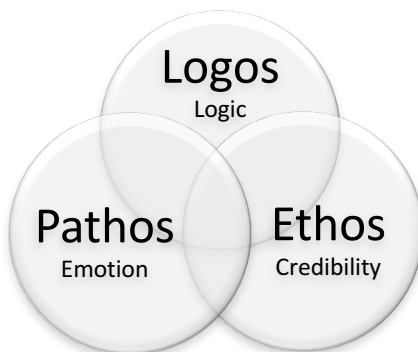
Conclusion

Forward Looking Statement

ACTION

- End strong
- State next steps, goals, ideas
- *Audience Questions:*
“What is the take away?”
“What should I do next?”

Aristotle's Means of Persuasion



Common Issues to Avoid

Nervous Behaviors

- Using filler words
- Fidgeting
- Rushing

Poor Eye Contact

- Looking mostly to screen
- Avoiding eye contact
- Reading notes

Weak Slide Design

- Including too much text
- Using small images
- Showing too much at once

Strategies for Success

