



Clear, Concise & Compelling Communication

LTEN

LIFE SCIENCES TRAINERS & EDUCATORS NETWORK

BRODLY

Preparing for Your Next Communication: Know Your ...

- Purpose:

- Audience:

- Logistics

Tips to tackle “Infobesity”

2 Frameworks to Help You Be Clear, Concise & Compelling

PREP Framework

P _____



R _____



E _____ and/or _____



P _____

CAR Framework

C _____



A _____



R _____

Making Your Message Stick: Stories, Analogies & More

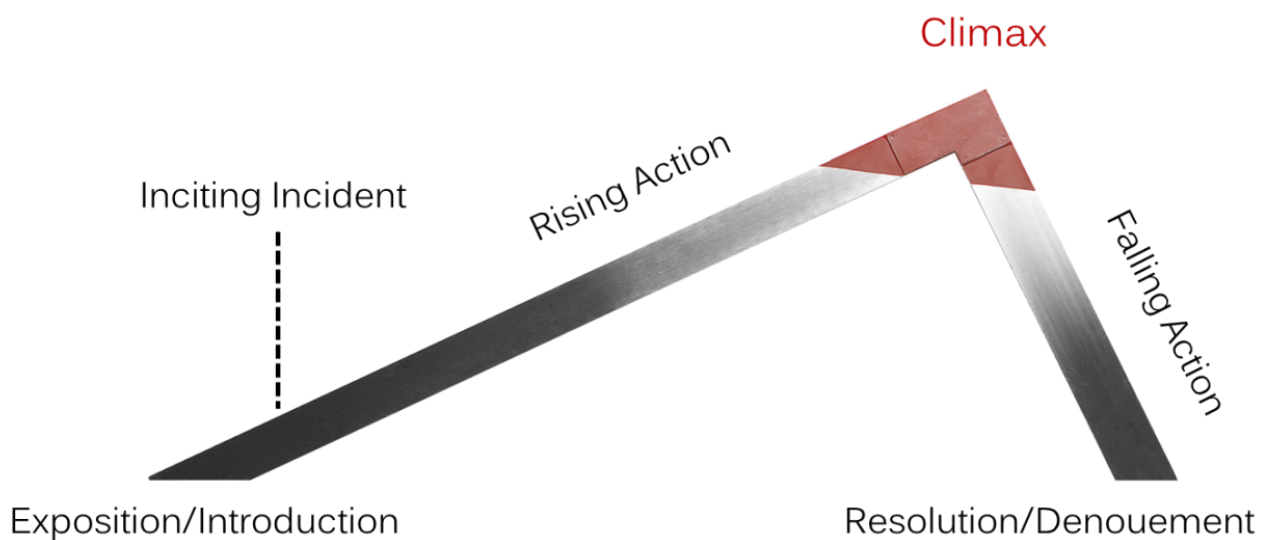
- What is a story?

Six Types of Business Stories

- “Who I Am” Stories
- “Why I’m Here” Stories
- “Teaching” Stories
- “Vision” Stories
- “Values in Action” Stories
- “I Know What You’re Thinking” Stories

- Why stories?

The Structure of a Story



Gustav Freytag, 1900

Making Your Message Stick: Stories, Analogies & More

- What is an analogy?
- Why analogies are essential in taking people from confusion to clarity:

Analogy Game

The object of this game is to create an analogy or story to illustrate the point you are trying to make. Your goal is to connect seemingly disconnected comments or thoughts, and align them with the message you wish to convey.

The Game/Exercise:

1. Pick a topic. Examples: Recruiting top talent; Innovation; Influencing without Authority; Customer Service; Teamwork & collaboration; the Stock Market; Strategic Planning
2. Pick an object in the room. Any object. Examples: a light switch, a doorknob, a pen, a computer, messy desk, empty candy wrapper, stapler, phone, set of keys, etc.
3. Describe ways in which the object is an analogy for the topic you wish to discuss. Deliver a 30-second to one-minute message about your topic using the object as inspiration. Explain how the object is like your topic.

Delivery Dynamics

You can have a fabulous presentation – good content that is organized – with well-designed slides and still fall flat on your face. Why?

Two words: **Poor delivery.**

The audience members' perception of you is formed instantly, taking into account three elements of delivery:

- Visual
- Vocal
- Verbal

The visual aspect encompasses your body language, facial expressions, grooming and dress.

The vocal aspect includes the pitch of your voice, and also the passion you project.

The verbal aspect is what you actually say; the words you use to get your message across.

Notes

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Communication Think Tank, for ongoing support:



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- Request to join our alumni group

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