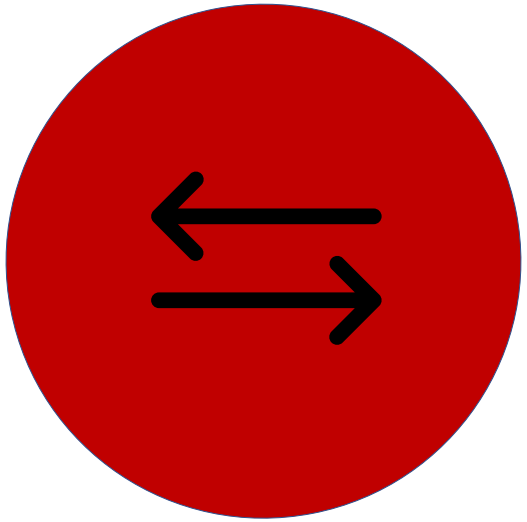
Communication Skills
(missed teaching this class but discussed pitch deck and you all did well with your videos)

Communication Basics

Know your Audience

Stimulus & Response



Signal & Noise

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Know Your Audience

- **Audience Persona**
- **Motivations**
- **Triggers**
- **Sensitivities**
- **Timing**

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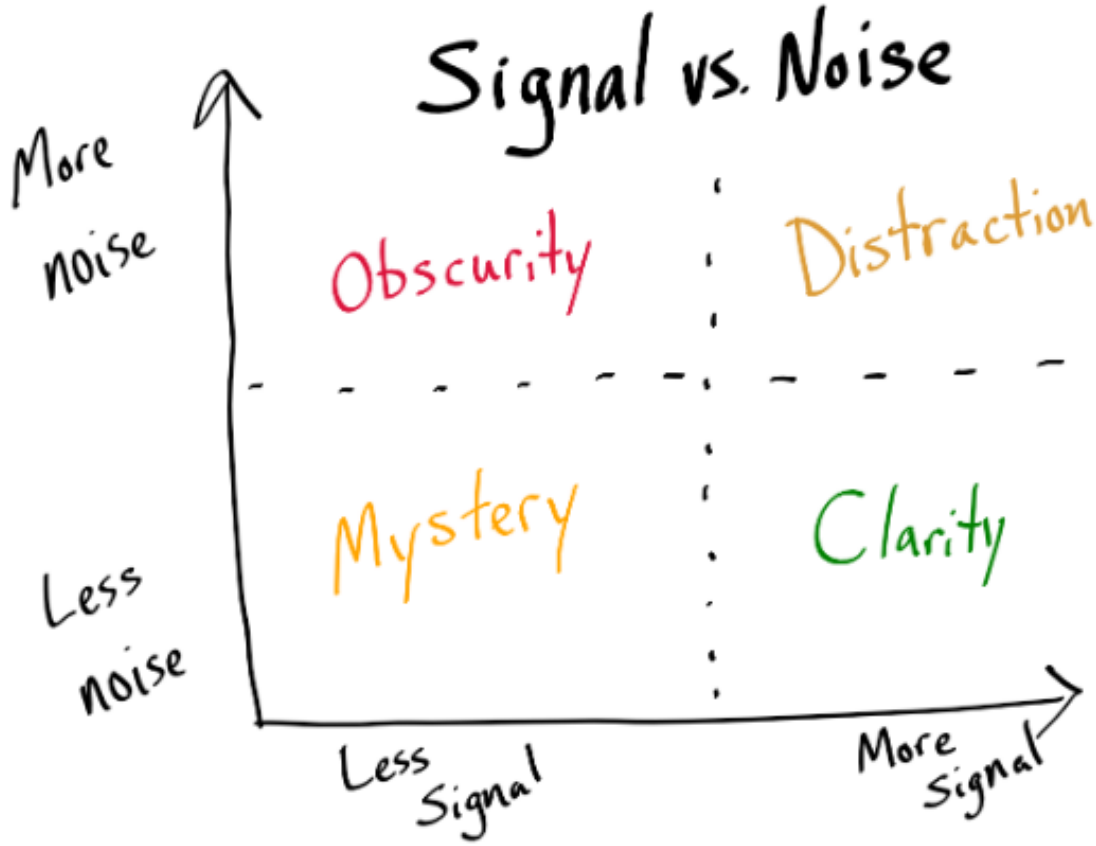
Signal vs Noise



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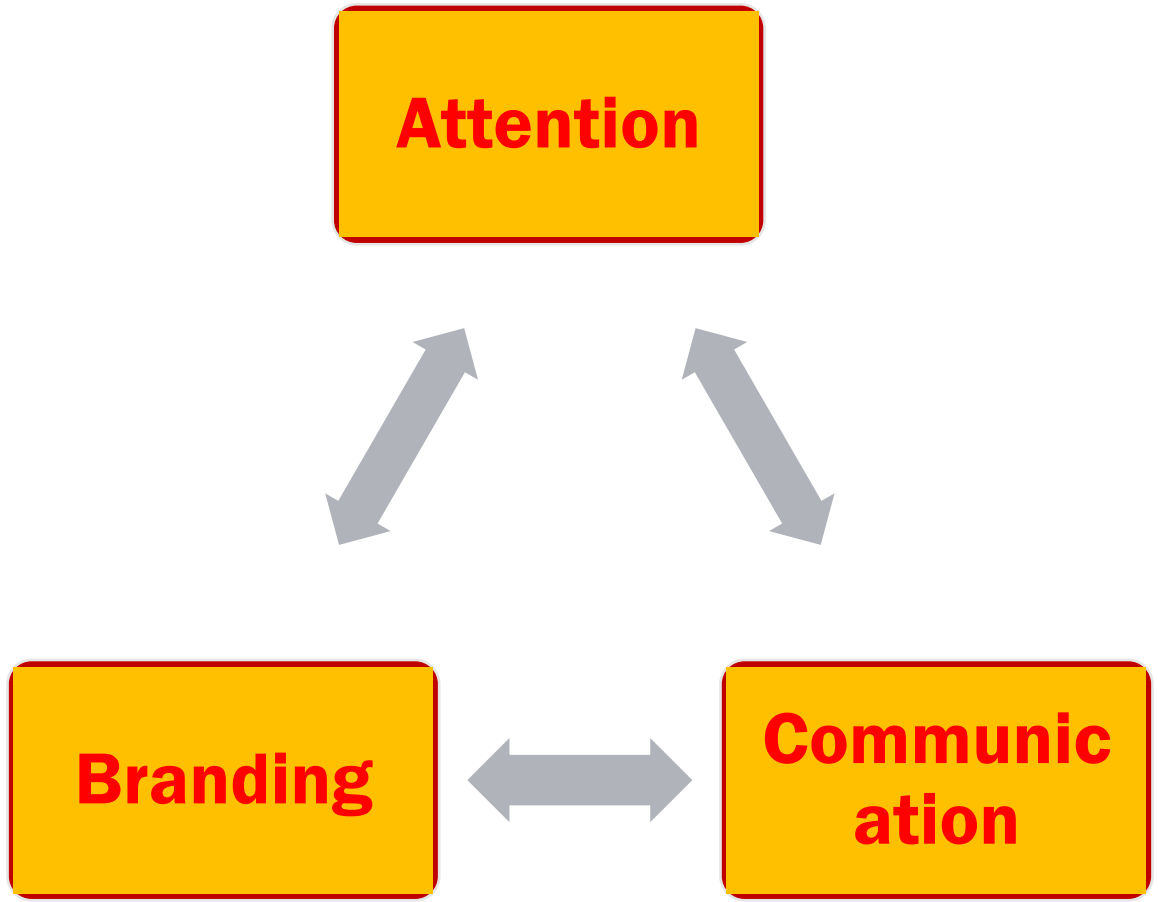
Identifying Communication Goals

- Audience
- Outcome
- Core Message
- KISS Keep it Simple, Silly



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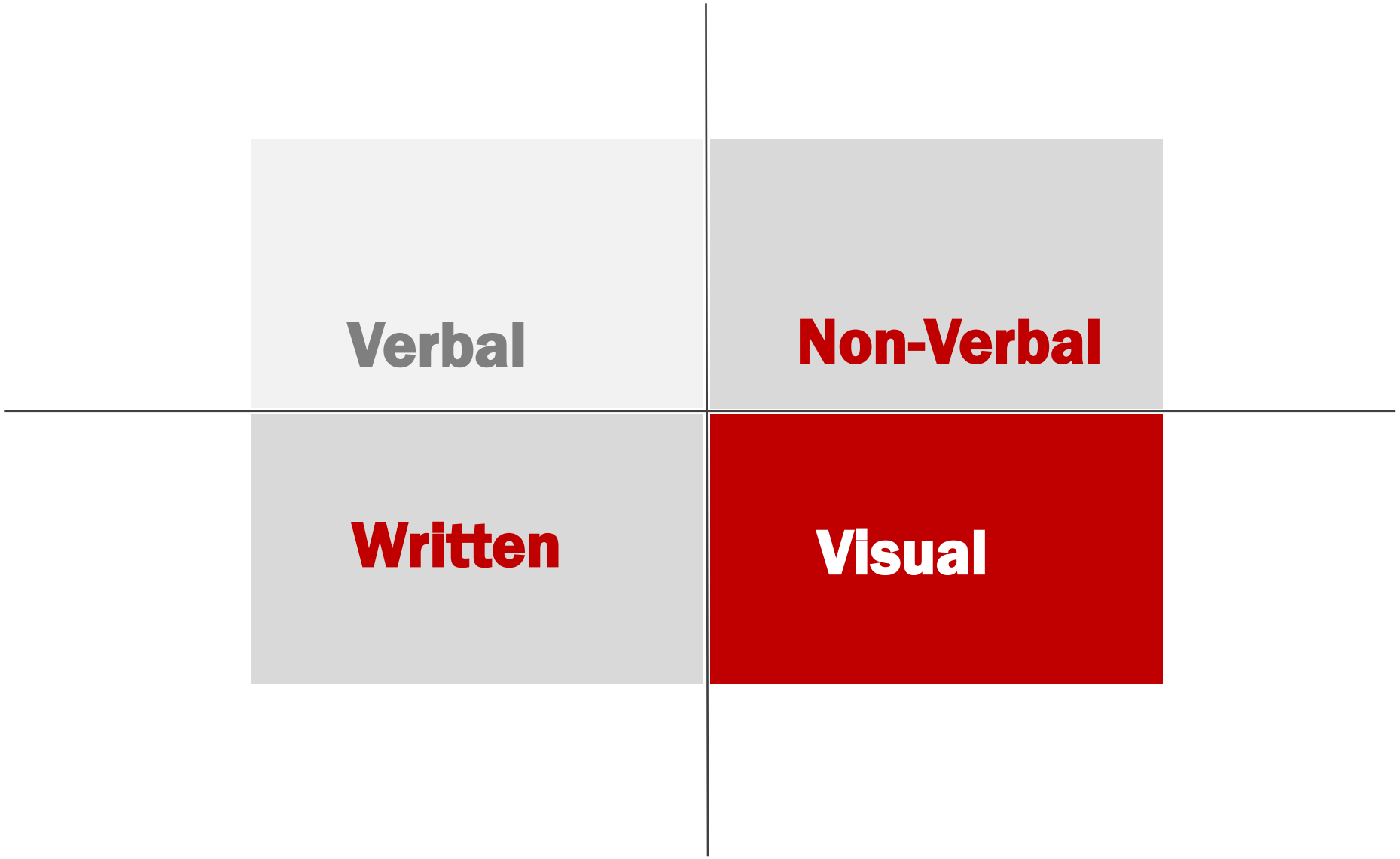
Types of Communication



Active Listening a key part of Communication

Verbal Communication

- Language
- Less or More ?
- Speaking more of Listening more ?

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Non Verbal

- **You are the Message**
- **Energy & Enthusiasm Essential**
- **Your Appearance Matters**

> *Content is nowhere near as critical as the message you convey with your voice, your body and your eye contact.*
>
> — Albert Mehrabian, Ph.D.
> Professor, UCLA

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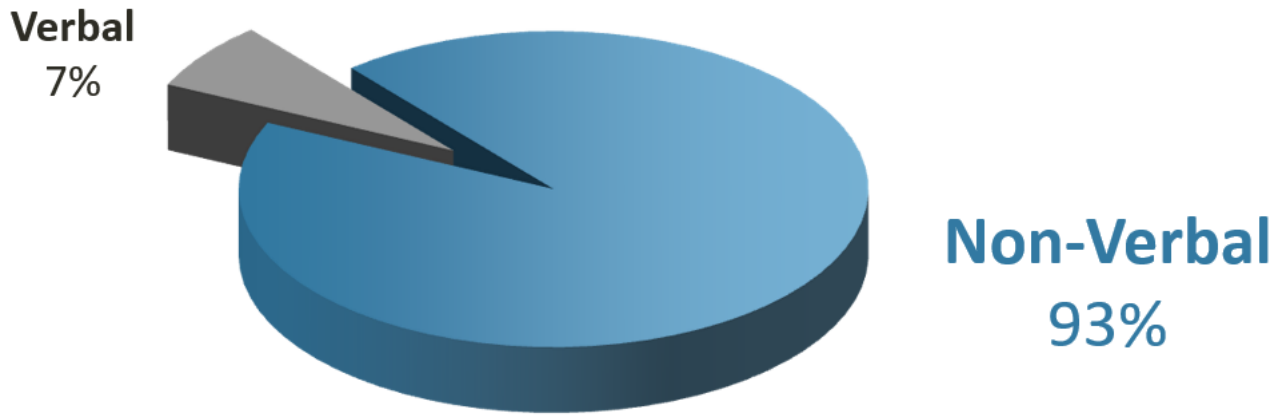
Non Verbal

- **Eye Contact**
- **Posture**
- **Gestures**
- **Movement**



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Non Verbal Communication - Appearance

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Written Communication

- Readability
  - Fonts
  - Margins
- Understandability
  - Grammar
  - Ease of Sentence Construction
- Relatability / Resonance

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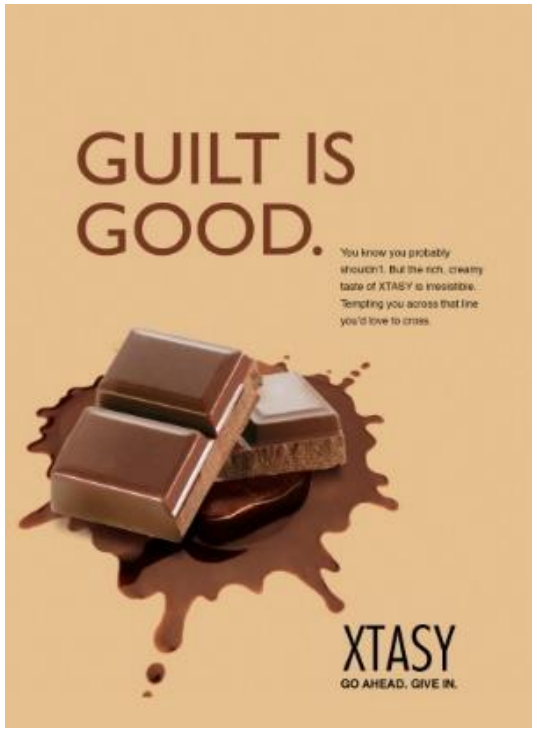
Visual Communication

- **Text + Visuals must combine to make the point**
- **Too much text, too little text**
- **Overuse of Data**



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Common Communication Errors

- **Development of Content**
  - **Lack of Clarity**
    - **Audience**
    - **Outcome desired**
    - **Message to land**
  - **Poor understanding of attention spans**
  - **Too much text**
  - **Unrelated text and graphics**

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Common Communication Errors

- **Delivery**
  - **Not enough practice**
  - **Lack of Confidence**
  - **Poor Eye Contact**
  - **Talking too fast**
  - **ENERGY missing**

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12 slides is all you need

1. Cover Page/Introduction
2. Overview
3. Problem
4. Market
5. Team
6. Technology/Solution
7. Customers/Revenue Model
8. Go to Market
9. Competition
10. Financials
11. Milestones
12. Summary

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