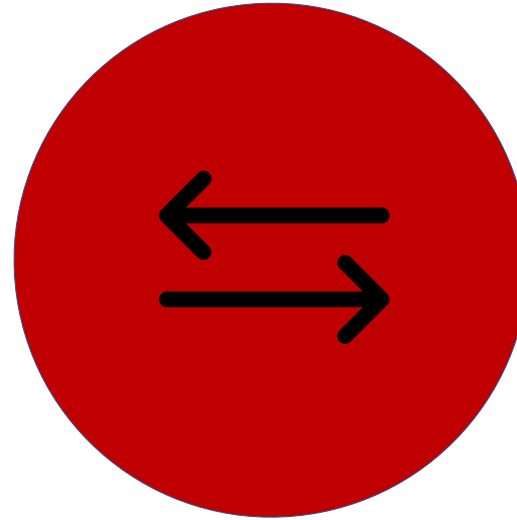


Communication Skills
28th Oct 2024, Session 24

**Know your
Audience**



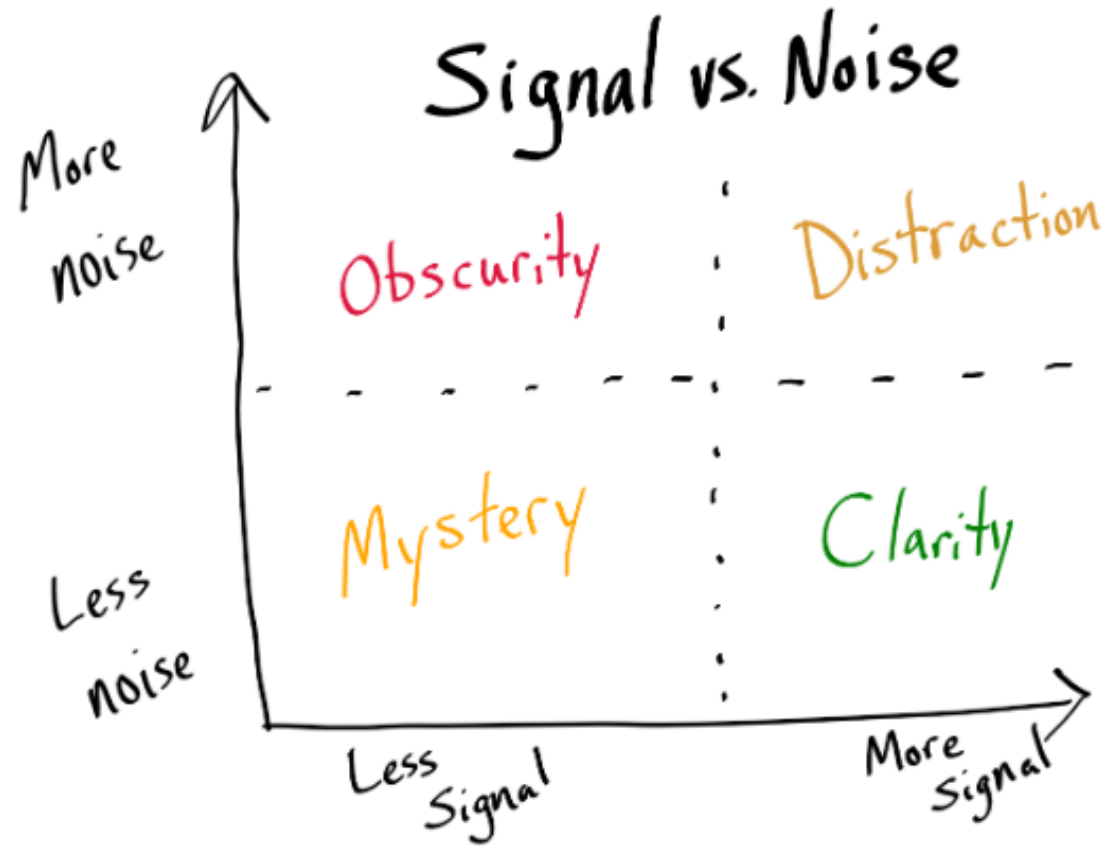
**Stimulus &
Response**



**Signal &
Noise**



Signal vs Noise



Know Your Audience

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

Rachel

Small Business Owner

- Social Media Marketing
- Key decision-maker



Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

How we can help

- Schedule posts to a queue
- Content suggestions

Identifying Communication Goals

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

ABC of Communication

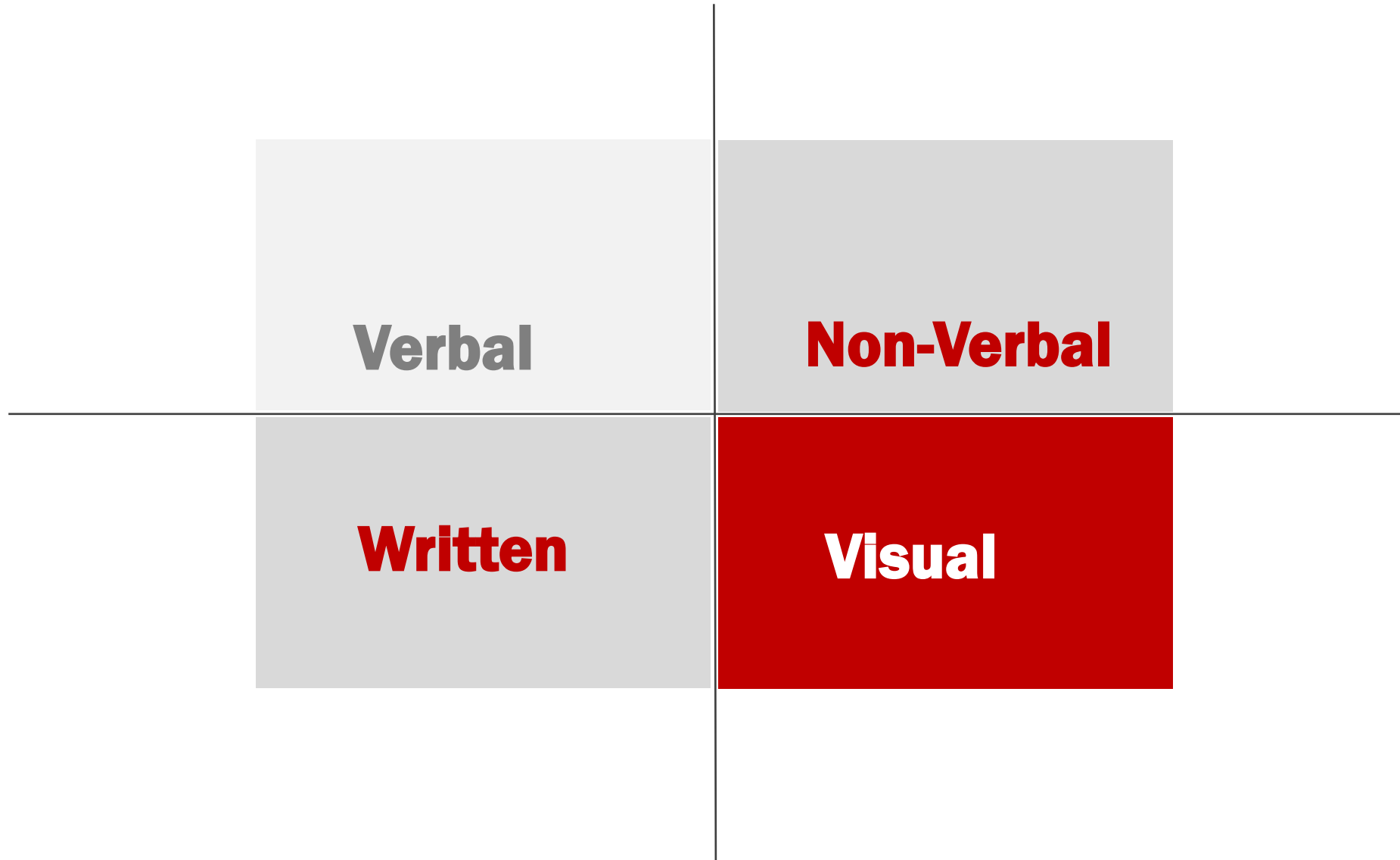
Attention



Branding

Communication

Types of Communication



Active Listening a key part of Communication

Verbal Communication

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

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

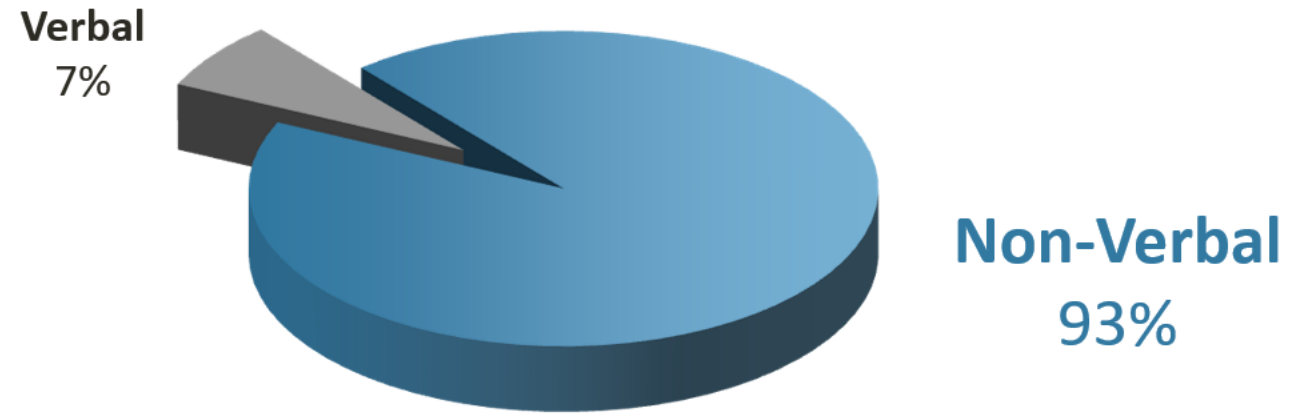
“ *Content is nowhere near as critical as the message you convey with your voice, your body and your eye contact.* ”

— Albert Mehrabian, Ph.D.
Professor, UCLA



Non Verbal

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



Non Verbal Communication - Appearance



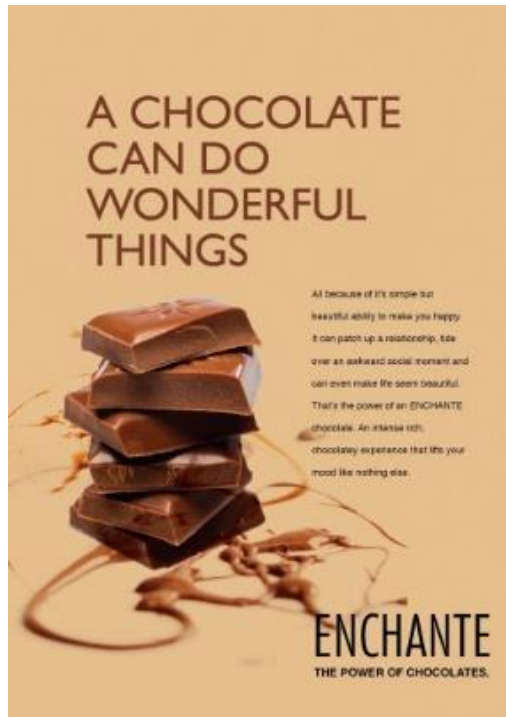
Written Communication



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

Visual Communication

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



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**

Common Communication Errors

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



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**

End Sem Briefing



- **17th Nov, Sun, 530 to 830 pm, 40 marks**
- **Classrooms & Seating Plan will be shared**
- **Portion will include the entire semester of teaching**
- **Two Ques-cum-Ans papers will be provided**
 - **Finance / Business Planning Portion**
 - **All the rest**
- **Specific Exam briefing in 4th Nov class**