

A Road Map to Successful Communication

Leadership Training: Learn Today, Lead Tomorrow



Congratulations!

You've been successfully communicating with audiences since birth. Surprised? Just ask any adult—crying infants get a quick response.

Think back. Even before using words, you influenced your audience using non-verbal communication. Who doesn't smile back at a laughing baby? Eventually, you spoke in sentences to express yourself. As you grew, you listened to others, watched movies and read stories over and over, each time learning something new. You were doing research. Incorporating what you learned, you confidently spoke about what you knew and cared about. And you learned to respond to the cues from your audience.

Then you took your skills and knowledge on the road and went to school.

Every day, you spoke in front of your peers and teachers, practicing your skills and responding to the cues of others, learning that other people have different perspectives. You started to present projects and maybe delivered speeches. Sharing your learning experience is a balance of communication skills and knowledge of the content. Getting the balance just right is the challenge.

Now is the perfect time to pause and think about the skills, knowledge and attitudes that are related to communication, and then move to the next level.

We all respond to great speeches like the ones on the WE Day stage, from our favorite TED Talk presenters and in YouTube videos. The speakers motivate and inspire us. In the Communication Skills module, you will consider your current skill and knowledge levels, then use the videos to get expert skill coaching. This booklet will guide you.

Don't forget, you've been a successful communicator since before you could talk. Now you're at the best possible age to launch your skills to the next level.



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Why does this matter?

Education is seen as a global priority. It empowers people to live their lives to their utmost potential and contributes to peaceful societies. The communication skills you learn in school will help contribute to your lifelong learning journey. Children in school now will be entering the world as young adults in 2030. In order to prepare for jobs, technologies and problems that have not yet been created, it's important to develop communication skills, curiosity and imagination now, in preparation for the future.

In this communication module you will build:



A focused skill set

See examples of how communication skills are broken down and be guided through a cycle of goal-setting, practice, feedback and self-reflection.



Knowledge and understanding

Explore the "why" behind these skills, how they're related to successful communication (now and in your future) and real-world case studies.



Attitudes/habits of mind

Develop an understanding of how to present yourself to the world, how others respond and what it takes to communicate successfully.



Innovative thinking and acting

Learn how to put your communication skills into action as a social innovator.

A special thank you to KPMG in Canada for supporting the next generation of young leaders.

KPMG is passionate about empowering youth with the leadership skills they need to be successful and take action. By providing tools and resources for young people to develop the key skills needed for their success in school and in their community, KPMG and WE are helping to create lifelong learners and the leaders of tomorrow.

Did you know?

Effective communication skills will help you to be successful now, while you're in school, and for the rest of your life. But it's bigger than that. Highly developed communication skills put into action will shape the future of our planet. It's a priority for national and global organizations. Check it out:

2018 Conference Board of Canada's Employability Skills

Communication is listed as the first fundamental skill needed for further development.

- Read and understand information presented in a variety of forms (e.g., words, graphs, charts, diagrams)
- Write and speak so others pay attention and understand
- Listen and ask questions to understand and appreciate the points of view of others
- Share information using a range of information and communications technologies (e.g., voice, email, computers)
- Use relevant scientific, technological and mathematical knowledge and skills to explain or clarify ideas

OECD (Organisation for Economic Co-operation and Development) Future of Education and Skills 2030 Project

"To prepare for 2030, people should be able to think creatively, develop new products and services, new jobs, new processes and methods, new ways of thinking and living, new enterprises, new sectors, new business models and new social models."

Source: [The Future of Education and Skills 2030, OECD 2018, page 5.]

The United Nations Sustainable Development Goals include education as one of the top priorities for 2030

Goal 4: Ensure inclusive and quality education for all and promote lifelong learning

- According to the United Nations, "obtaining a quality education is the foundation to improving people's lives and sustainable development."

Source: <https://sustainabledevelopment.un.org/?menu=1300>



Activity #1: Understanding myself as a communicator



Knowledge and understanding

Explore the "why" behind these skills, how they're related to successful communication (now and in your future) and real-world case studies.



Attitudes/habits of mind

Develop an understanding of how to present yourself to the world, how others respond and what it takes to communicate successfully.

Why do we respond to great speakers?

Speeches create impact and can inspire change. Consider the 1963 "I Have a Dream" speech, delivered by Dr. Martin Luther King Jr. at the March on Washington, or Oprah Winfrey's lifetime achievement acceptance speech at the January 10, 2018, Golden Globe Awards.

Check out the links below to watch the videos.

Dr. Martin Luther King Jr. - I Have a Dream Speech

www.youtube.com/watch?v=3vDWWy4CMhE

Oprah Winfrey receives Cecil B. DeMille Award at the 2018 Golden Globes

www.youtube.com/watch?v=fN5HV79_8B8

Looking for more inspirational speeches? Watch the 2017 WE Day Broadcast for an incredible lineup of talent and youth speakers with amazing stories: WE.org/wedaybroadcast.



Discussion

What was it about Dr. Martin Luther King Jr.'s speech that makes it still so impactful 55 years later?

What evidence do you have that Oprah Winfrey's message resonated with her audience?

What specific techniques make both speakers so effective (volume, pace, body language, etc.)?

Where am I now?

Consider these statements:	Check the box that reflects you the most. Remember there are no right or wrong answers.				
	Not me at all	I'd like it to be	Unsure; it's a bit like me	Somewhat like me	It's totally me
Public speaking feels natural and comfortable. I look forward to it.					
If I can choose how to present my ideas I prefer to do it through public speaking (rather than a written article or report).					
A successful public speaker is knowledgeable, confident and passionate about their topic.					

Think about the following skills and consider your current skill and understanding levels. How much support do you need to help you work on and develop these skills? Check the box that best applies to you.

	Lots of concrete support: early skill stages	Support: raise my existing skills	Some support: early skill level	Little support
Discovering what I care most passionately about.				
How to plan out and conduct research for a speech.				
Delivery: speed, effective use of pauses, motion, volume, body language.				
How to prepare for a specific audience.				
How to read cues from an audience during a speech.				
How to warm up for a successful speech.				
Successful question and answer sessions.				

Next step

Circle the skills that you would like to concentrate on first.

Activity #2:

Preparing a good speech, pitch or story



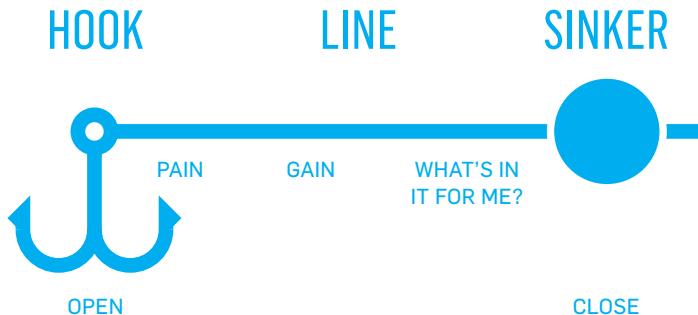
Watch **Leadership Training Communication Video #1** before you begin this activity.

So, you've done some preliminary work to get you in the head and heart space to rock communication! Now we're going to dive deep into the art of public speaking, a crucial skill to build on your effective communication journey.

The place we start after we've found our topic is, of course, the "how." How am I going to organize my thoughts in the most powerful and effective way to get my message across? Remember the balance we talked about earlier? Your goal is to find the right balance of content to ensure all the points you want to make are included, supported by evidence (stats and stories) and that you're leaving your audience with steps to take after they've heard your message. You're about to learn a quick and easy way of organizing your speech no matter how long it is.

One important key is to, try to write how you speak! It doesn't make sense to write a speech like an essay, because that's not how you speak in everyday life. To start, writing out bullet points might be easier, and then record yourself speaking through them; listen back and see what sounded natural to you. What were the gems you said that you wouldn't have thought to write down? Pick them out and keep them for your speech!

Hook, line and sinker



Hook

The **hook** usually forms the first one to three sentences and provides a "bang" that grabs the audience's attention.

Here's a list of ideas for potential hooks:

- a. Make a bold claim: "In 35 years, there will be nine billion mouths to feed, but no resources to feed them."
- b. Invite the audience to imagine: "Imagine a world where hunger is no longer a problem."
- c. Present a striking fact or statistic: "25,000 people die every day from hunger or hunger-related causes."
- d. Ask a question: "How many of you used the Internet today?"
- e. Tell a brief story or anecdote: "After six years of bonded labor, 10-year-old Iqbal Masih, started on the path of speaking out against child labor and informing other children about the laws of Pakistan that prohibit bonded labor."
- f. Introduce an analogy or a metaphor: "Young people are like plants in a garden. If you nurture them, they'll grow, and if you don't, they'll wither."
- g. Start with a quote: "V.S. Naipaul once wrote, 'Men need history. It helps them to have an idea of who they are.'"

Line

The **line** is the meat of the speech and often contains statements that provide a full picture of the issues that require our attention, as well as appropriate solutions. Generally, it works to create investment in the audience. This section of the speech is usually composed of the following:

- a. **Pain or need statement:** shows that something is wrong or must be done.
- b. **Gain or solution statement:** shows what is or needs to be happening based on the pain and the need that currently exists. It explains what makes your solution unique and important.

- c. **"What's in it for me?" statement:** shows that the audience has not only a role to play in the gain and solution, but that they will also get something out of it by participating in the solution. For example, in a business or a corporation, you can make a positive impact by becoming part of a larger movement. In turn, you may see an increase in the traffic to your business and opportunities to invest in the community and make a difference in the lives of others.

Sinker

The **sinker** provides a conclusion and an effective call to action (CTA) in your speech. It often links back to points you made in the beginning and leaves the listener with a sense of completion and satisfaction, and an urge to learn and do more. Ensure that you are including a powerful and relevant CTA to encourage the audience to respond to your cause and make an impact.

Try it out!

Take a moment to brainstorm below on your topic; try out more than one hook, line or sinker for your topic to see what resonates with you most. Then tell them to a friend or teacher to see what they feel is the most powerful.

What topic am I passionate about?	What's my hook?	What's my line?	What's my sinker?
Topic A	Hook 1	Line 1	Sinker 1
	Hook 2	Line 2	Sinker 2
	Hook 3	Line 3	Sinker 3
Topic B	Hook 1	Line 1	Sinker 1
	Hook 2	Line 2	Sinker 2
	Hook 3	Line 3	Sinker 3

Activity #3: The art of storytelling



Watch the **Leadership Training Communication Video #2** before you begin this activity.

The author Philip Pullman wrote: "After nourishment, shelter and companionship, stories are the thing we need most in the world." If you've read any of his incredible works (*The Golden Compass* of the Dark Materials series) you know that this author has got the art of storytelling down.

While there are many ways of telling a good story, it truly becomes an art when you can bring the audience along with you and lift the story off the page or bring a memory from your own experience to life. The key is this—how does it go from YOUR experience to OUR experience? A good storyteller can make their audience feel that they were right there with them—on a safari in Kenya, on a ship in the Atlantic, in a courtroom verdict or scoring a goal in the big game!

You've already crafted the content of your speech, now it's time to practice delivering it in the most compelling and real ways. You may want to make it inspiring, motivational, heartfelt, funny, empowering or intriguing. Think about how you want your audience to FEEL as they listen to you and then channel that into your practice.

So, what makes a good story?

Facts + Personal Connection = A Great Story or Personal Narrative



Things to consider:

- What is the personal connection?
- What resonates with you? What will resonate with your audience?
- What are your biases/perspectives? What biases/perspectives might your audience have?



The principles of SPEV

SPEV = Speed, Pause, Emotion and Volume.

These make up the verbal principles of speech that focus on time, content and tone management. Be sure to:

- Keep a speed that's understandable for the audience.
- Use pauses to help let information sink in for the audience and to help you gather your thoughts.
- Show and be honest with your emotions to help the audience relate to you.
- Manage your volume, ensuring you're loud enough but not overwhelming.

Try this out!

- Pick a mundane topic that no one would be particularly interested in (e.g., socks). Now, make up a story about the topic on the spot. Got it?
- Record yourself telling your story or say it in front of a mirror. Pay attention to the things you do that are not a planned part of your speech and notice what you might not be doing that you should (e.g., make eye contact or hand gestures).
- Use the chart below to make notes on how to improve your delivery and to make a list of your fillers (the words, sounds or gestures you use that distract from your story).
- Now get a partner to clap every time you use a filler in your speech.

How can I improve my delivery?	What fillers am I using?



Activity #4: The power of body language



Watch the **Leadership Training Communication Video #3** before you begin this activity.

You've learnt how to craft a well-written speech and how to tell it in a compelling way, but this isn't the only important message you send. Eighty-five percent of what people react to is not what you say but how you say it with your body. In a 30-minute discussion you can send over 800 different nonverbal signs! This is as an opportunity to use your body language to emphasize the message of your speech.

There are four key body language principles you should focus on when presenting your speech:

GEEP = Gesture, Eye contact, Expression and Posture.

- Punctuate your speech with appropriate hand and body gestures to highlight the message
- Engage with your audience by making eye contact
- Make clear and conscious facial expressions to convey ideas and underscore emotions
- Match your posture and body positions to reflect the content and tone of your speech

Outlined below are some common myths debunked and ways to practice the four body language principles.

The best and worst practices for hand gestures:

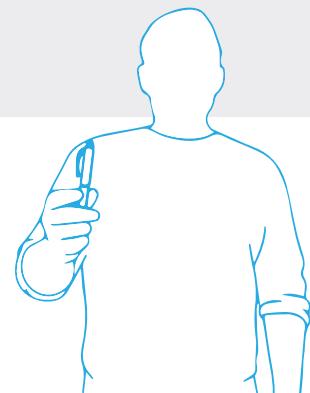
We've answered the age-old question: What are you supposed to do with your hands?

Worst:

1. Hands at attention behind back
2. Hands clasped below and down
3. Hands fidgeting
4. Hands in pockets

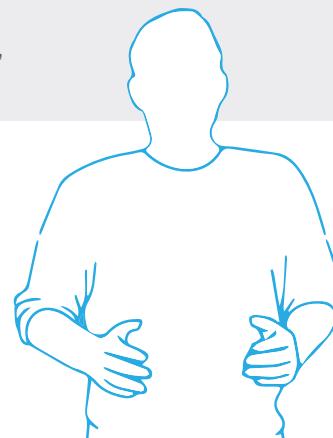
Best:

1. "The Politician"



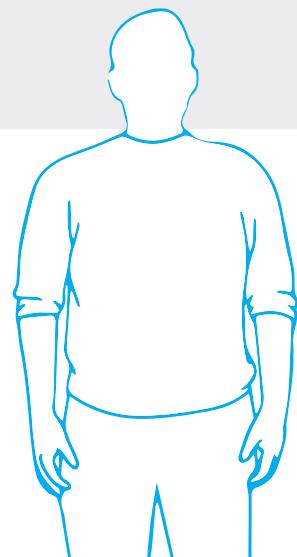
Best:

2. "The Rocker"



Best:

3. "Home Base"



Debunking the myths of eye contact:

There's a lot of incorrect advice floating around about eye contact and how you should be using it during your speech.

1. Look at the back of the room or over people's heads

This tactic makes you appear distant and aloof. You should be making eye contact with your audience most of the time.

2. Look only at people you know

People are attracted to attention—they will notice if you're only directing your gaze at a few select people and will feel left out. You're trying to grab everyone's attention, which means you need to be making eye contact with as many people as you can!

3. Look at the middle of your audience's foreheads

People can tell when you are not looking them in the eyes. Your audience wants to connect with you and making eye contact is crucial to making this happen!

what you're saying! E.g., don't smile at a sad part of your speech.

- If you wear glasses, open your eyes slightly wider than you would normally. It makes you appear more inviting.
- Amplify your facial expressions. It may feel odd, but exaggerating your emotions helps make your story more captivating!

Posture and body suggestions:

Your posture can make a big difference in how you're coming across to your audience. It can be the difference between you looking confident or nervous, engaged or disinterested.

1. Instead of your hip to the side try standing up straight
2. Instead of pacing or rocking back and forth try the "Basketball Pivot." This gives you a home base to return to and ensures that you always keep the audience in sight. To pivot, keep one foot in place and reposition the other so you can rotate your body towards the audience while speaking.



Try this out!

Review your speech and write a note to yourself every time there is a new topic or tone change—add a hand gesture that will support what you're going to say next. If you're not sure which hand gesture to use, make a note to go back to your resting position.

Topic/ tone change	Hand gesture

Activity #5: Understanding your audience

You've learnt how to think about yourself as a communicator and you've practiced how to prepare and deliver your message. The final step to making sure your message gets across effectively is thinking about the other side—who is your audience? This information can change the tone and the content of your speech.

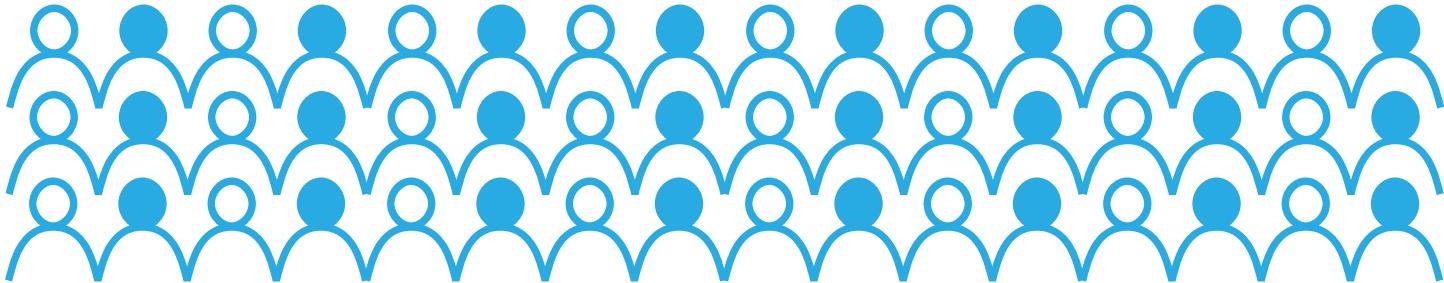
Understanding your audience will help you to deliver your message in the most effective way, because you're taking the time to put yourself in their shoes. This will make your audience feel special and make your speech sound well thought out.



Try this:

Consider how your speech would change if you presented it to different audiences.

What would my speech look and sound like if I was presenting it to my friends?	
How would it be different if I was presenting it to my parents?	
How would it be different if I was presenting it to an audience of people I don't know?	





You should also ask the event organizer about your audience. They will most likely have useful information that will help you prepare your speech.

Consider the following questions:

What would be the best thing to leave the group with?	
If you had to guess, what might the group biases be?	
Is there any other information I should know before presenting my speech?	



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