

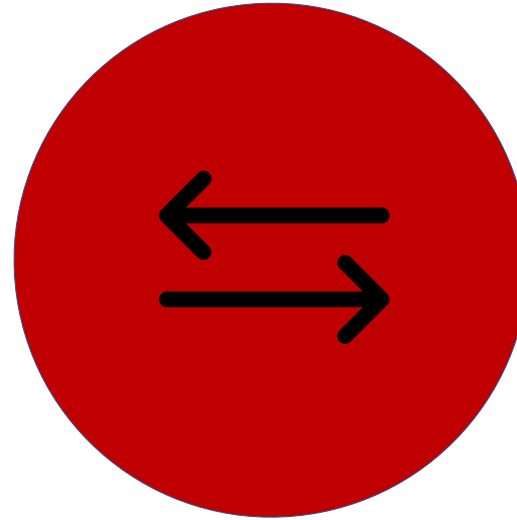
Communication Skills

29th Oct 2024

**Know your
Audience**



**Stimulus &
Response**



**Signal &
Noise**



- **Audience Persona**
- **Motivations**
- **Triggers**
- **Sensitivities**
- **Timing**

Rachel

Small Business Owner

- Social Media Marketing
- Key decision-maker



Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

How we can help

- Schedule posts to a queue
- Content suggestions

Identifying Communication Goals

- **Audience**
- **Outcome**
- **Core Message**
- **KISS Keep it Simple, Silly**

ABC of Communication

Attention

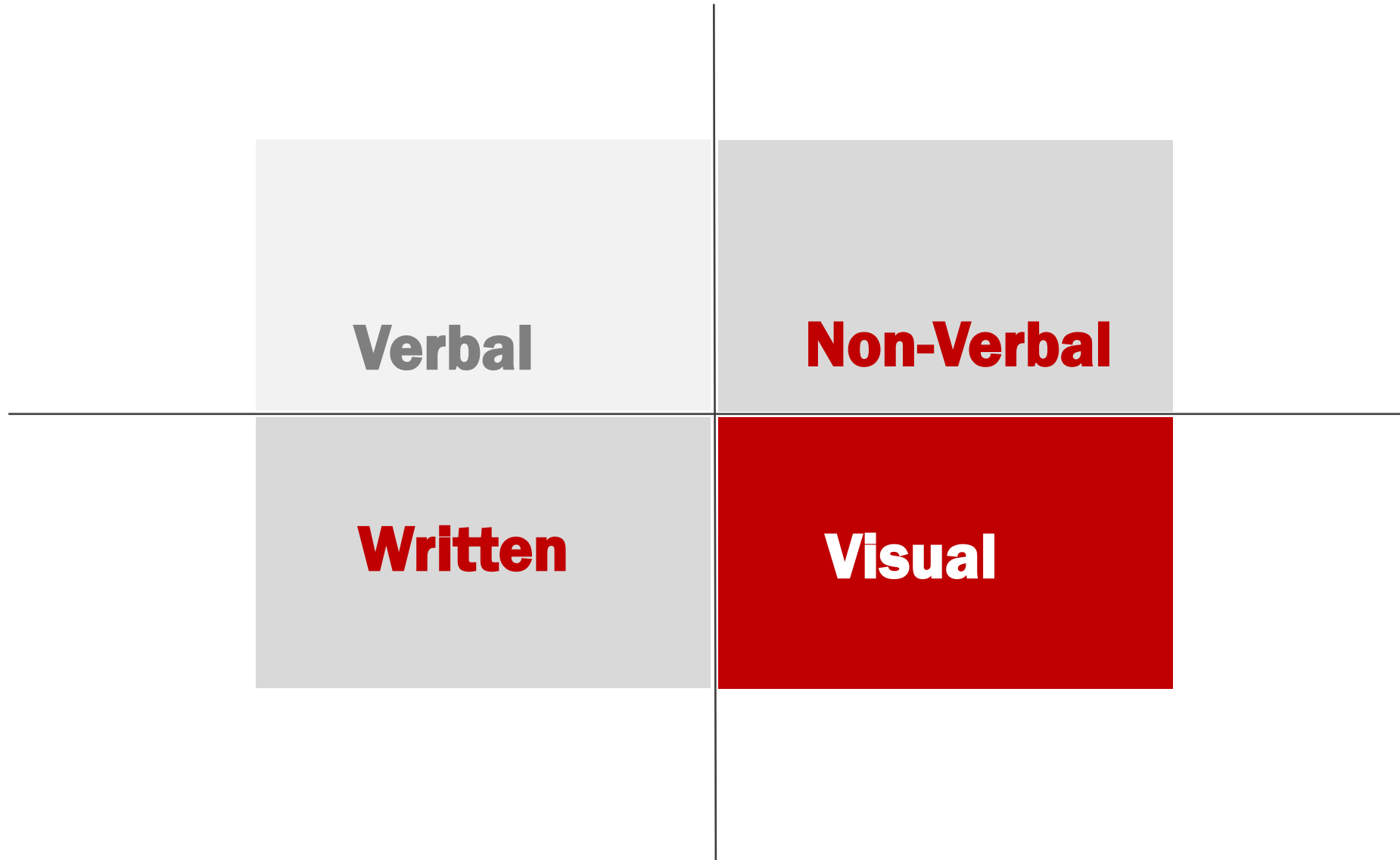


Branding



Communication

Types of Communication



Active Listening a key part of Communication

Verbal Communication



- **Language**
- **Less or More ?**
- **Speaking more or Listening more ?**

- **You are the Message**
- **Energy & Enthusiasm Essential**
- **Your Appearance Matters**

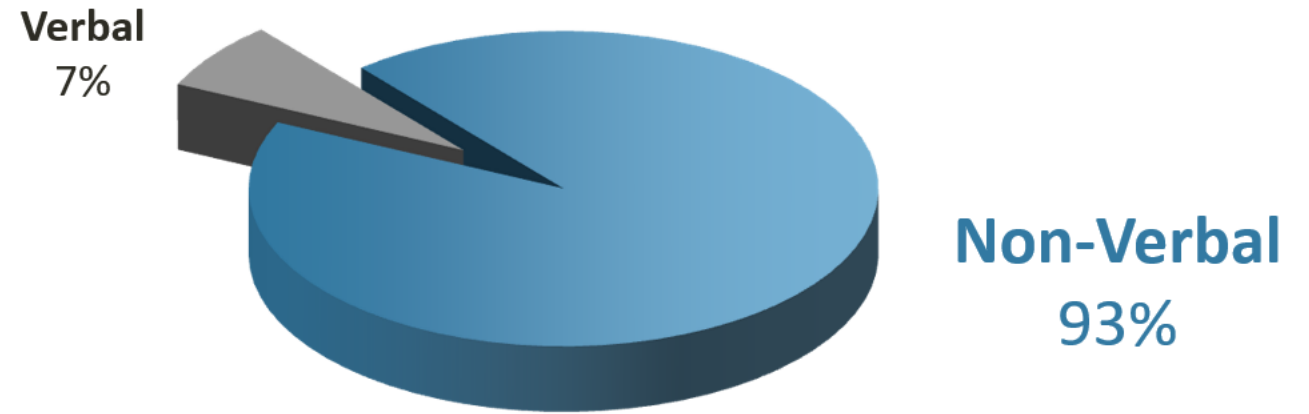
“ *Content is nowhere near as critical as the message you convey with your voice, your body and your eye contact.* ”

— Albert Mehrabian, Ph.D.
Professor, UCLA



Non Verbal

- **Eye Contact**
- **Posture**
- **Gestures**
- **Movement**



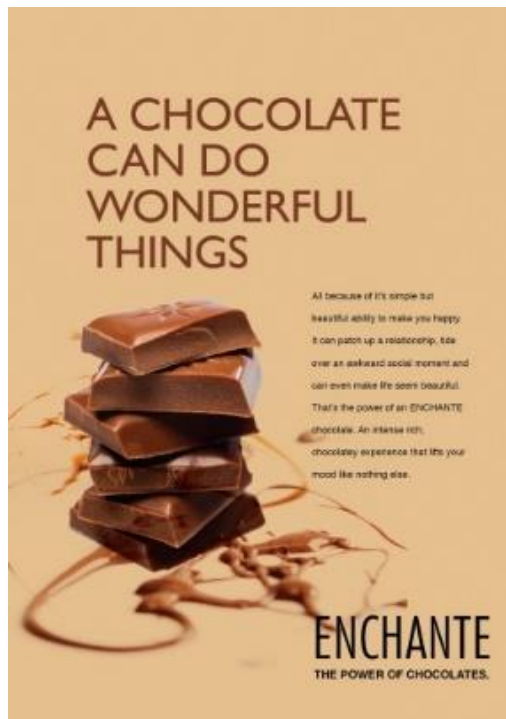
Non Verbal Communication - Appearance



- **Readability**
 - **Fonts**
 - **Margins**
- **Understandability**
 - **Grammar**
 - **Ease of Sentence Construction**
- **Relatability / Differentiation**

Visual Communication

- **Text + Visuals must combine to make the point**
- **Too much text, too little text**
- **Overuse of Data**



Common Communication Errors : Content Development



- **Lack of Clarity**
 - **Audience**
 - **Outcome desired**
 - **Message to land**
- **Poor understanding of attention spans**
- **Too much text**
- **Unrelated text and graphics**

Common Communication Errors : Delivery



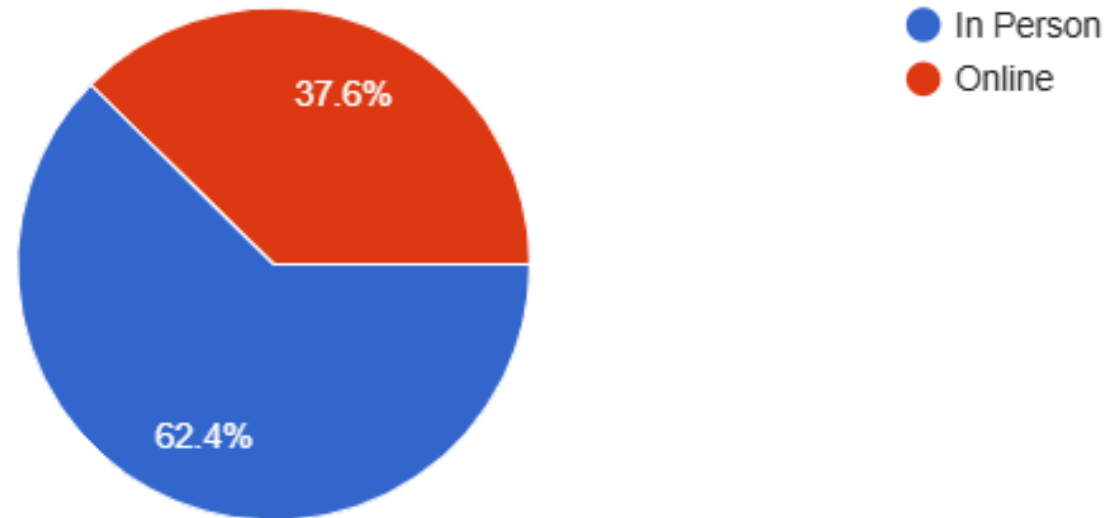
- **Not enough practice**
- **Lack of Confidence**
- **Poor Eye Contact**
- **Talking too fast**
- **ENERGY missing**

30th Oct : In Person Class with Zoom (Need videos on & participation)

On 30th Oct, will you attend the class in-person or online ?

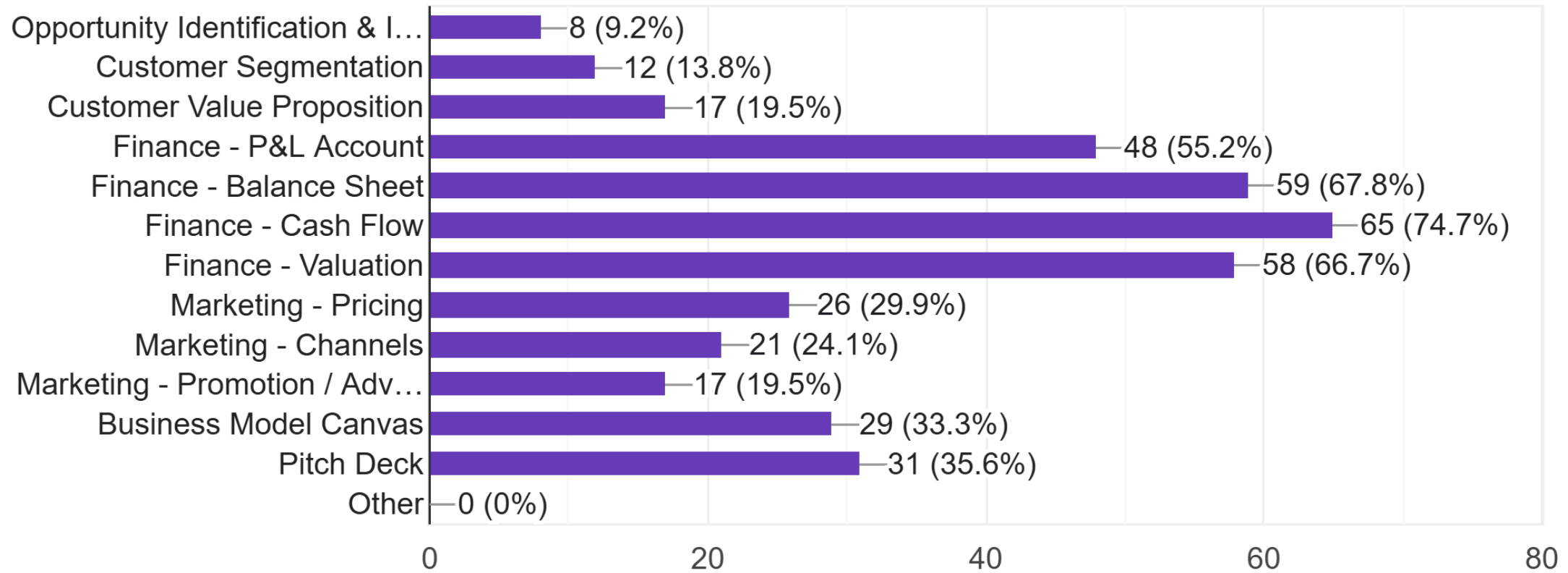
85 responses

 [Copy chart](#)



What are the topics that you would like extra attention for ? Pls tick all that apply

87 responses



End Sem Briefing



- **18th Nov**
- **1:30 to 4:30**
- **Seating plan & Classroom will be sent on Moodle**