

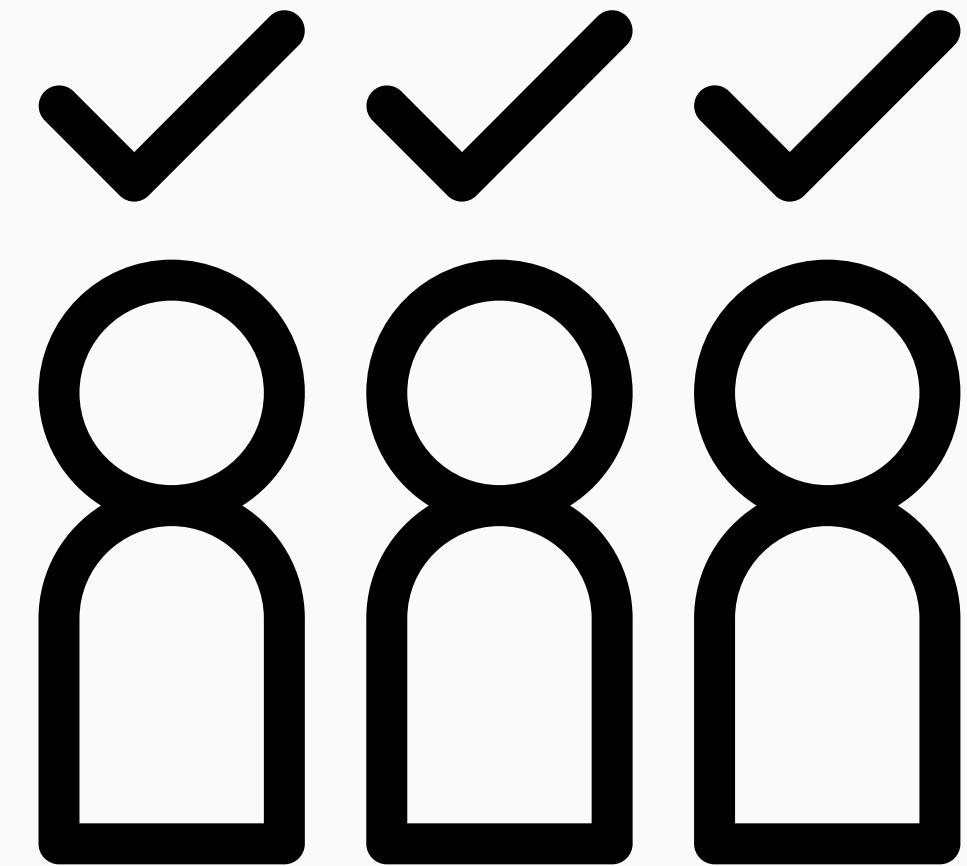


COMMUNICATION For Leaders

Module One

By Prof. Rosemary Obi
rosemary.obi@epita.fr

Fall/Spring



Time For Attendance

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My favorite quote

“Listen with curiosity. Speak with honesty. Act with integrity.

The greatest problem with communication is we don't listen to understand. We listen to reply. When we listen with curiosity, we don't listen with the intent to reply. We listen for what's behind the words.”

- Roy T. Bennett, author -





TOPIC 1

Leadership
Communication
Fundamentals

TOPIC 2

Reflecting on Personal
Communication
Challenges

TOPIC 3

Hooks for Engaging
Conversations and
Presentations

Workshop

In 2012, a McKinsey study found that effective communication improves productivity by up to 25% when team members feel connected and aligned. Imagine the impact of this in your workplace: fewer misunderstandings, less time spent clarifying instructions and more time driving toward goals.



David Grossman reported in “The Cost of Poor Communications” that a survey of 400 companies with 100,000 employees each cited an average loss per company of \$62.4 million per year because of inadequate communication to and between employees.



Debra Hamilton, in her article “Top Ten Email Blunders that Cost Companies Money,” asserted that miscommunication costs even smaller companies with 100 employees an average of \$420,000 per year.²





What do you think
Communication is?



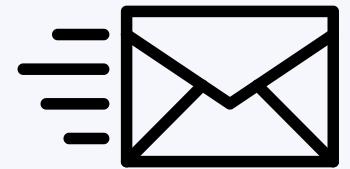
What is Communication?



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- Communication is an exchange of information, ideas, thoughts, or feelings between individuals or groups.
- It involves the act of sending a message, receiving, and interpreting it.
- Effective communication ensures that the recipient understands the intended message.

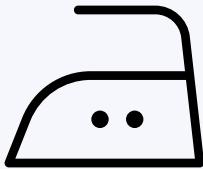
Key Components of Communication



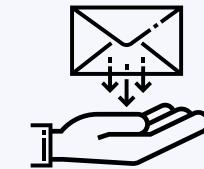
SENDER
The person or entity that initiates the message.



MESSAGE
The content or information being conveyed.



MEDIUM
The channel through which the message is transmitted (e.g., spoken words, written text, email, gestures).



RECEIVER
The individual or group who interprets the message.

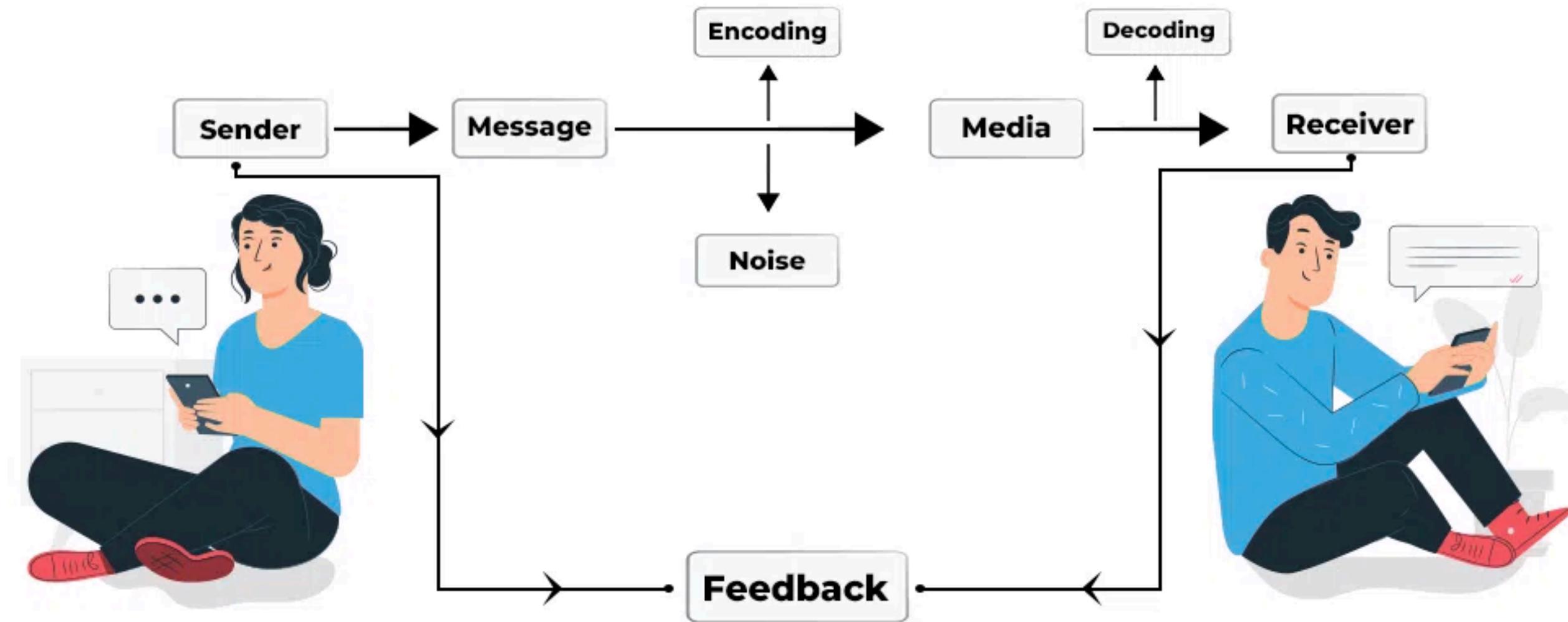


FEEDBACK
The response from the receiver confirms whether the message was understood correctly.

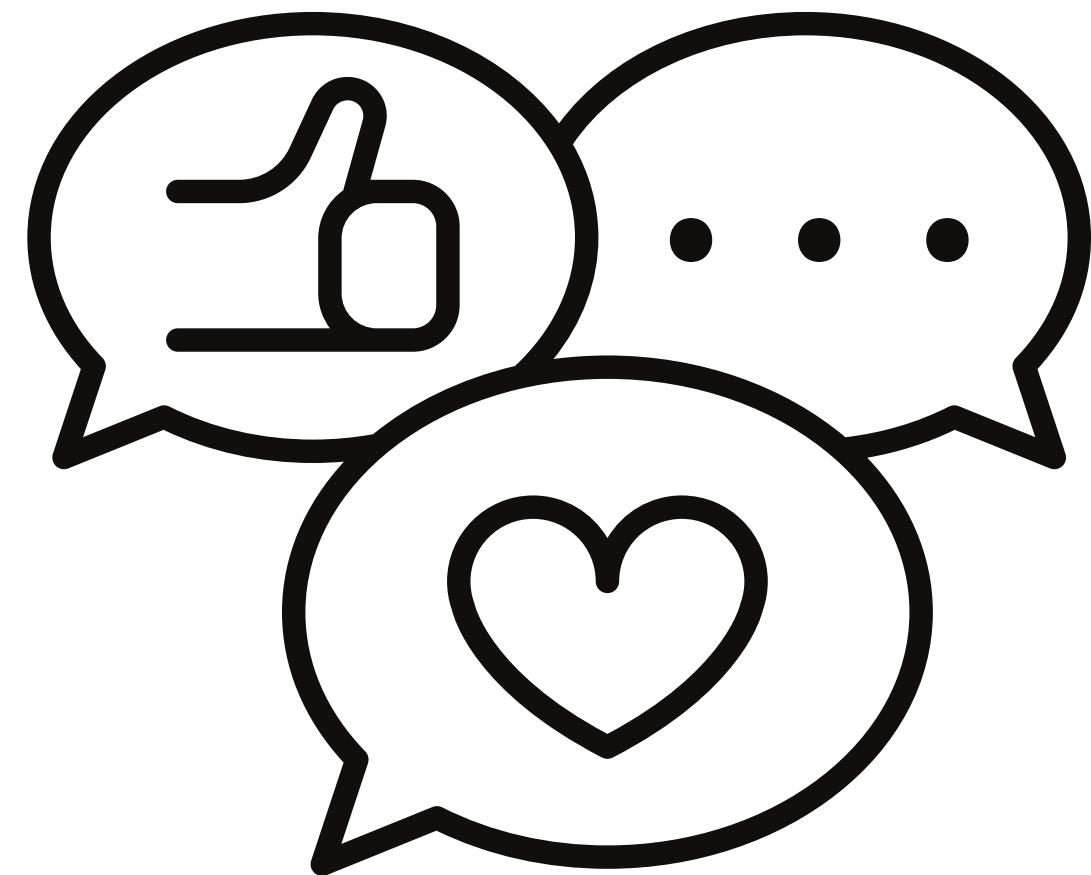
Elements of Communication



Elements of Communication Process

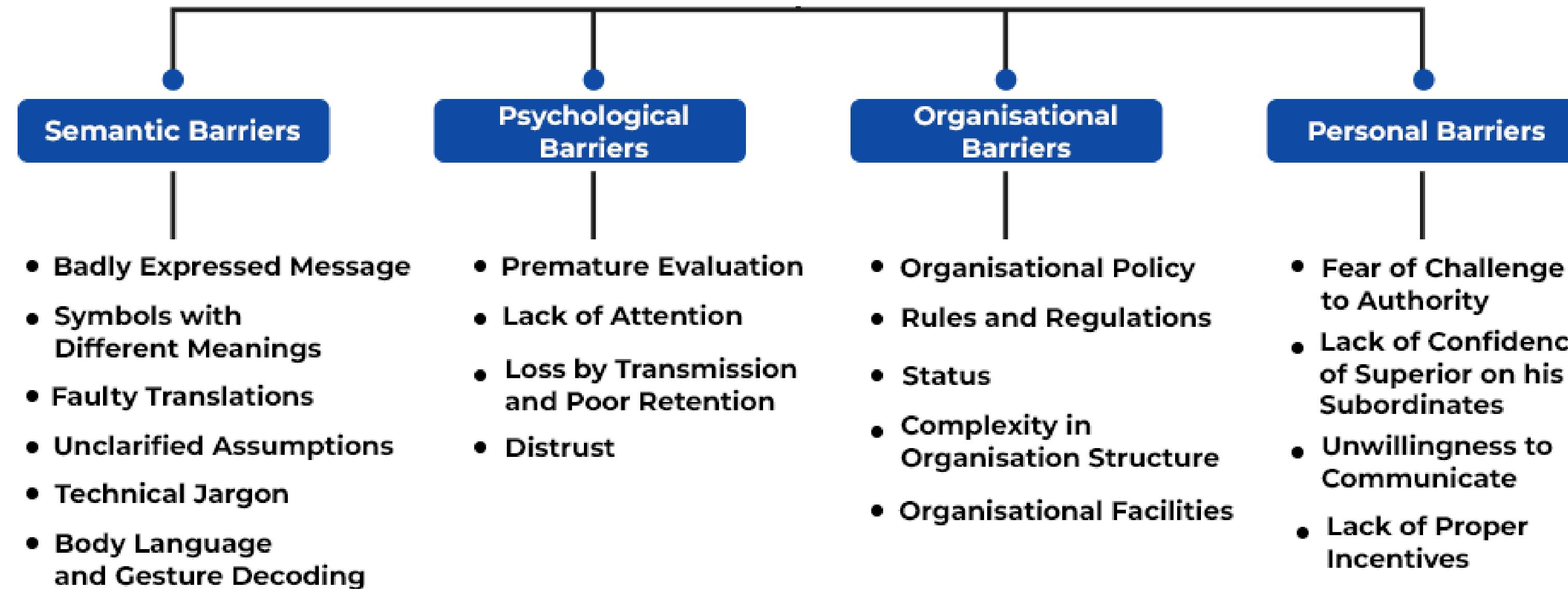


Significance of Communication



Effective communication is essential for personal, social, and professional success. It helps resolve conflicts, make informed decisions, and build strong relationships. As leaders, it is a critical skill for inspiring teams, managing change, and achieving organizational goals.

Barriers to Communication



Purpose of Communication



- **To Inform:** Share knowledge, data, or instructions.
- **To Persuade:** Influence opinions, behaviors, or decisions.
- **To Express:** Convey emotions, thoughts, or creativity.
- **To Collaborate:** Foster teamwork and cooperation.
- **To Build Relationships:** Establish trust and connection in personal and professional settings.

Leadership Communication Fundamentals

The Top 7 Essential Leadership Communication Skills

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Effective Listening

Providing Recognition and Appreciation

Offering Feedback

Giving Clear and Concise Instructions

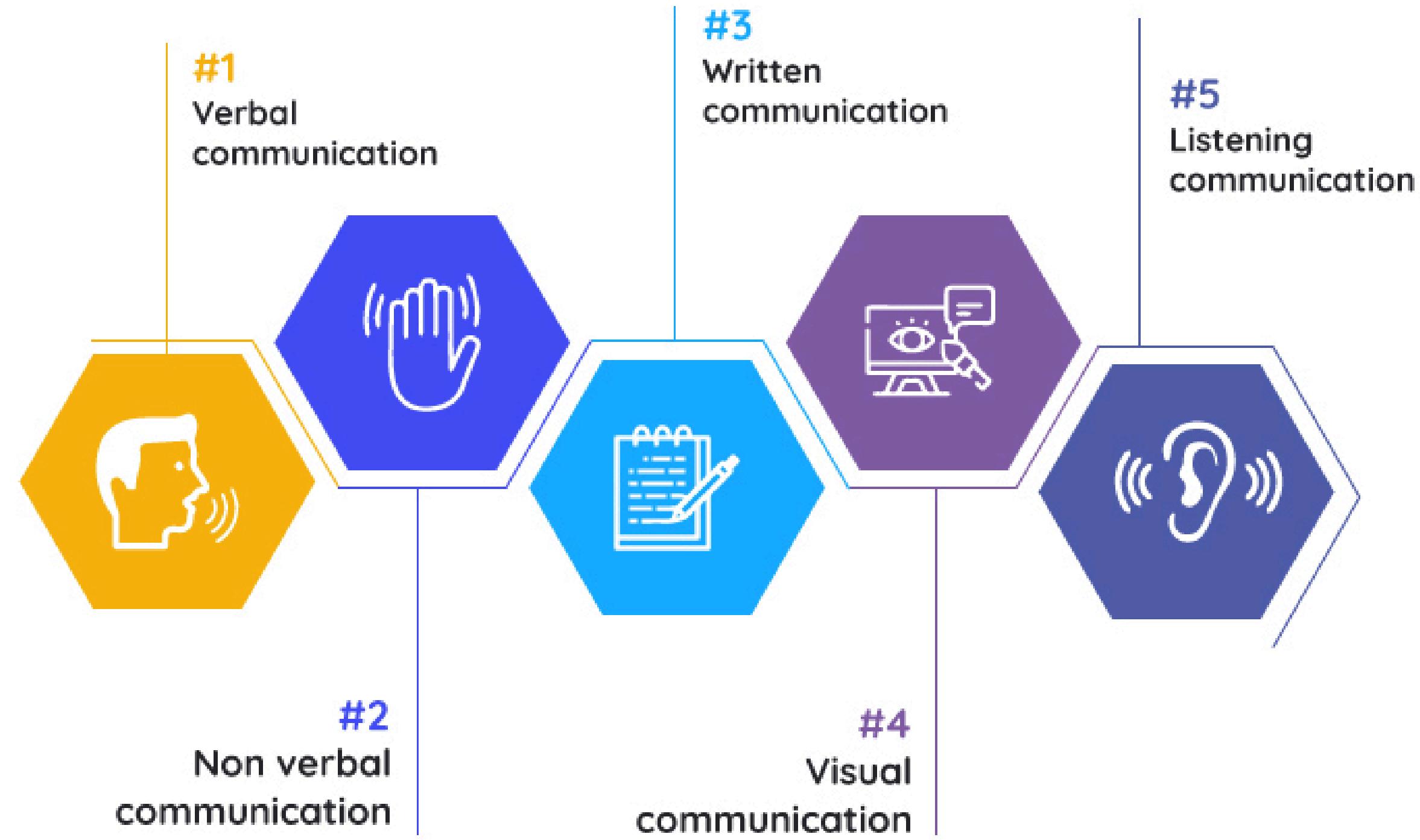
Demonstrating Empathy

Successfully Resolving Conflict

Demonstrating Understanding



Forms of Communication



Verbal Communication



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Effective verbal communication hinges on clarity, context, and comprehension, forming the bedrock of personal and professional relationships. In simple English, it's how we talk and listen to one another, making sense of the world through dialogue and discussion.

Verbal Communication Skills



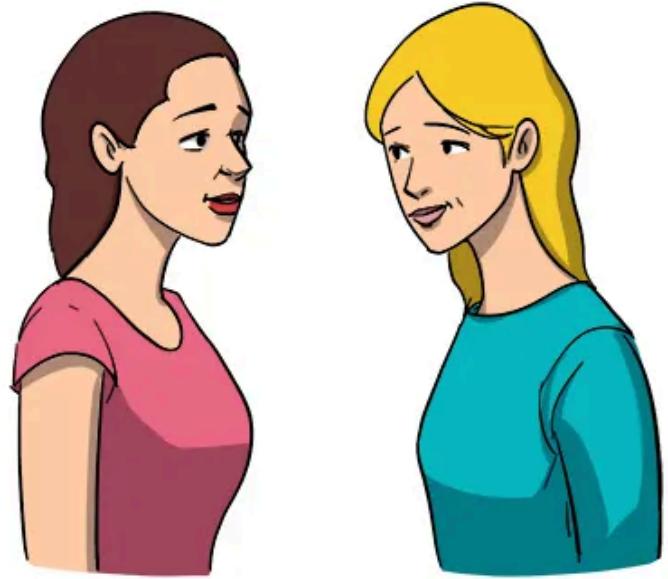
Listen Before Speaking



Read and Write



Talk with an objective



Eye Contact

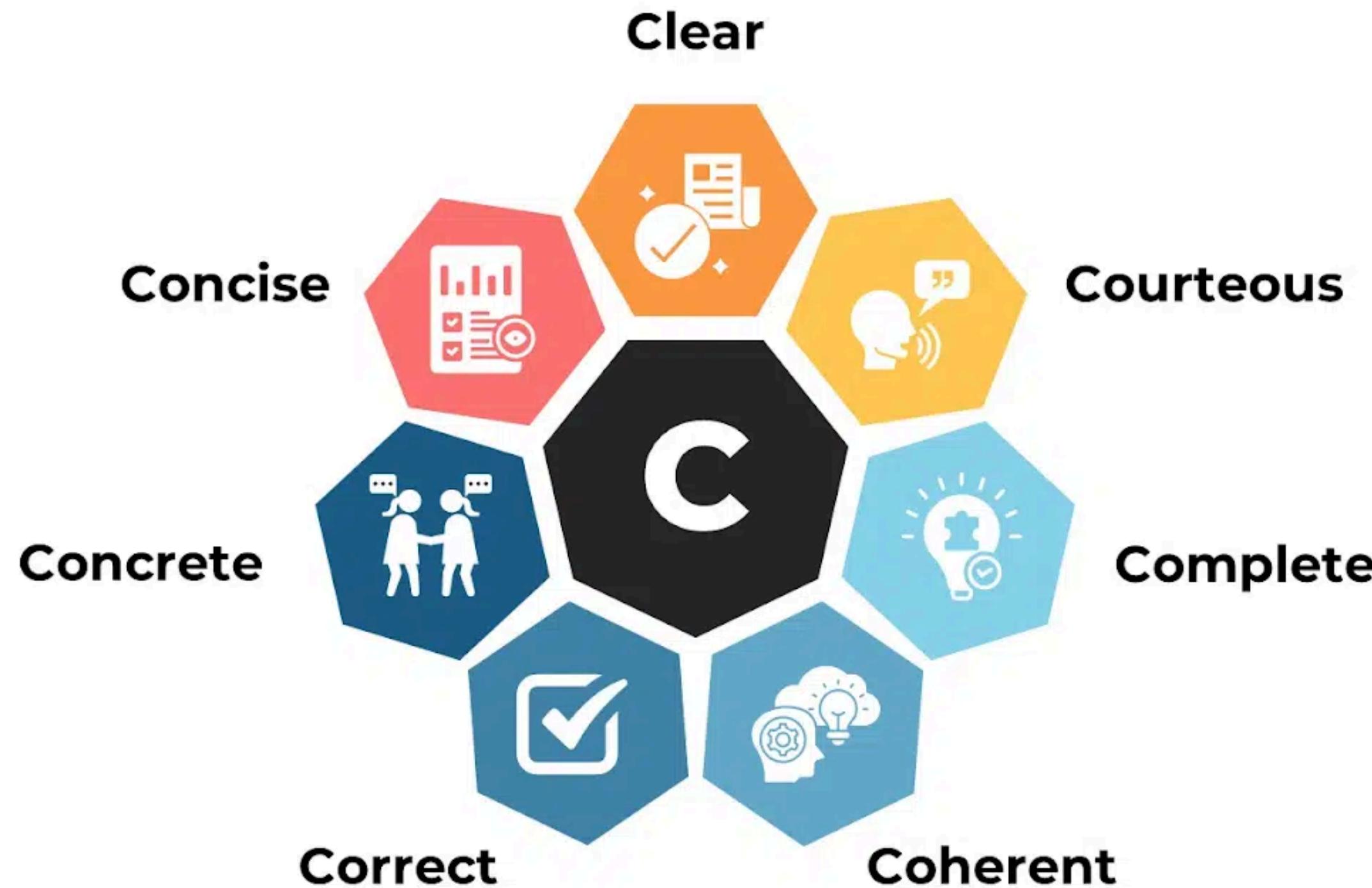


Confidence



Open-Mindedness

7Cs of Verbal Communication



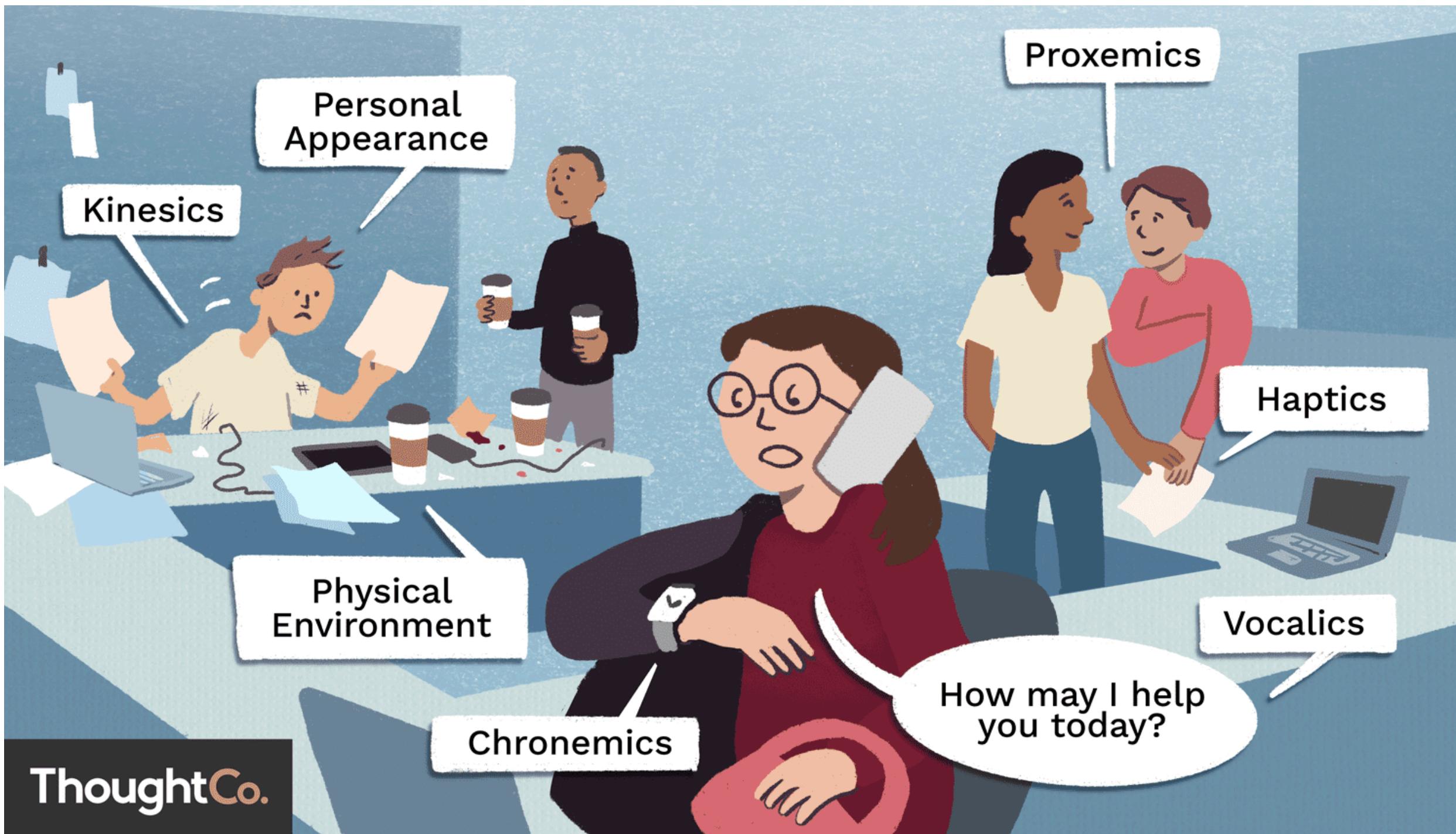
Nonverbal Communication



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Non-verbal communication refers to the conveyance of information and emotions without the use of spoken words.

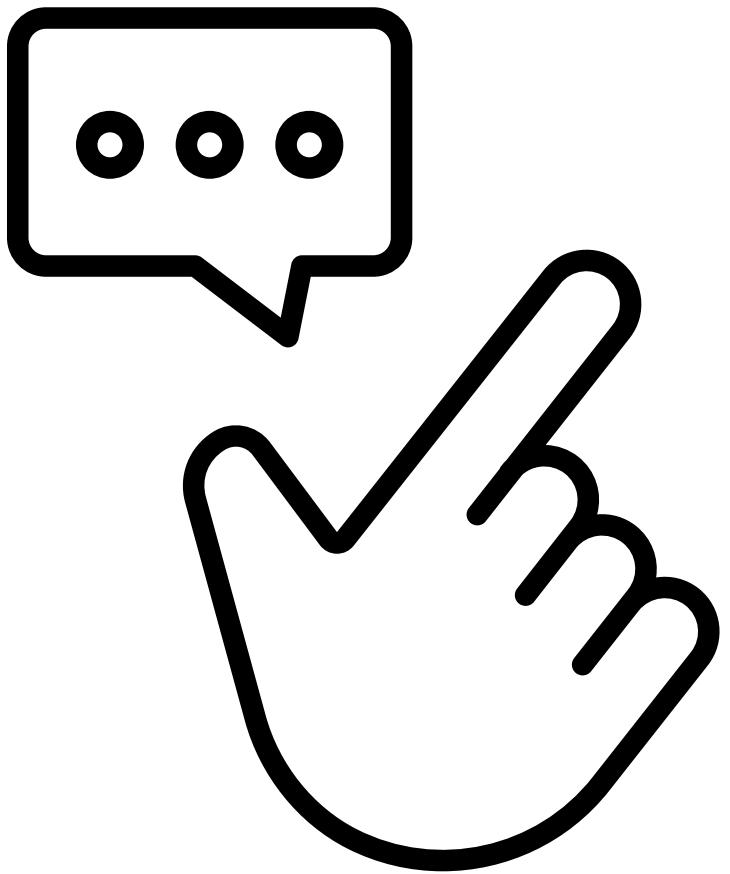
Nonverbal Communication



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Source' [ThoughtCo](#)

Nonverbal Communication

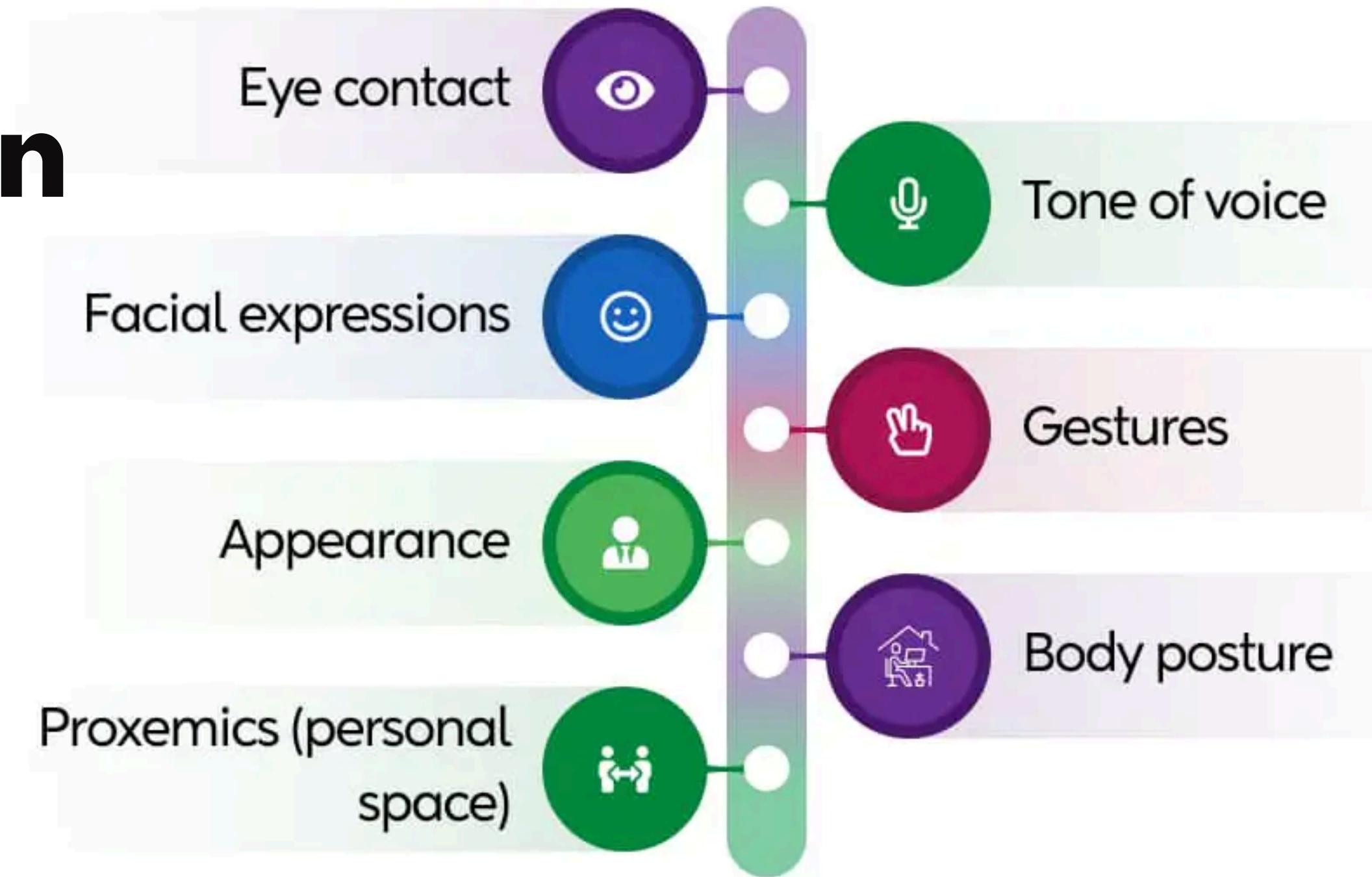
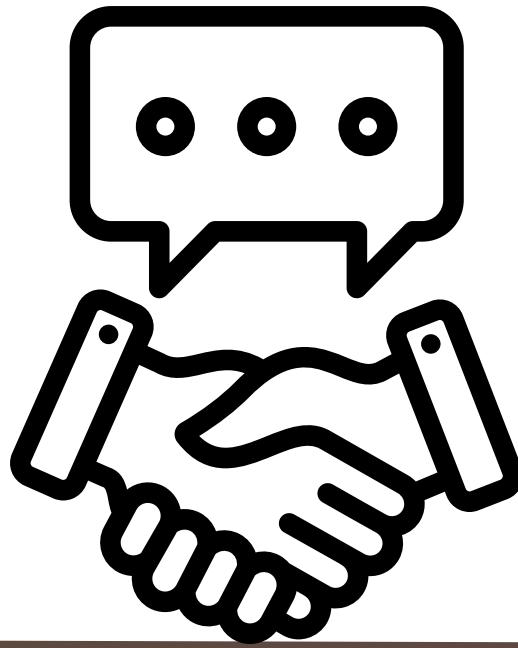


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It includes:

- **Kinesics:** Body movements, facial expressions, and eye contact
- **Haptics:** Touch and physical contact
- **Proxemics:** Spatial distances and territoriality
- **Chronemics:** Perception and use of time
- **Paralanguage:** Voice variations, pitch, and volume

Nonverbal Communication Types



Nonverbal Communication



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Let's Play
DON'T SPEAK

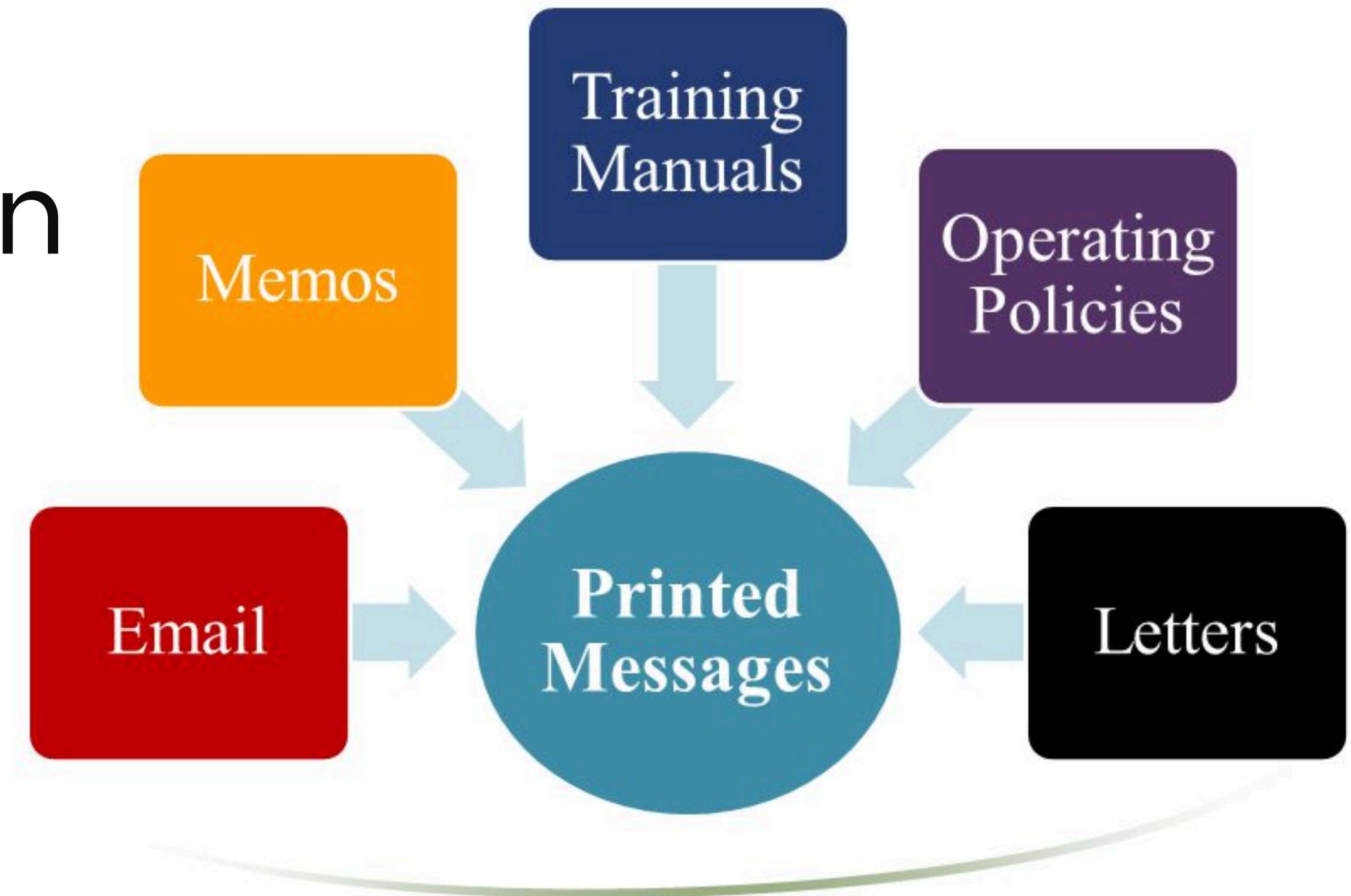
Written Communication



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Written communication is communication by means of written symbols or sign that is communicated by or to or between people or groups. In written communication, a message can be transmitted via email, letter, report, memo, etc. The message, in written communication, is influenced by the vocabulary and grammar used, writing style, precision and clarity of the language used.

Written Communication Types



Written Communication Types



Visual Communication



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Visual communication refers to the transmission of ideas and information through visual media such as videos, animations, images, and graphics. It is an effective method for organizing and conveying key information to diverse audiences, including colleagues, teams, and clients.



Visual Communication

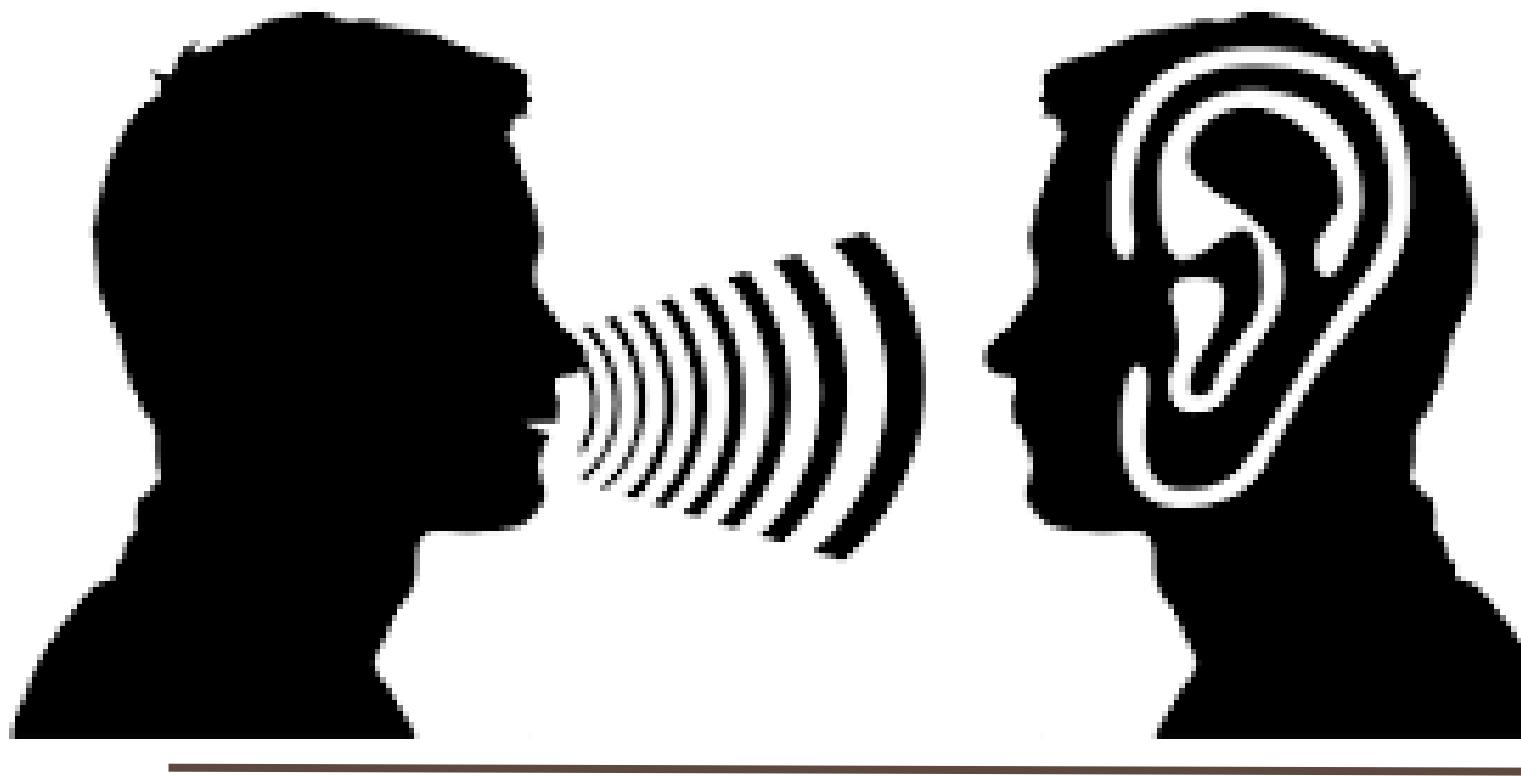


Visual Communication

Focus	Visual Communication (e.g., photos, videos, infographics)
Organization	Grabs attention and engages immediately
Information Processing	Enables faster and more efficient information processing
Precision	Represents large amounts of data clearly and intuitively
Emotional Impact	Creates stronger emotional responses
Accessibility	Bridges communication gaps through universal visual cues



Listening Communication



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Part II

Effective Communication Engagement

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Verbal Communication as a key effective presentation tool

Words are powerful tools; they can inspire action, build trust, and shape relationships. Verbal communication, the spoken exchange of information through conversations, meetings, and presentations, forms the foundation of effective human interaction.

It is essential for achieving clarity, providing immediate feedback, and expressing emotion. Mastering verbal communication requires active listening, a controlled tone, and appropriate language use to ensure understanding and foster meaningful engagement.



Engaging the audience in Conversations and Presentations

To grab attention at the start, try this opening line:

Hello everyone. I'm glad you could join me today. I'm very excited about today's topic. I'm [Your Name] and I'll be talking about [Presentation Topic].

Raise your hand if you've ever felt overwhelmed by [Challenge related to your topic]. Many of us might have faced challenges with [Challenge of your topic]. Today, we'll explore some strategies that'll help us [Solution that you're presenting].



Strategy for Engaging Conversations and Presentations

Apply the Hook



1

A hook is the opening line of your paper supposed to draw the reader's attention. An essay hook usually opens the essay's introduction but doesn't substitute it.

2

Perfect Essay Introduction =
A Hook + Short Description of your Topic + Thesis

Hooks for Engaging Conversations and Presentations

What is a Hook?

A hook is a compelling opening statement or element in a conversation, presentation, or written piece designed to grab the audience's attention and spark their interest immediately. It sets the tone for the rest of the interaction and encourages the listener or reader to stay engaged.



Hooks for Engaging Conversations and Presentations

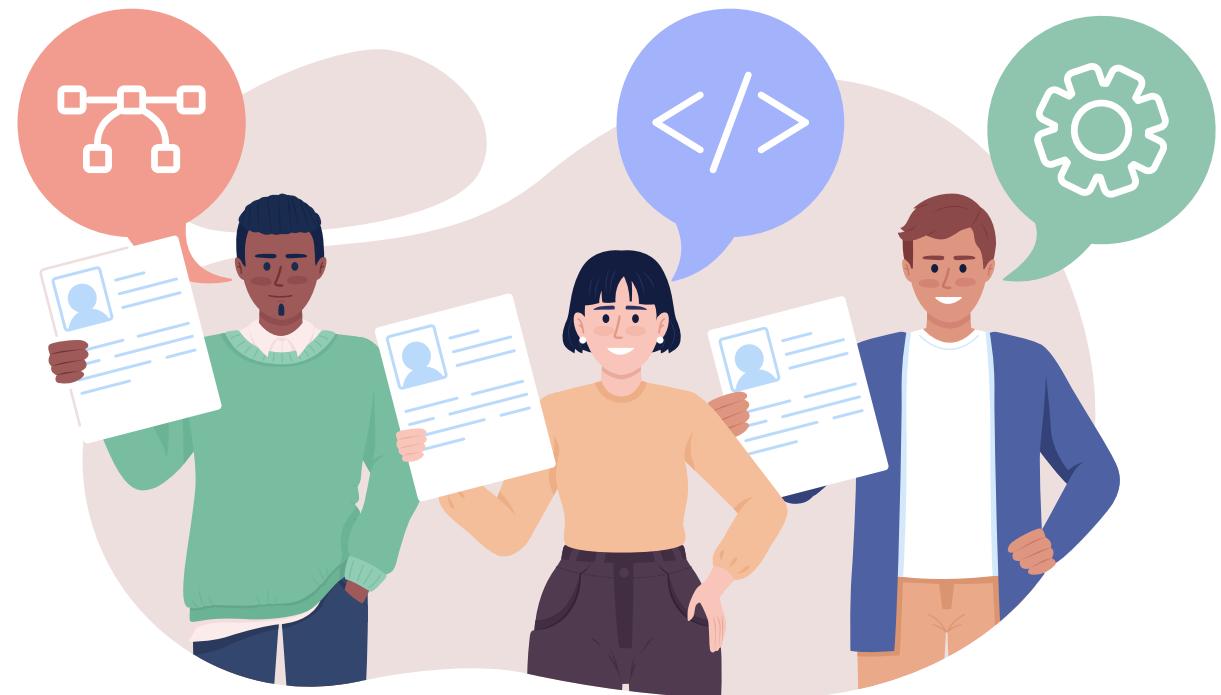
Why Are Hooks Important?

- In presentations or conversations, attention spans are limited. A strong hook ensures you grab interest before the audience tunes out.
- Hooks make your message stand out and prepare the audience for what's to come.



Hooks for Engaging Conversations and Presentations

The Importance of a Strong First Impression



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- **Establish Authority:** The first few seconds of a conversation or presentation set the tone and determine your credibility. A strong opening helps you establish confidence and command the attention of your audience.
- **Capture Attention:** A well-crafted hook piques the interest of your listeners, encouraging them to stay engaged and invested in your message.
- **Create Emotional Connection:** By starting with something relatable or impactful, you can immediately resonate with your audience, fostering a sense of trust and relevance.

Techniques for Creating Effective Hooks

Anecdotes



A short, relatable story that illustrates a point or sets the stage for your message. Anecdotes humanize your presentation, evoke emotions, and make abstract concepts tangible.

Example:

- “When I was a young engineer, I worked on a project that failed spectacularly—not because of technical issues, but because of poor team communication. Let me tell you what I learned from that experience...”

Techniques for Creating Effective Hooks

Thought-Provoking Questions



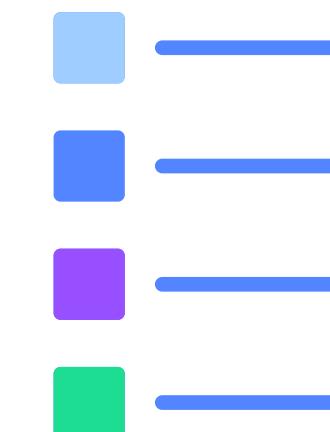
Start with a question that challenges the audience to think critically or imagine a scenario. Questions engage the audience's minds and make them active participants in the conversation.

Example:

- “Have you ever wondered why some teams consistently outperform others, even with the same resources?”
- “What’s the one thing you think every leader should do but often fails to prioritize?”

Techniques for Creating Effective Hooks

Striking Statistics



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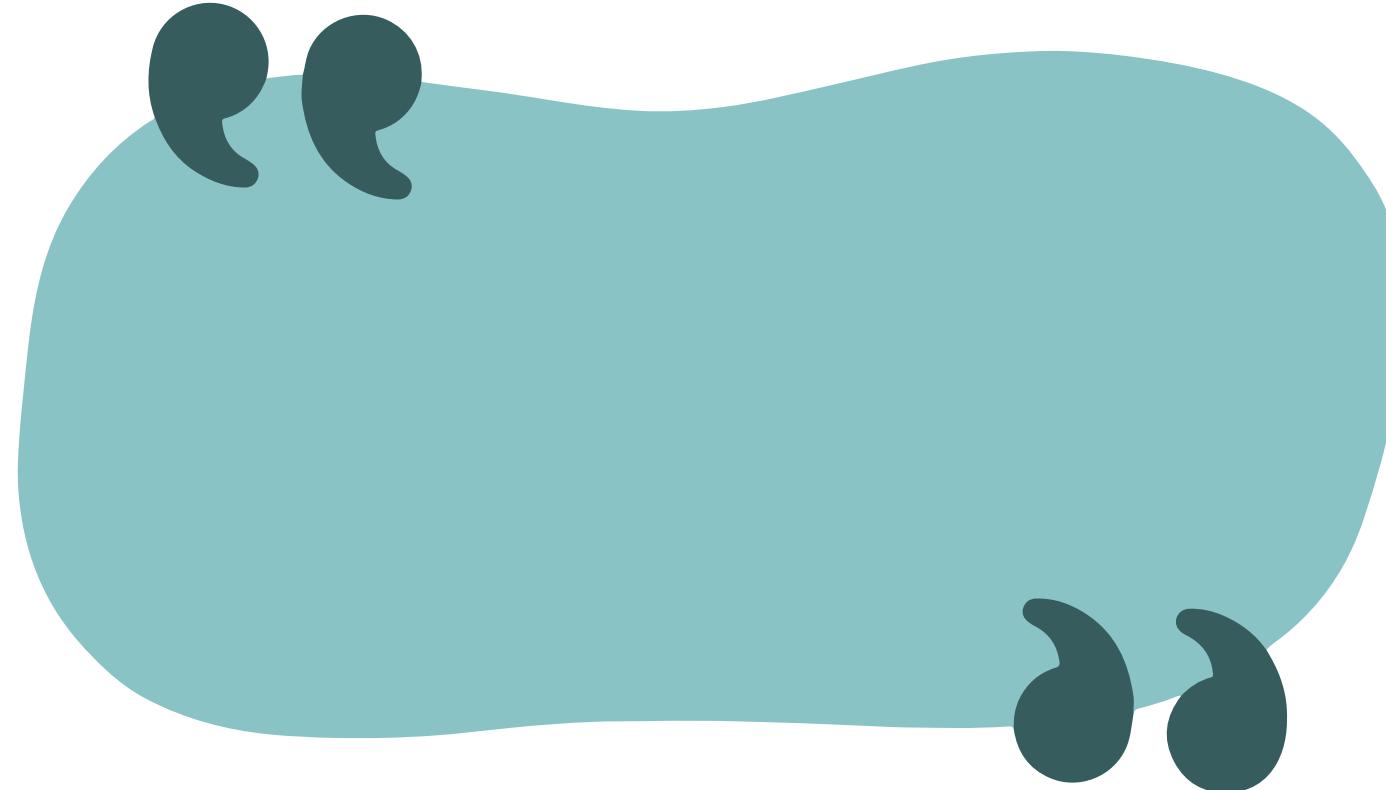
Numbers and facts lend credibility to your argument and grab attention with their shock value.

Example:

- “Did you know that 60% of workplace conflicts arise due to communication breakdowns? Today, we'll explore how to overcome this.”
- “A study found that 80% of customers abandon a service after just one bad experience; how do we ensure our communication keeps them loyal?”

Techniques for Creating Effective Hooks

Quote



A powerful or inspirational statement from a well-known figure that supports your message.

Example:

- “As Albert Einstein said, ‘In the middle of difficulty lies opportunity.’ This has never been more relevant in today’s changing work landscape.”

Techniques for Creating Effective Hooks

Challenge or Bold Statement



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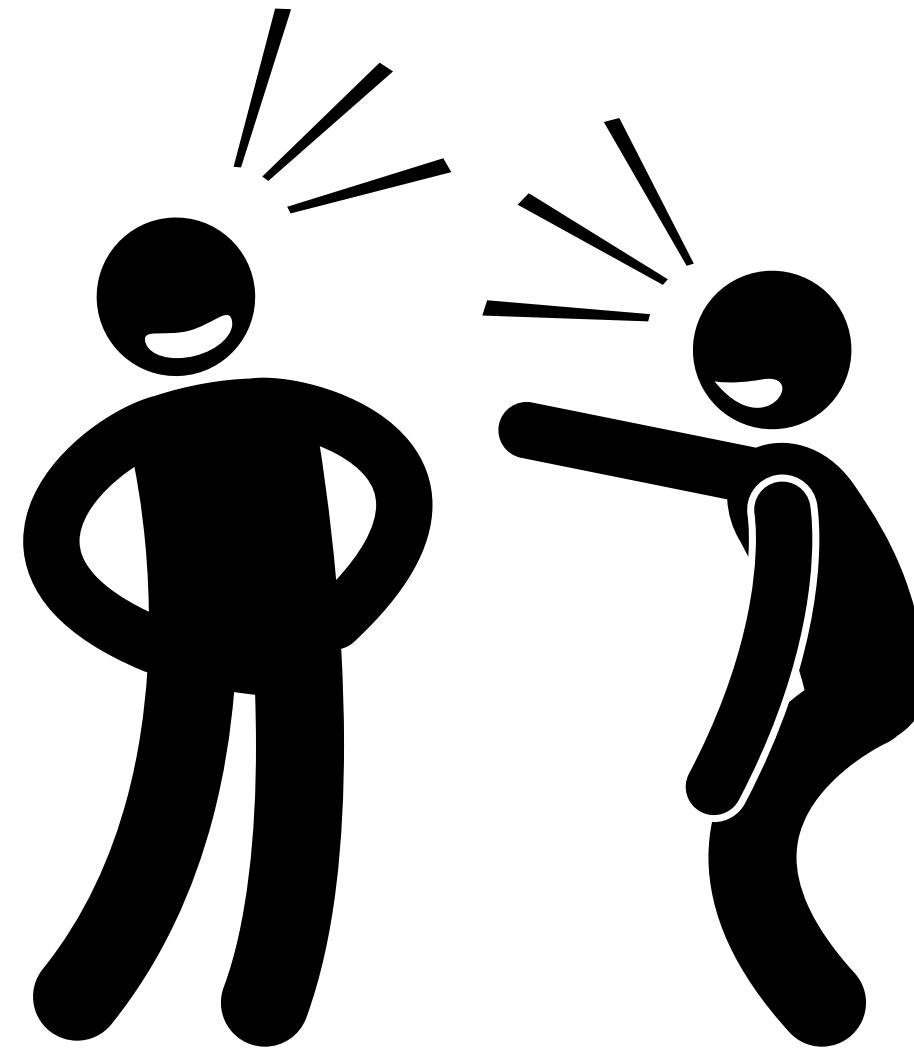
A provocative or surprising claim that piques curiosity.

Example:

- “The way you’re thinking about success right now might be completely wrong. Let me explain why.”

Techniques for Creating Effective Hooks

Humor



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A lighthearted joke or amusing comment to relax the audience and grab their attention.

Example:

- “They say the best way to start a presentation is with a joke. Unfortunately, I’m terrible at jokes, so let’s dive right in!”

Techniques for Creating Effective Hooks

Relatable Scenario



A situation or a hypothetical that the audience can easily picture themselves in.

Example:

- “Imagine you’re leading a team, and halfway through a project, you realize no one understands the goal. How would you handle it?”

Tailoring Hooks to Your Audience

FOR TECHNICAL AUDIENCES:

- Use precise, relevant data or technical anecdotes.
- Avoid oversimplification, but make the information accessible.
 - Example: “This algorithm saved 200 hours of processing time last year; let me show you how.”

FOR NON-TECHNICAL AUDIENCES:

- Focus on relatable scenarios and simplified explanations.
- Connect the topic to their personal or organizational impact.
 - Example: “Imagine being able to predict market trends with 95% accuracy. Today, we’ll explore the basics of how data science makes this possible.”



Takeaways

- **Know Your Audience:** Tailor the hook to their interests, level of understanding, and cultural background.
- **Keep It Relevant:** Ensure the hook connects logically to the main content.
- **Test Its Impact:** Practice the hook with others and refine it based on their reactions.



How to Craft a Powerful 30-Second Pitch

What is an Elevator Pitch?

An elevator pitch, also known as a 30-second pitch, is a short, persuasive speech that you can use to introduce yourself and your business. It should be clear, concise, and most importantly, engaging. In just 30 seconds, you need to be able to explain what your business does, who you are, and why someone should care.



How to Craft a Powerful 30-Second Pitch

Identify Your Goal

- **Determine the purpose of your pitch:** Is it for a job interview, networking event, or introducing yourself to a new team?
- **Examples:**
 - “I want to communicate my expertise in data analytics to potential employers.”
 - “I want to showcase my leadership skills to a team I’m meeting for the first time.”



How to Craft a Powerful 30-Second Pitch

Structure Your Pitch

1. Start with Who You Are:

- You can begin with your name and professional identity.
- **Example:**
 - “Hi, I’m Alex Smith, a digital marketing specialist with over five years of experience in driving growth for e-commerce brands.”



How to Craft a Powerful 30-Second Pitch

Structure Your Pitch.

2. Highlight What You Do:

- Summarize your key skills or areas of expertise. Focus on achievements and unique strengths.
- Example:
 - “My expertise lies in creating data-driven strategies that increase online sales by up to 30% within a year.”



How to Craft a Powerful 30-Second Pitch

Structure Your Pitch

3. Explain Why You're Valuable:

- Emphasize the impact you've made or the value you bring to the table.
- Example:
 - “I’ve helped multiple companies launch successful campaigns that reached over a million users globally.”



How to Craft a Powerful 30-Second Pitch

Structure Your Pitch

4. End with Your Goal or Ask:

- Mention what you're seeking or how you'd like to connect.
- Example:
 - “I’m looking for opportunities to lead larger campaigns and collaborate with innovative teams.”



Examples of 30-Second Pitches

Networking Events



“Hi, I’m Jamie, a software engineer specializing in AI-driven solutions. Over the past three years, I’ve developed machine learning models that improved fraud detection rates by 20% for financial institutions. I’m passionate about using technology to solve complex problems, and I’m currently exploring opportunities to lead innovative AI projects. What brings you to this event?”

Examples of 30-Second Pitches

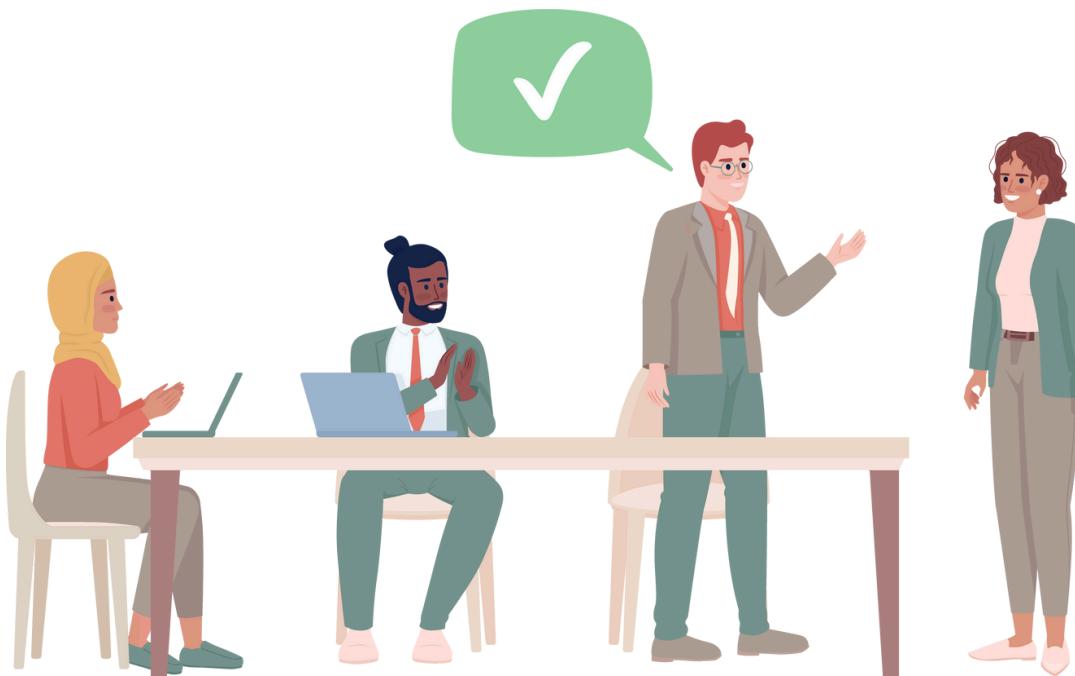
Career Fair



"Hello, I'm Priya, a recent graduate in mechanical engineering with a focus on sustainable energy solutions. During my internship at GreenTech, I worked on optimizing solar panel designs, leading to a 10% efficiency improvement. I'm seeking a role where I can contribute to renewable energy innovations and make an impact on global energy sustainability."

Examples of 30-Second Pitches

Internal Team Introduction



“Hi, I’m Sarah, your new project manager. I’ve spent the last five years in logistics, where I streamlined operations and reduced delivery delays by 15%. My goal is to ensure we meet our deadlines efficiently while fostering a collaborative team environment.”

Workshop

Instructions:

- Each student prepares a 30-second pitch introducing themselves, their expertise, or career goals.
- Emphasis is placed on using engaging hooks and clear, jargon-free language.



30-Second Pitch



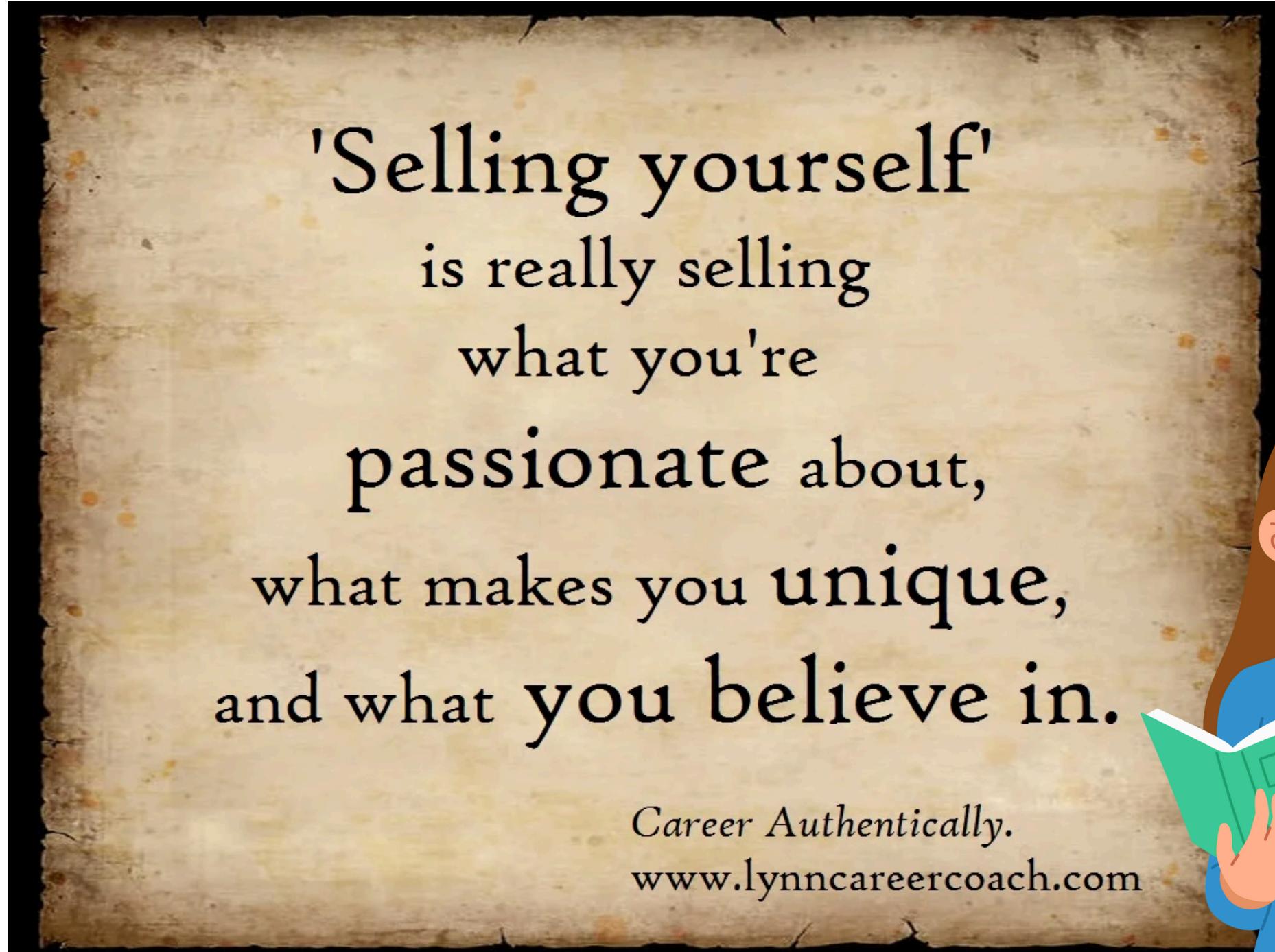
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Part III

How to sell yourself.





Sell yourself on LinkedIn



*Selling oneself on LinkedIn is
mainly written
communication supported by
nonverbal cues like visuals
and design choices.*

Professional LinkedIn Presentation



Your LinkedIn introduction, also known as your LinkedIn Summary, is a powerful opportunity to showcase your personal brand, highlight your expertise, and communicate your professional goals. A well-crafted introduction helps you stand out to recruiters, clients, and connections.



The written part

Step 1

Start with a Strong Hook

- **Example:**
 - “Driven by curiosity and fueled by innovation, I’ve spent the last decade transforming ideas into actionable strategies for business growth.”



Step 2

- **Highlight Your Professional Identity**

Example:

- “I’m a data scientist specializing in predictive analytics, helping organizations uncover insights that drive smarter decision-making.”



Step 3

- Share Key Achievements or Skills

Example:

- “Key achievements include:
 - Increasing sales by 30% through data-driven marketing strategies.
 - Leading a cross-functional team to launch a product that generated \$5M in annual revenue.”*



Step 4

- **Communicate Your Passion and Purpose**

Example:

- “I am passionate about leveraging technology to solve complex problems and make a meaningful impact on businesses and communities.”



Step 5

- **Align with Your Audience**
 - **Example**
 - Tailor your tone and content to your target audience, whether they are recruiters, potential employers, clients, or collaborators.
 - Use industry-specific keywords to ensure your profile is discoverable in

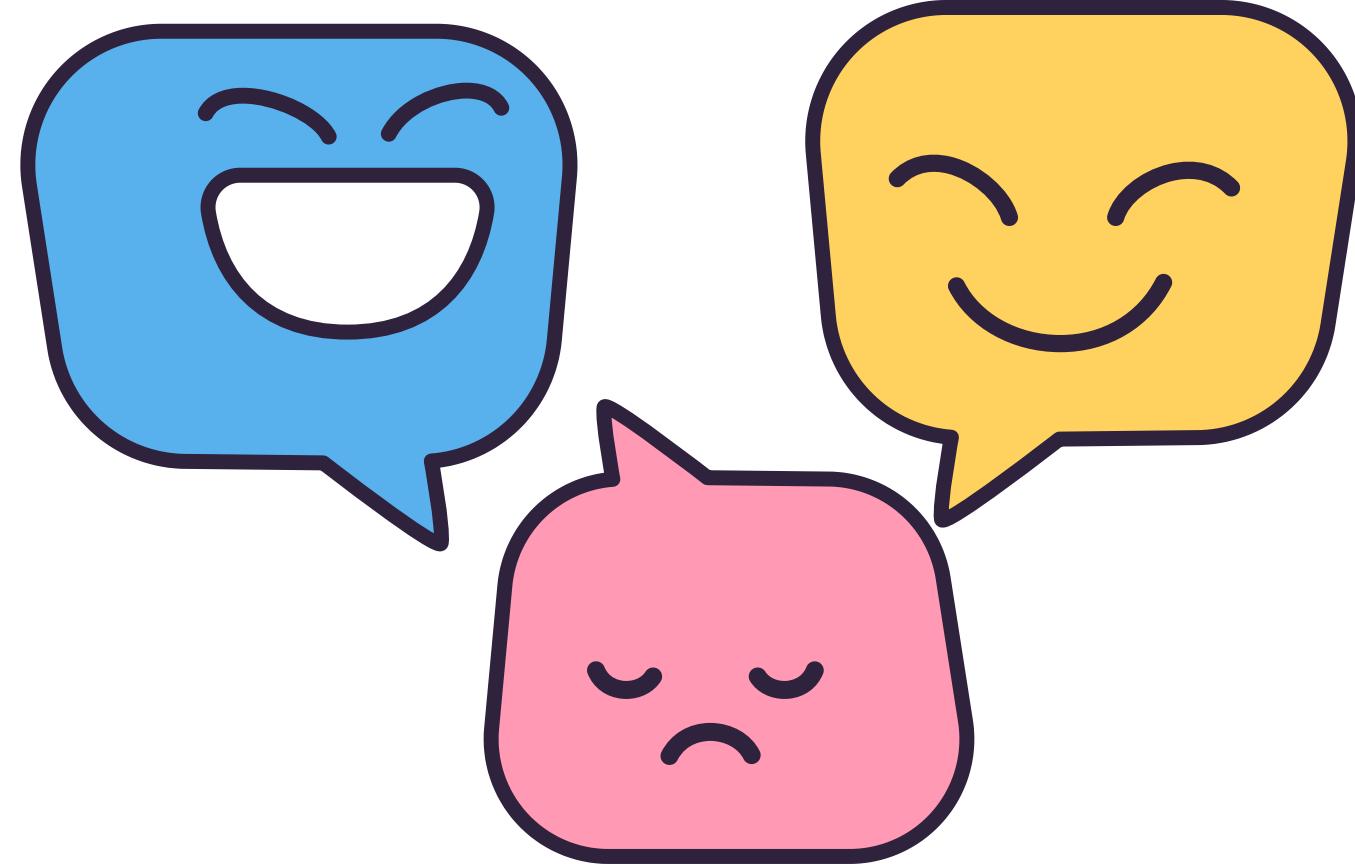


Step 6

- **End with a Call To Action (CTA)**

Example

- “Feel free to reach out if you’re looking for a strategic partner in digital transformation or just want to connect and share ideas.”
- “I’m always open to discussing career opportunities or collaborations that drive innovation.”

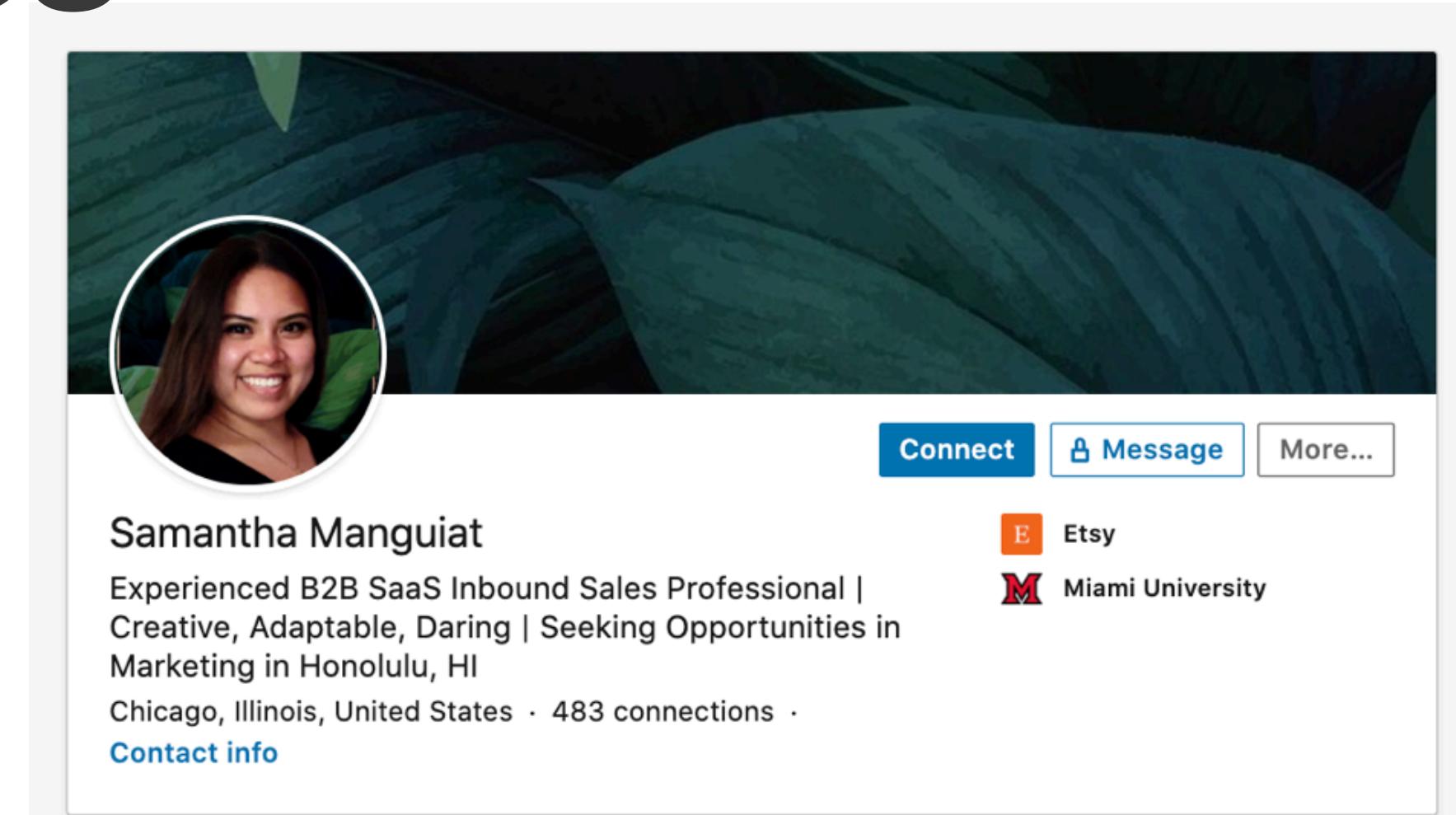


The non verbal part

Non-verbal; selling without speaking

- Professional Profile Photo
- Background (Banner)
Image
- Visual Consistency

Examples



A LinkedIn profile screenshot for Samantha Manguiat. The profile picture shows a woman with long brown hair smiling. The background is a large green leaf. Below the profile picture are three buttons: "Connect" (blue), "Message" (light blue), and "More...". The name "Samantha Manguiat" is displayed in bold. Below the name is a summary: "Experienced B2B SaaS Inbound Sales Professional | Creative, Adaptable, Daring | Seeking Opportunities in Marketing in Honolulu, HI". It also shows her location "Chicago, Illinois, United States" and "483 connections". A "Contact info" link is present. To the right of the summary are two icons: "Etsy" (orange square with white letter E) and "Miami University" (red square with white letter M). Below the summary is a "About" section with a bio: "I have experience working in the B2B SaaS industry, as well as event and nonprofit fundraising. Skilled in communication, marketing, human relations, and modern selling culture. Passionate for creative communication and business development marketing, as I believe every business deserves to share their story in an authentic way. I exhibit an entrepreneurial mentality and am eager to adapt and learn in different environments." At the bottom of the bio is the text "Seeking opportunities in Honolulu, HI. Let's connect!".

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Examples

SAMANTHA MANGUIAT

Marketing & Business Management



Samantha Manguiat • 3rd
Marketing Graduate of Miami University
Chicago, Illinois

M Miami University
 See contact info
 390 connections

[Message](#) [...](#)

I am a recent graduate of Miami University's Marketing program at Farmer School of Business, and just moved to Chicago, Illinois. I was previously employed at Target Corporation as Guest Experience ETL with previous experience as the Salesfloor and Human Resources ETL in the Dayton area.

I'm passionate for brand design and have extensive experience in visual merchandising, human relations, and modern selling culture. I exhibit an entrepreneurial mentality, and am eager to learn and adapt to different environments.

I am seeking creative marketing opportunities in the Chicago area, and would love to connect with you!

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Takeaways



- **Be Authentic:** Write in a tone that reflects your personality, professional but approachable.
- **Use a First-Person Voice:** Speak directly to the reader to make it more engaging.
- **Keep It Concise:** Aim for 3–5 paragraphs or around 300–400 words.
- **Incorporate Keywords:** Use terms relevant to your industry and skills for better searchability.
- **Update Regularly:** Revise your introduction to reflect your current role, skills, and achievements.



LinkedIn Task

Instructions:

- Create a compelling and professional online presence by drafting a LinkedIn summary highlighting your key skills, goals, and professional achievements.

