

Task 1: Reverse Charades

Your goal is to get your partner to guess the concept in the box below.

driving a car

You can instruct them to make gestures and act it out, or talk to them about the concept,

HOWEVER you CANNOT say/write/use the words:

steer

car

wheel

drive

gearstick

passenger

pedal

Task 2: Core Concepts

In this task, we want you to develop your elevator pitch, what is the root of the concepts you're trying to get across.

Keywords

Analogies

Take aways

Task 3: Wearer of hats

Using the core concepts task, or another communication topic, describe now how you would adapt it to wear two different 'hats', i.e. how you would communicate it via two different mediums to two different audiences. Use the boxes below to help structure your thoughts.

Hat 1

Audience:

Purpose:

Format:

Hat 2

Audience:

Purpose:

Format:

Task 4: I like this hat

Building off the previous tasks, or choosing something new, develop an outline for a piece of communication. Think about the ideas below and try to have an idea of each one, or if it's applicable in your case.

Assumed
Knowledge

References

Audience

Analogy

Purpose

Signposting

Demonstrations

Accessibility

Visuals

Format

Storytelling
Technique

Context