



Verbal Communication Training

Analyst Showcase

OCTOBER 2024

Goals for Today

1 Review Basic
Principles of Verbal
Communication

2 Practice & Learn
Together

3 Engage & Have Fun

Agenda

1. Goal of Communication
2. Principles
3. How to Improve

What's the Goal of Communication?



“Putting your thoughts into someone else’s mind or vice versa”

Things it is:

- ✓ Have your audience internalize your key takeaways
- ✓ Influence your audience
- ✓ Listening and internalizing your audience’s message
- ✓ Receiving feedback from your audience

Things it's not:

- ✗ Have your audience know everything you explored, analyzed and considered in your work
- ✗ An opportunity to talk a lot



Why is Communication Important in my Career?

- ▶ **Impact**
- ▶ **Influence**
- ▶ **Efficiency**
- ▶ **Increased Usage as Career Progresses**

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2. Principles
3. How to Improve

Principles of Good Verbal Communication



Be Concise



Use Structure



Emphasize your Objective or Key Takeaways



Read the Room



Good Stage Presence

Be Concise

- 1 Less is more
- 2 The more you talk the less your key idea shines

Be Concise Don't be Like Abe





Be Concise Exercise

Task: Who can most effectively and concisely communicate Why are Smartphones Useful?

Timing: Take 2 min to write down or practice your summary, we'll then share back as a group



Use Structure

- 1 **Keywords/Markers work just like bullets** - they provide audience mapping of where thoughts are
 - Examples: First, Second, Lastly, Next, Then, Etc.
 - Numeric Markers are best since they provide a more specific mapping of where you are
- 2 **Keeps Audience Engaged**
 - Lack of structure → more words & confusing to follow → lost/unengaged audience
 - Unengaged audience doesn't internalize key takeaways



Use Structure Example

“Why is good communication important to you?”

Slide Format

Title: Communication is important since it enables me to make an impact

1. Influence Decisions



2. Efficiency



- Less back and forth
- Time savings



Use Structure

Switching from Formal to Informal Communication: Informal communication also benefits from using structure

One Area of Informal Communication to Focus on is Q&A, a key part of the Analytics Showcase.

Tips:

- 1 Take a Pause to Structure Your Thoughts** If you're asked a question, take a moment before answering to think through how to answer in an organized way.
- 2 Delegate by Expertise** Plan with your team ahead of time who might handle which types of questions. Anticipate what kinds of questions someone might ask on each topic.
- 3 How to Answer When You Don't Know** Don't panic or make up an answer! In this forum, "I would look into that by...", or "My hypothesis would be..." can be great tools.

Emphasize your Objective or Key Takeaway

Presenting a Key Takeaway from Slide - State the key takeaway clearly at the beginning & end

- 1 Start by Reading Slide Title** We spend time writing great slide titles, but then often don't read them. It's your key takeaway. Make sure it gets the air-time it deserves
- 2 Explain Charts/Graphs** If audience isn't familiar with the graph in the slide explain it, because otherwise your key point won't land
- 3 Limit your other comments on the slide** Your audience can read the slides details, don't talk too much on the details of the slide as it will de-emphasize your takeaway
- 4 Re-emphasize Key Takeaway in Transitions** Finishing a slide with key takeaway helps cement it in your audience's mind

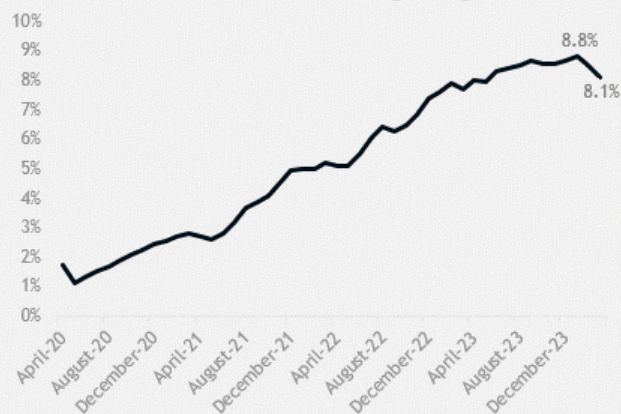


Emphasize your Objective or Key Takeaway Example

1 EV Growth

Graph 1

2 EV Sales as a % of the Market¹
New Cars, 3-month moving average



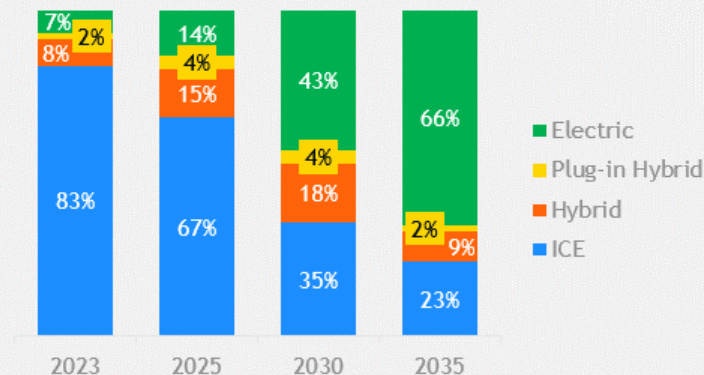
3

- As you can see, EV sales have been growing from April 2020 to December 2023
- Not every month showed MoM increase. For example, Sep 2022 dropped vs August 2022
- And, EV % of sales dropped in Feb 2024 and March 2024

1 Source: Polk DMV Registration Data
2 Source: BCG powertrain model (March 2024)

Graph 2

US Light Vehicle Sales²
New Cars, BCG forecasted by powertrain

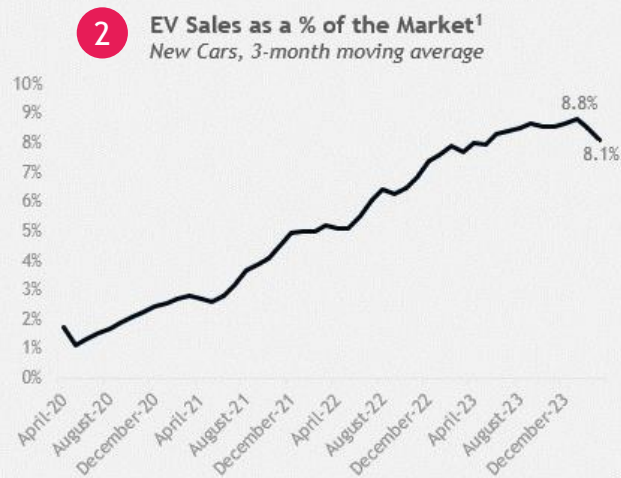


- However, BCG still project EV sales to increase in 2025, 2030, and 2035 vs 2023 levels
- They also project Hybrid sales to increase until 2030, but then drop into 2035
- Overall, although EV sales dropped at the beginning of 2024, BCG would say they are still the vehicles of the future

🎯 Emphasize your Objective or Key Takeaway Example

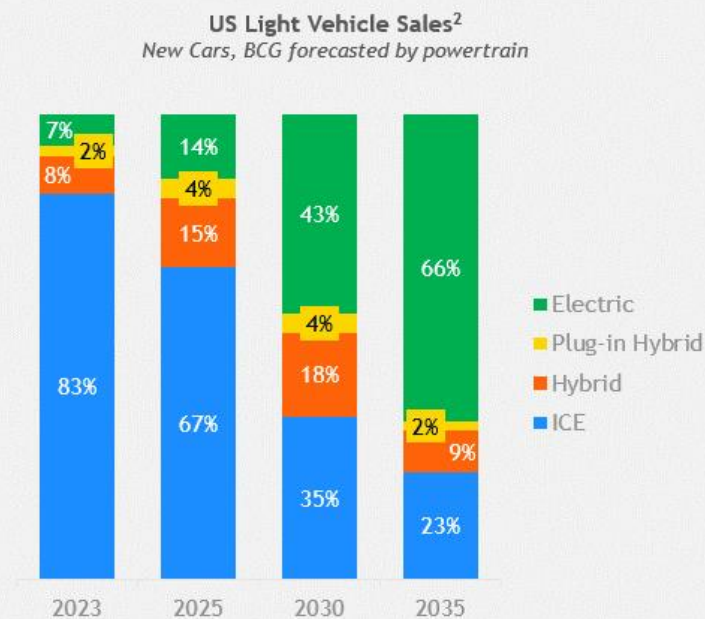
1 Electric Vehicles (EVs) are a growing segment of the market

EVs are approaching **10% penetration** in the US new vehicle market...




3 ...and despite news about slowing EV momentum...

...experts project growth for EV sales in 2025 and beyond



¹ Source: Polk DMV Registration Data
² Source: BCG powertrain model (March 2024)

Read the Room

- 1 **Look at everyone's expressions** You'll be able to tell if people are tracking along
 -  **Remote Tip** You can still do this on teams when presenting on teams - move your presentation to a second monitor, keep everyone's videos up on the other screen.
- 2 **Control how much you talk** Use this downtime to observe the room
- 3 **If your audience looks confused call an audible and clear things up**
 - Engage audience directly: e.g. "Jack - you look like you have a question"
 - Slow down and repeat content

🕶️ Read the Room

4 If your audience looks like this - you need to regain their attention.

- Directly engage your audience somehow - ask a question to the group or call on someone
- Ramp up your energy level
- Make a joke





Good Stage Presence

1 Be Confident

- Use a strong, firm voice/tone to state opinions
- Use direct language
 - If asked “What is your recommendation?”
 - Good: We should do XY&Z
 - Bad: I guess if I had to choose I’d lean towards XY&Z
- Good posture and non-verbals
- But don’t be arrogant or overly confident

2 Be Expressive

- Communication can be fun - make jokes, vary your tone where appropriate
- Use your facial expressions - smile, look excited, etc.

3 Good Cadence

- Go relatively slow
- Pause between key points



Principles of Good Verbal Communication Review



Be Concise

- Less is more
- More means your key takeaways don't pop



Use Structure

- Critical to helping audience track along with you
- Use marker words (e.g. First, Second)



Emphasize your Objective or Key Takeaways

- Start by Reading the Title (aka your key takeaway)
- Explain graphs/charts; helps audience internalize key takeaway
- Re-emphasize takeaways at the end of section



Read the Room

- Do they look confused? Bored? Engaged?
- Adjust accordingly - the reason you're communicating is so they understand



Good Stage Presence

- Be Confident and Expressive
- Good Cadence

Reflection Exercise

Task: Based on these principles, reflect on a recent presentation. What went well? What didn't? Reflecting on your recent communication reps, where do you want to focus on improving?







Timing: Take ~2 min to reflect silently and record any observations

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Good Verbal Communication is a Skill, Not a Talent

For 7 years, David JP Phillips studied 5000 public speakers to identify **110 presentation skills than can be learned** to improve your verbal communication

Nervousness		Voice				Body language				Facial expressions		Language		Ultimate level											
1		7		16		25		34		43		52		61		70		77		86		95		104	
Swaying	Tempo beginning	Normal volume	Filler sounds	Neutral position	Shrugging shoulders	Pointing	Progression	Strategic positions	Neutral	Adapted	Hexacolon	Loves presenting													
2		8		17		26		35		44		53		62		71		78		87		96		105	
Squirming	Varied tempo	Volume increase	Elongated vowels	Confident posture	Intensity variation	Volume/Size	Empowering head angle	Bent knees	Matching	Flow	Tricolon	Roleplaying													
3		9		18		27		36		45		54		63		72		79		88		97		106	
Irrational movement	Normal tempo	Volume decrease	Pitch range	Amplifying posture	Functional	Regulators	Dysfunctional head angle	Amplification	Dramatising	Strong rhetorics	Repetition	Total intensity transition													
4		10		19		28		37		46		55		64		73		80		89		98		107	
Patting/ Stroking	Tempo decrease	Volume decline	Melody	Ticks	Smooth	Rhythm of speech	Standard head angle	General eye contact	Mouth	Filler words	Anaphor	Acts out the obvious													
5		11		20		29		38		47		56		65		74		81		90		99		108	
Flight stance	Tempo increase	Unfunctional pauses	Articulation	Feet planted	Distinct	Signs	Amplifying head movement	Swipe	Eyebrows	Negations	Epiphor	Present and authentic													
6		12		21		30		39		48		57		66		75		82		91		100		109	
Unbalanced feet	Correct emphasis	Thought pause	Staccato rhythm	Hip position	Adapted size	Ideograph	Owens the stage	Focus	Forehead	Repetitive words	Alliteration	Synchronicity													
	13		22		31		40		49		58		67		76		83		92		101		110		
	Playful emphasis	Effect pause	Dramatising	Angle	Standard pace	Drawings	Vertical movement	Functional	Eyes	Impossible words	Correctio	Divergent													
	14		23		32		41		50		59		68				84		93		102				
	Base volume	Relaxation pause	Language change	Relaxed movement	Adapted pace	Emotional expressions	Horizontal movement		Self laugh	Visual language	Climax														
	15		24		33		42		51		60		69				85		94		103				
	Varied volume	Cord vibration	Sound effects	Dramatising	Dysfunctional gestures	Sounds	Step forward		Serious face	Evaluative	Anadiplosis														



It's not necessary to master all of these skills, but what his research shows is that there are **very specific actions you can practice** to improve

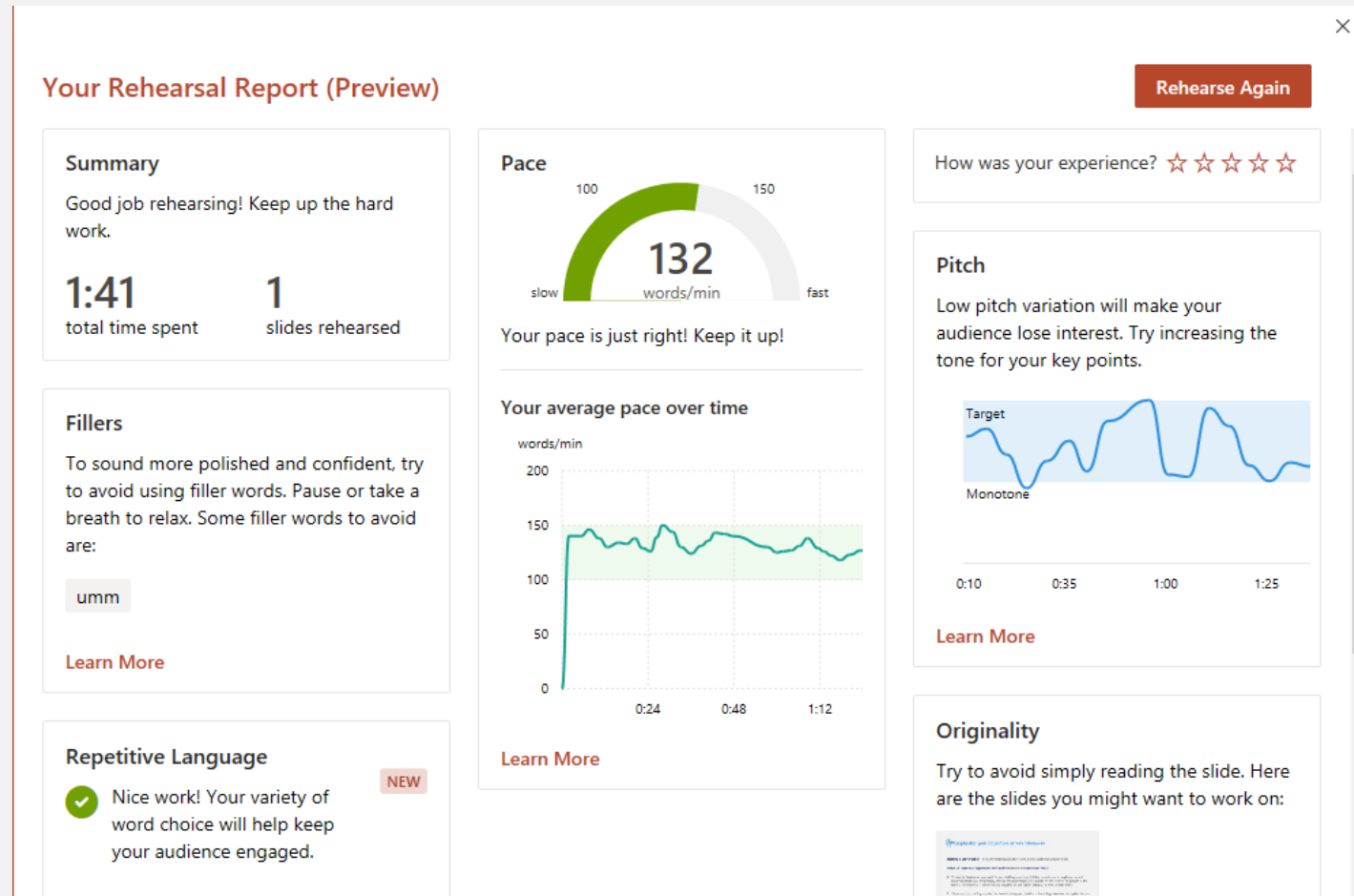
Practice & Reflection will drive significant improvement

Being a good communicator isn't easy. But it's a skill almost anyone can be good at. It just takes lots of practice, reflection & commitment

- 1 Think back on presentations you've done - review the principles. Did you follow them?
- 2 Did your teammates jump in and say things while you presented? It's probably because you missed something - reflect on why they might have jumped in
- 3 Practice your presentations & structuring of responses - have someone else watch and provide feedback, record yourself, or use PPT's new "Rehearse with Coach" tool
- 4 Ask someone watching the presentation to be your "mole"; share your communication goals with them and follow up to get specific feedback afterwards

What other techniques have helped you develop verbal communication skills?

Rehearse with Coach gives you real-time feedback on your verbal communication skills



This feature can be accessed via the PPT Ribbon: Slide Show > Rehearse

Q&A