



Compelling Communication

- 01 Conveying information and ideas persuasively and succinctly
- 02 Capturing and holding others' attention in a focused and captivating way
- 03 Adapting the message to the audience's diverse needs
- 04 Developing visually appealing, inclusive, and coherent presentation materials



COMMUNICATING EFFECTIVELY AND WITH EMPATHY

How You Learn

Reflecting on the definition of Compelling Communication, consider suggested activities on the next page to build this leadership capability. Create a personalized plan that provides you with the right blend of formal, social, and action learning.

● Formal Learning

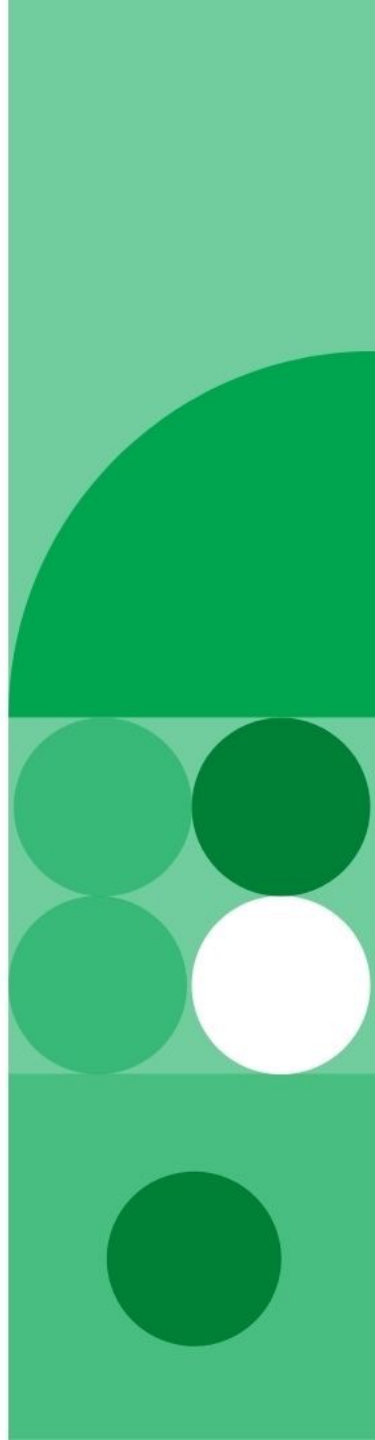
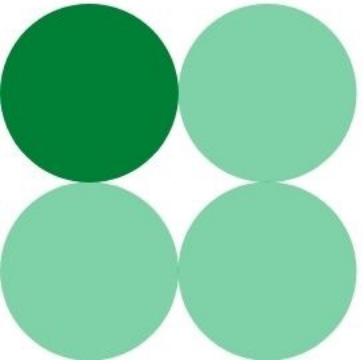
10% of learning is structured. This may include classroom training, eLearning, courses, articles, books, podcasts, and self-reflection surveys.

● Social Learning

20% of an individual's skill development comes through social learning opportunities like mentorship, coaching, collaborative opportunities with peers.

● Action Learning

70% comes through on-the-job experience. Experiential learning allows an individual to immerse themselves in the nuances of their role, refine skills, and work their way through real challenges.



Action Learning

- **Consider the audience of your next presentation, meeting, or conversation**
 - What's their background?
 - What do they need or want to achieve?
 - What might they already know about your topic?
 - What biases might you be carrying?
- **Review your upcoming presentation, considering the flow and the story it tells**
 - Consider including stories, charts, graphs, tables, or images to help you convey meaning
 - Ask for feedback on the effectiveness of the presentation
- **Remember: Practice makes perfect!**
 - Look for opportunities to apply your communication skills
 - Volunteer to present a meaningful topic to your team
 - Join and participate in Toastmasters

Social Learning

- **Observe presenters, news anchors, talk show hosts, YouTubers, podcasters, etc.**
 - What makes each of them interesting or engaging?
 - When (and why) do they alter their pace, volume, tone, and pitch?
 - What behaviours will you start, stop or continue to use?
- **Practice a presentation in front of team members or a manager**
 - Ask them to share their appreciative and constructive feedback
- **Schedule 1-on-1 conversations with effective communicators from your team, and ask for tips on how to improve your presentation skills**

Formal Learning

Click on the links below

Facilitation Tips

eLearning

Writing Effective Messages

Workshop

Presenting Up

Workshop

The Art of Presentation Design

Workshop

Art of Public Speaking

Workshop

Sharing Your Story

Infographic

Developing Facilitation Skills

Workshop

Developing Presentation Skills

Workshop