



# **The Art of Communication**

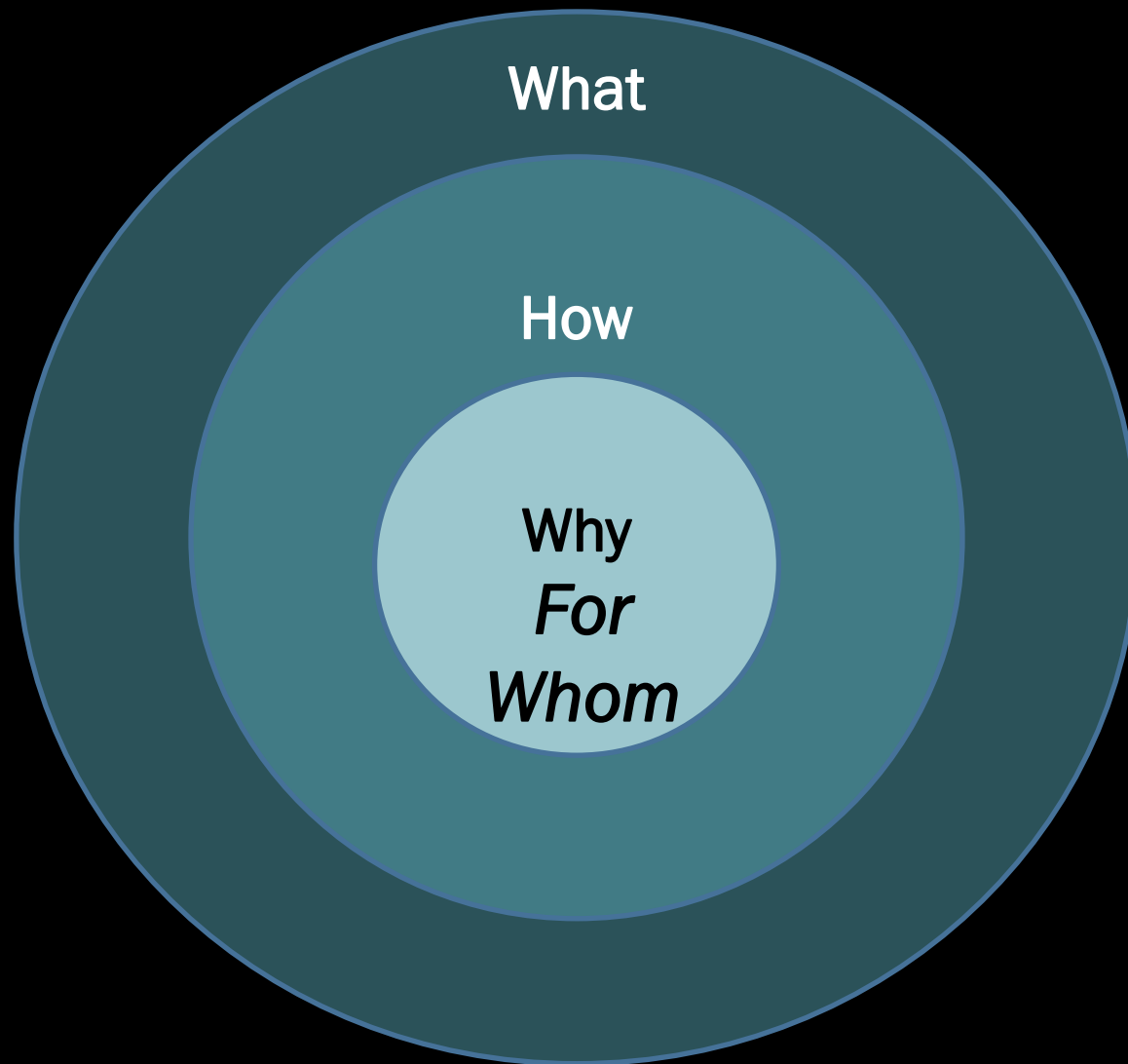
## **Speaking Preparation**

**Instructor: Hayley Blunden, MBA**  
**Teaching Assistant: Michael McCarthy**  
Wednesdays 7:40-9:40  
Sever 106



# The Nuts and Bolts of Effective Communication

Part I



What

How

Why  
*For*  
*Whom*

# Building Blocks: Audience

- Reframe your purpose around your audience
  - What does my audience need to hear from me?
  - Why should they care?
  - How do I want them to react?

# Building Blocks: Information

Quote

Connecting  
Story

Observation

Illustrative  
Data

Supporting  
Research

Useful  
Analogy

Connection

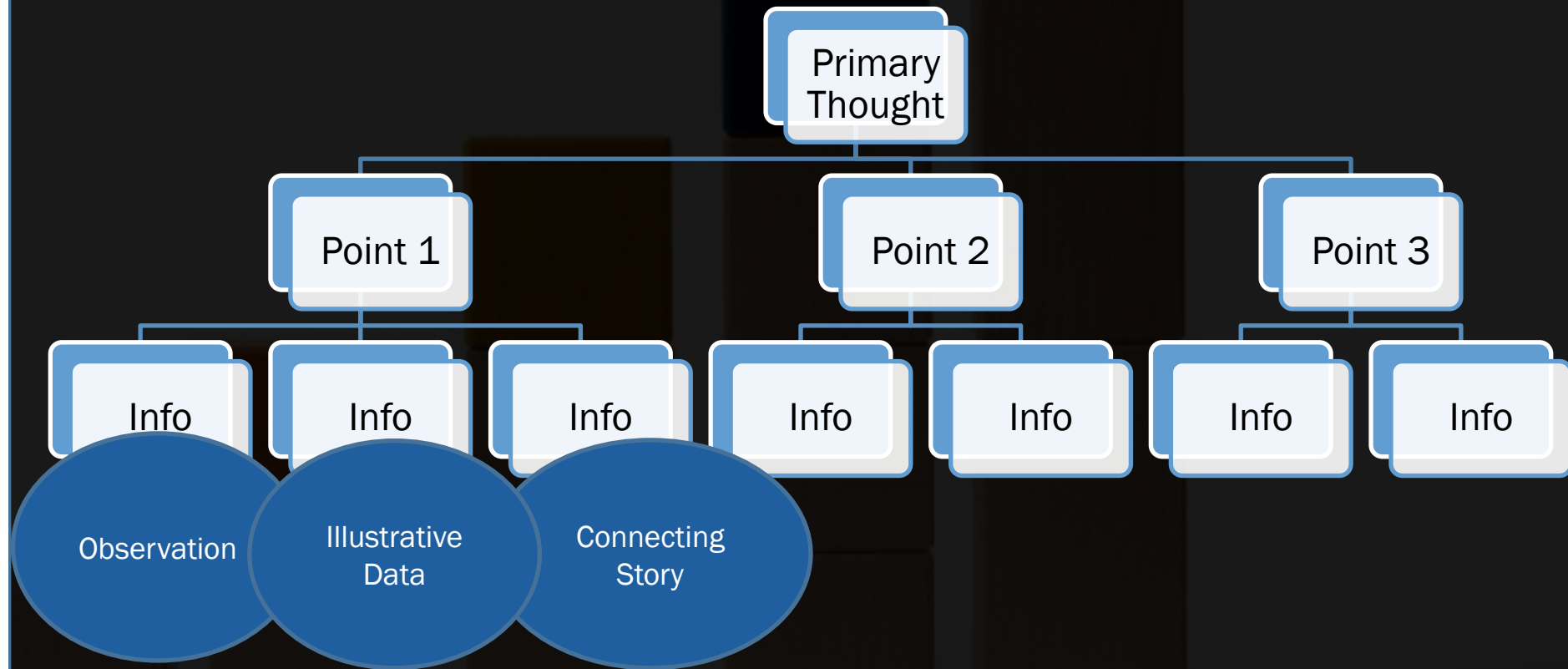




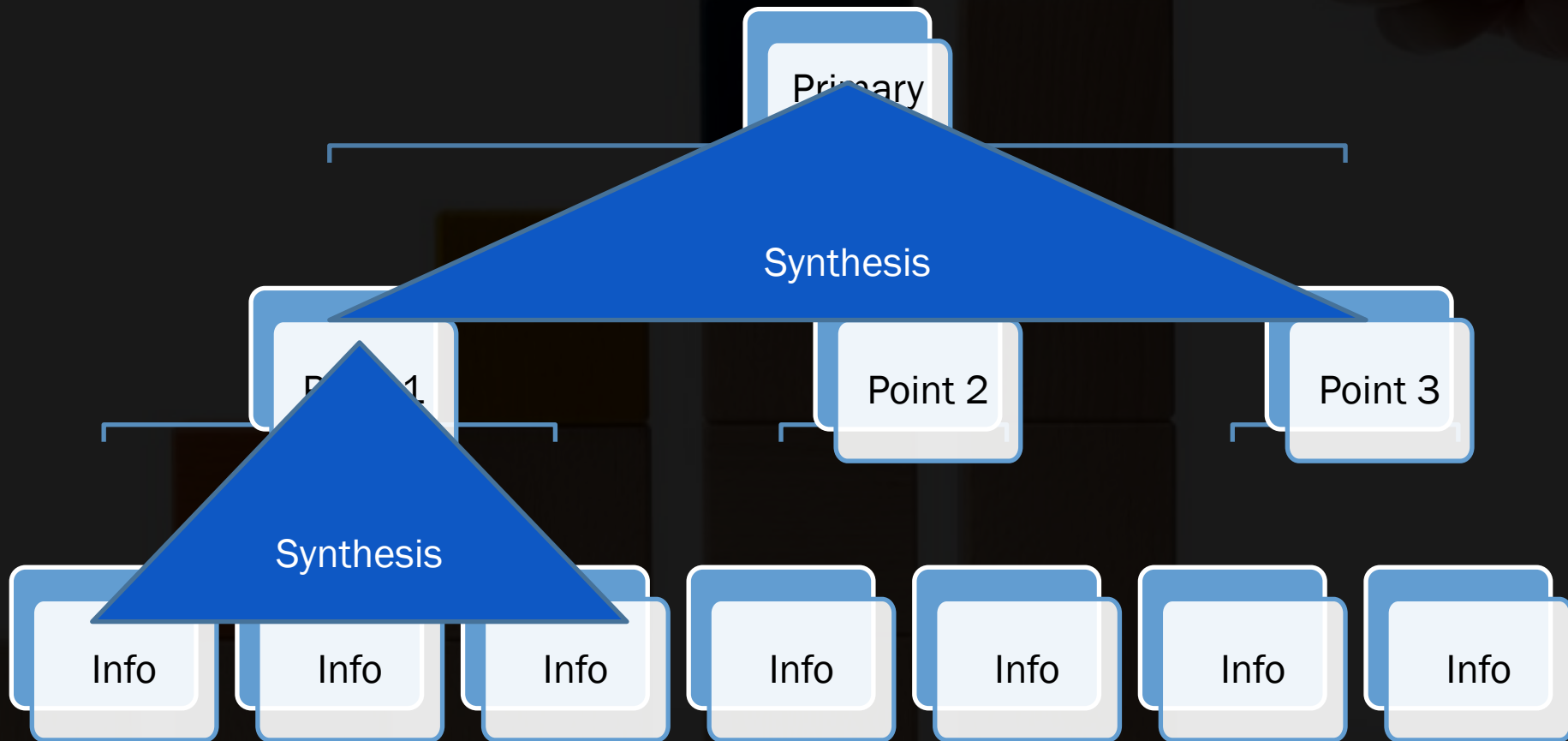
“People retain structured information up to 40%  
more reliably”

–Matt Forrest Abrahams

# Building Blocks: Structure



# Building Blocks: Structure





# Building Blocks: Flair



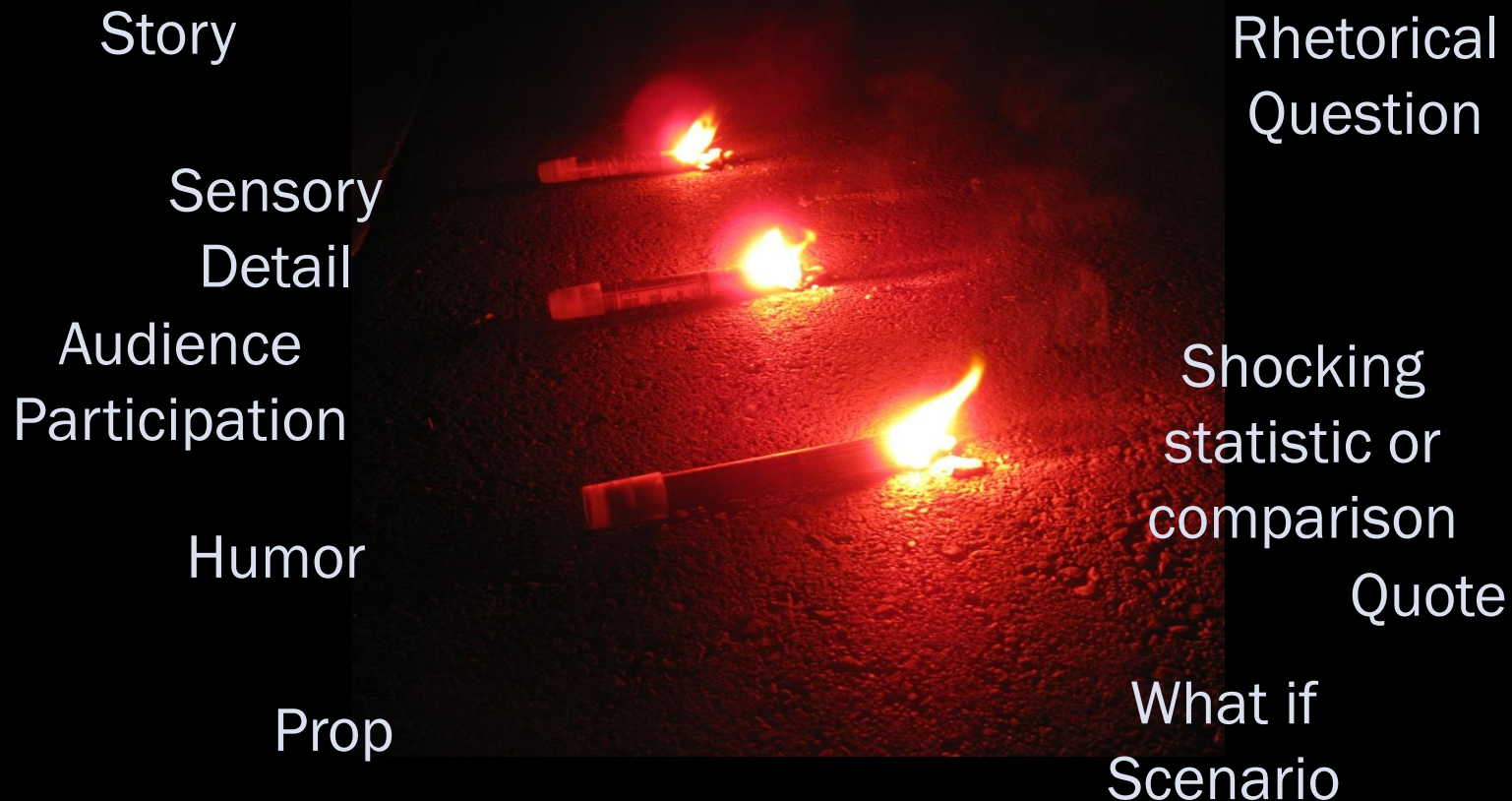
# Building Blocks: Flair

“People will forget what you said,  
people will forget what you did, but  
people will never forget how you made  
them feel.”

-Maya Angelou

# Building Blocks: Flair

8.25 seconds



The background of the slide is a dark, textured surface. At the bottom, there is a faint, glowing image of an open book. Above the book, numerous letters, numbers, and symbols (like pi, infinity, and various mathematical notations) are scattered across the space, appearing to float or be part of a larger, abstract design. The overall aesthetic is intellectual and creative.

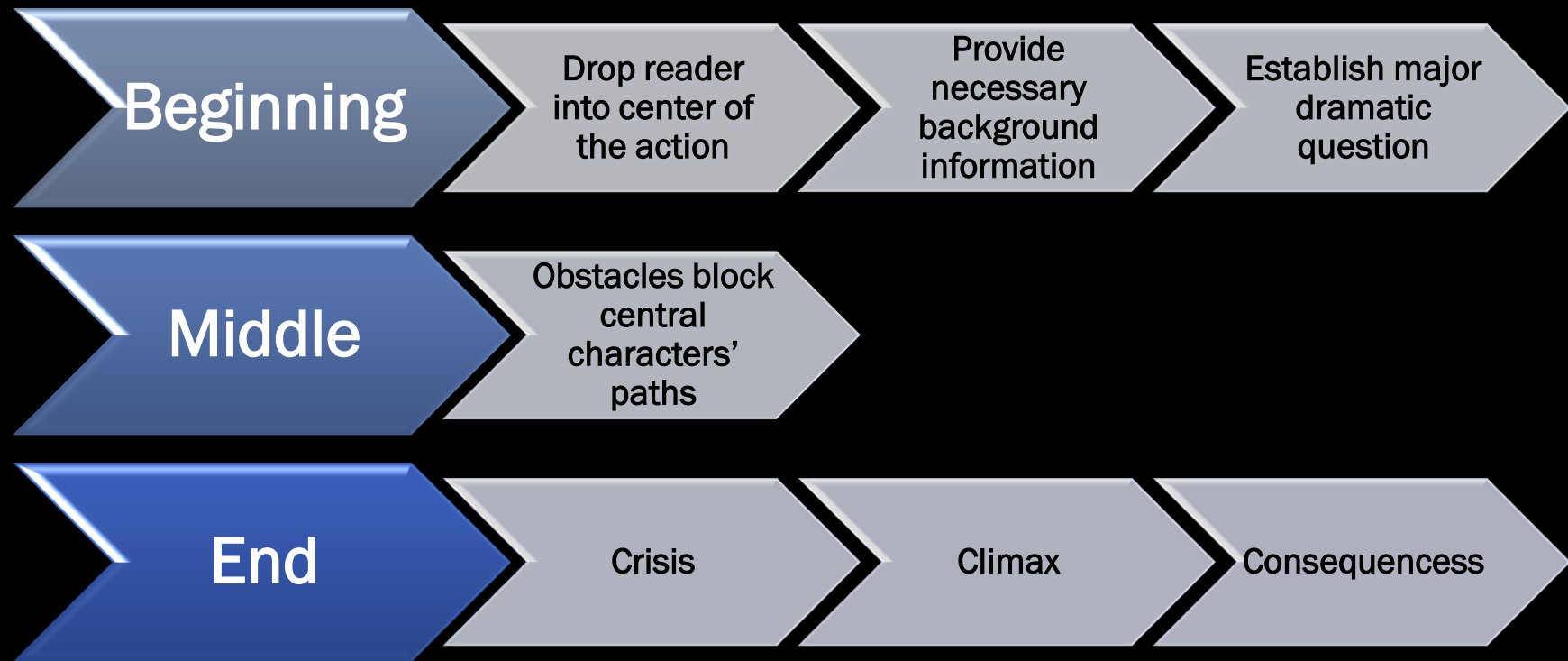
# Storytelling

## Part II

# How can storytelling help us?



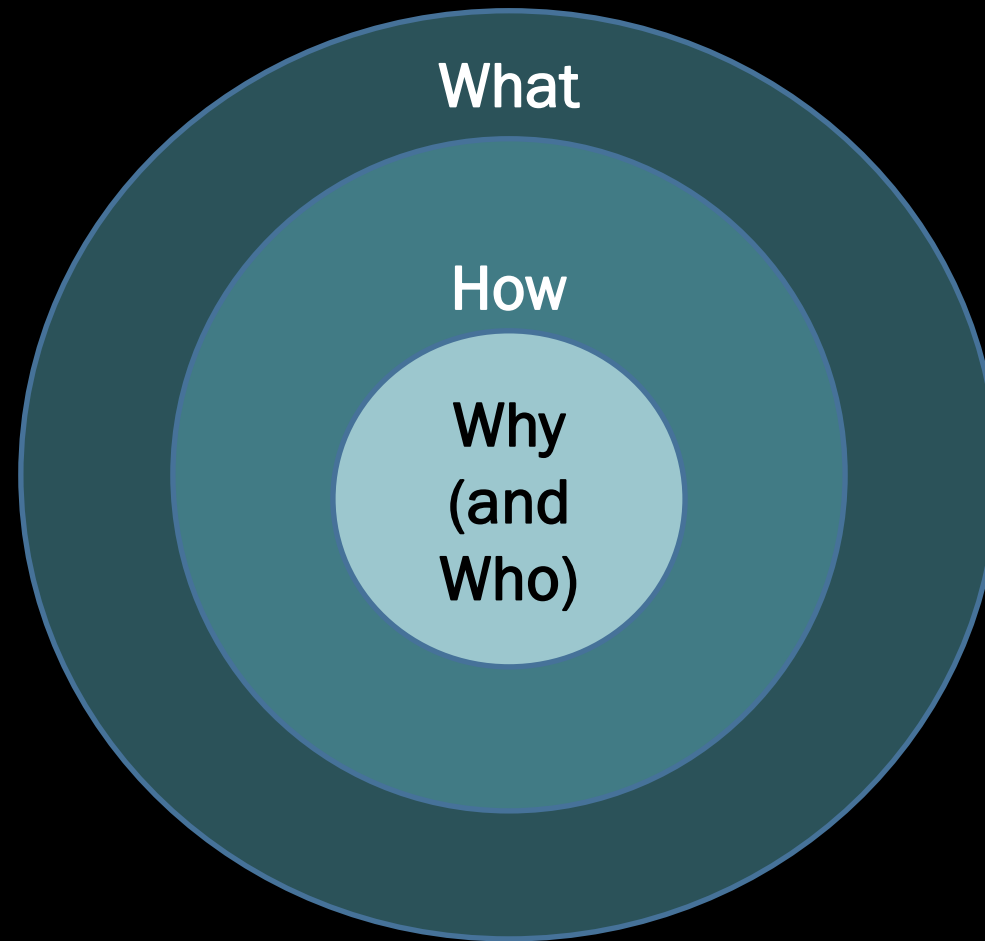
# What goes into a story





# Audience

- **Who** is in your audience?
- **What** do they already know about the context and your issue?
- **Why** are you telling them this story?
- **How** can you frame the story to appeal to this audience?



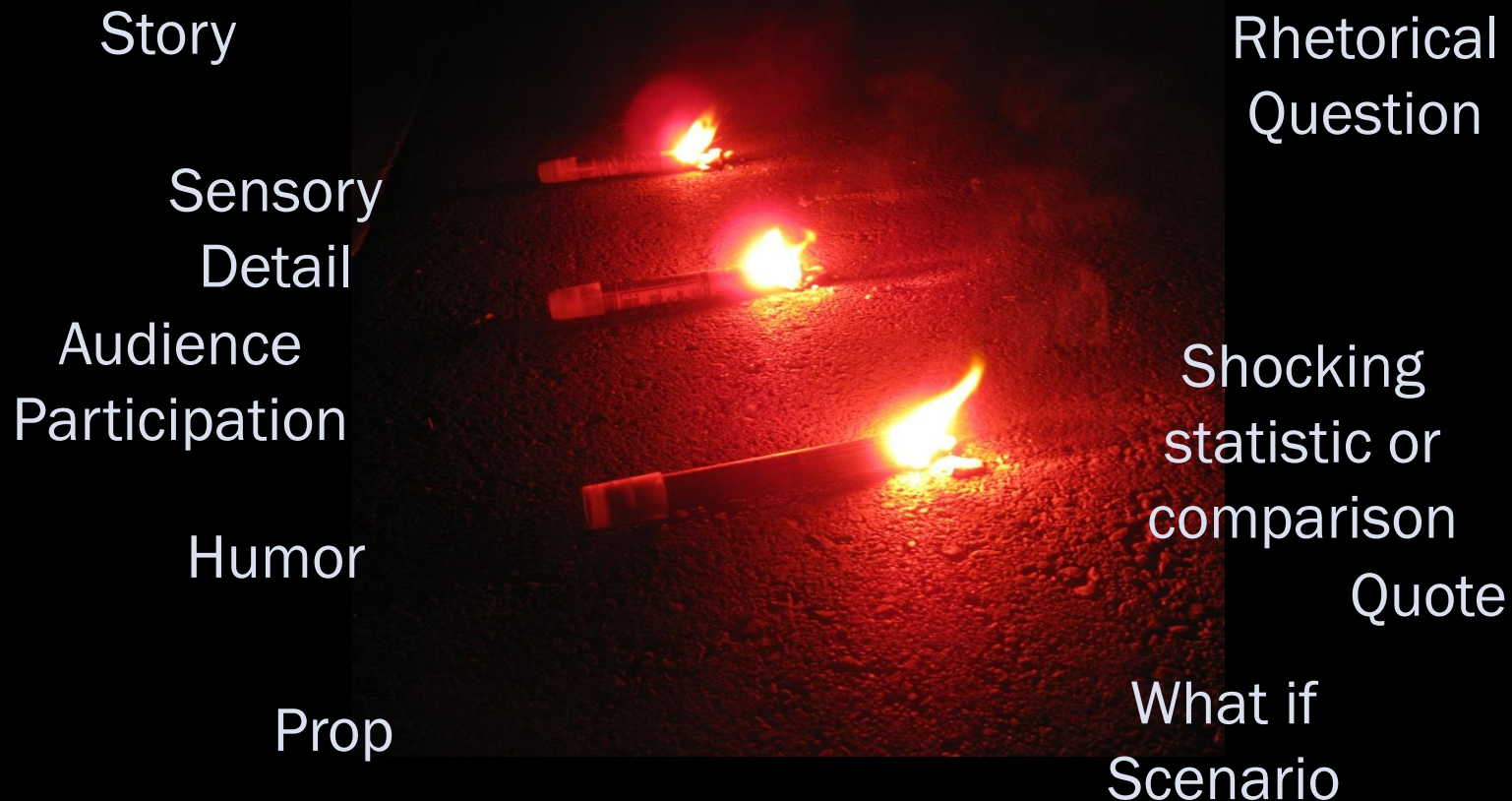
**What**

**How**

**Why  
(and  
Who)**

# Building Blocks: **Flair**

8.25 seconds



# What makes a story captivating



- Purpose or motive



- Strong, clear structure

# What makes a story captivating

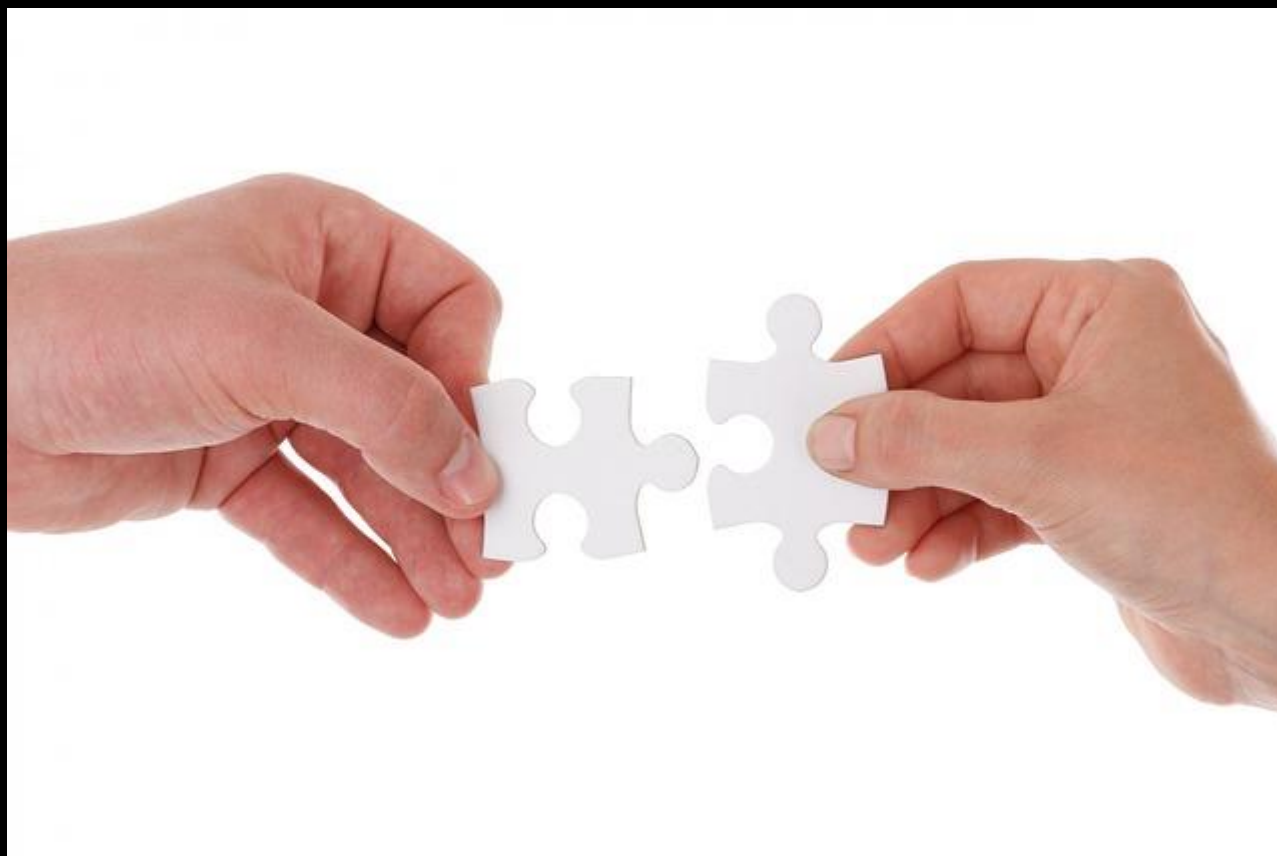
- Content
  - Can you identify the purpose?
- Structure
  - Was the story clear?
  - Did the structure make sense?
- Content
  - What did you want to know more about?
  - What could be skipped?
- Polish
  - What details would you add to the story?
  - What could improve the human connection?



# Preparing Your Mind and Body

## Part III





# In Person Communication

- 7% What you say
- 38% Tone of voice
- 55% Body language

- Mehrabian, 1971





# Spoken American

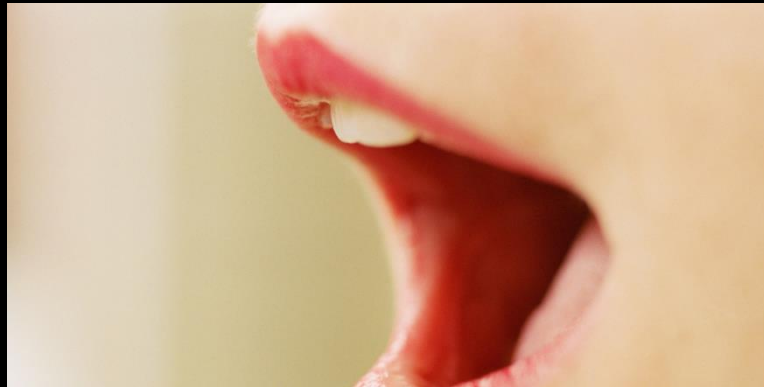


Language	Syllables/Second
English	6.19
Spanish	7.82
French	7.18
Mandarin	5.18
Japanese	7.84

# Spoken American



- Pitch inflection on operative word
- Downward inflection at end of thought



# Practice Makes...Muscle Memory





# Nervous?

1 Speaking before a group

2 Heights

3 Insects and bugs

3 Financial Problems

3 Deep water

6 Sickness

6 Death

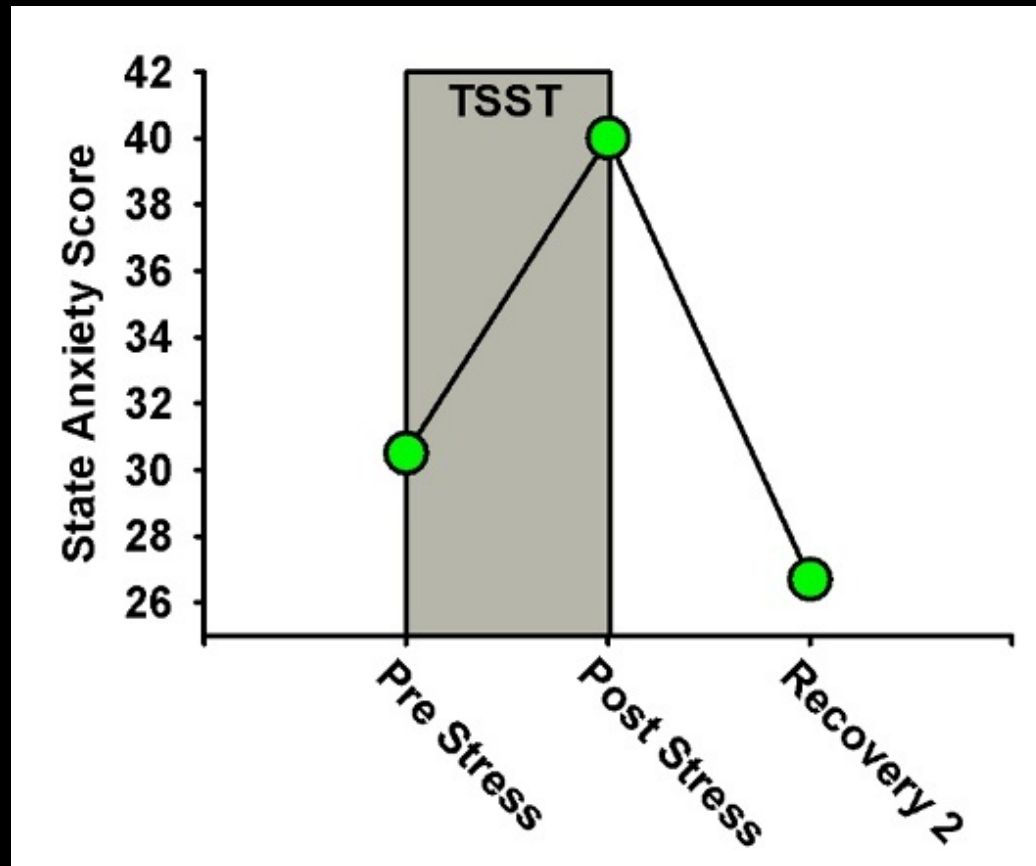
7 Flying

8 Loneliness

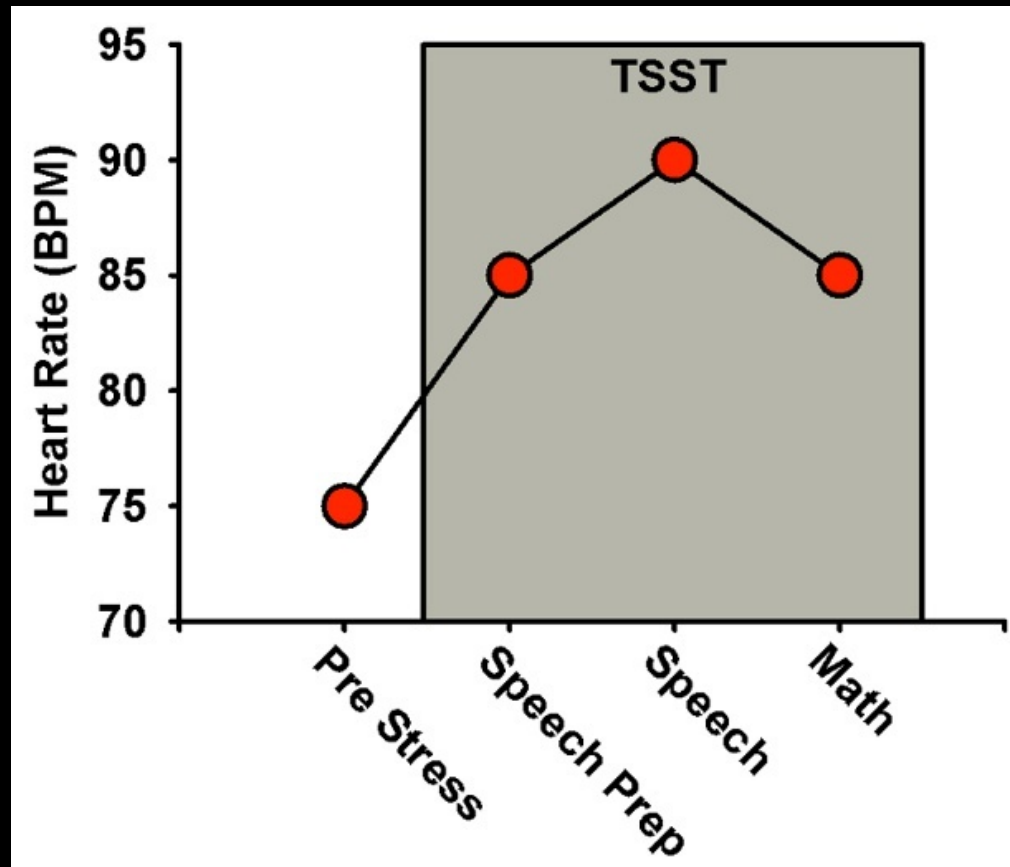
9 Dogs

*-Book of Lists*

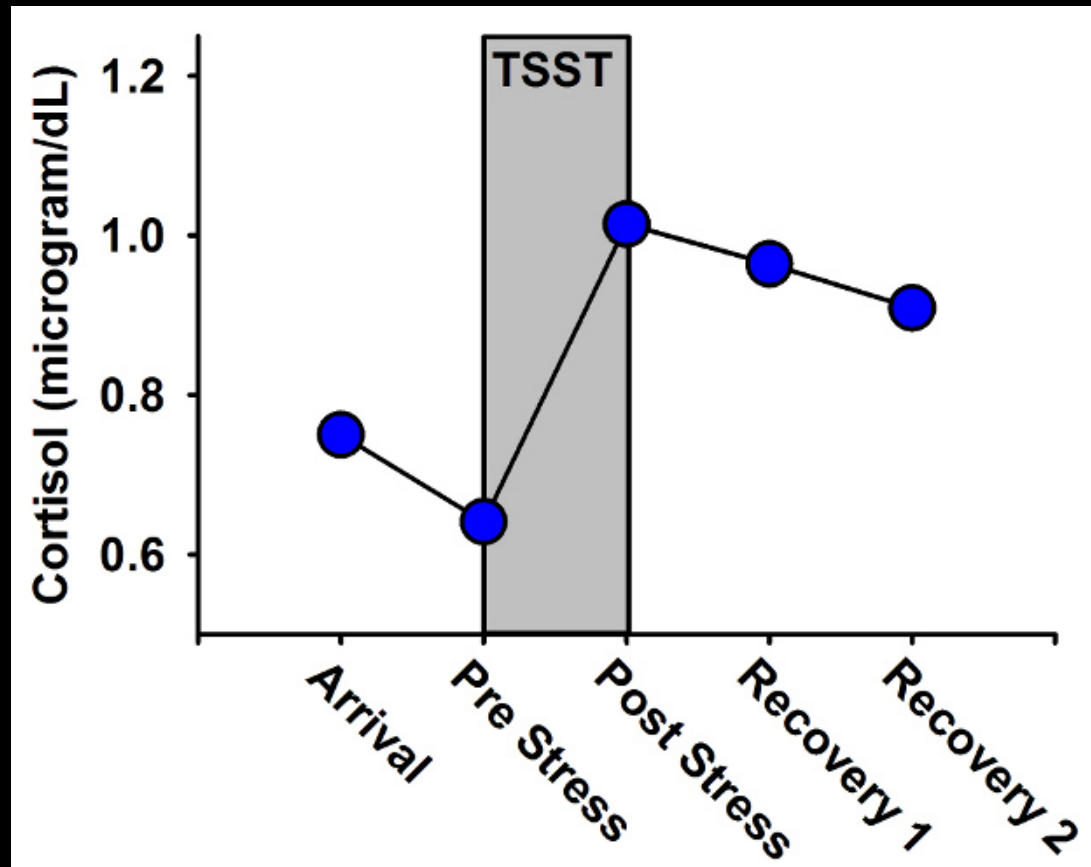
# Nervous?



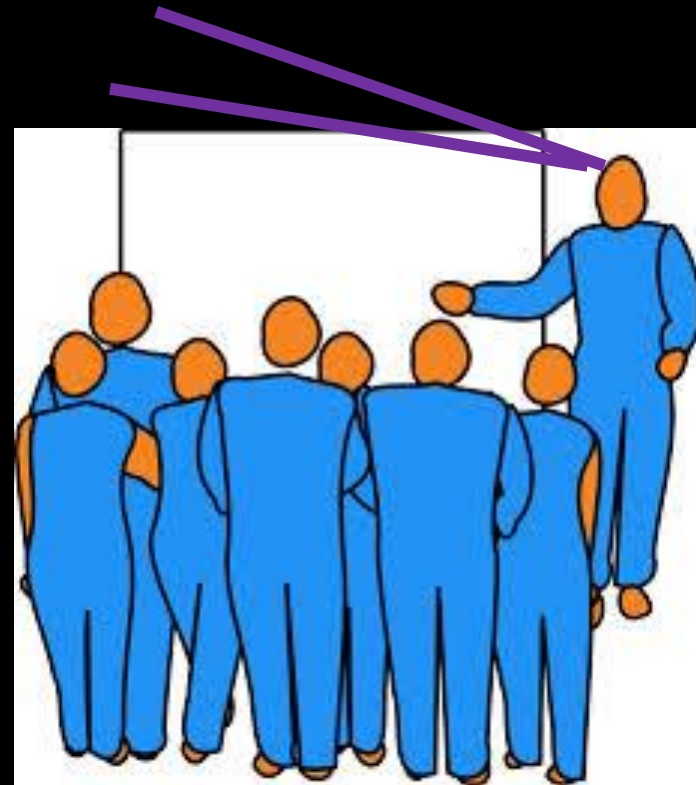
# Nervous?



# Nervous?



# What You've Been Told



# Goal

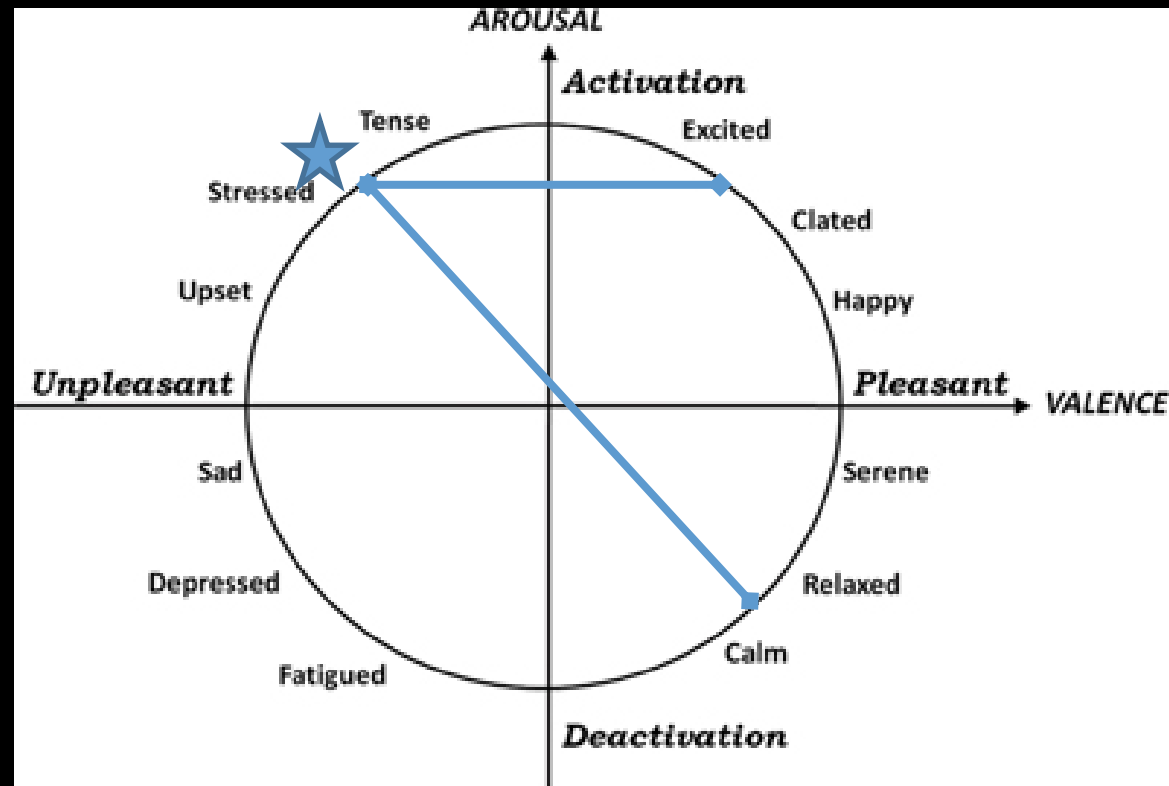




# Connect with: Your Eyes

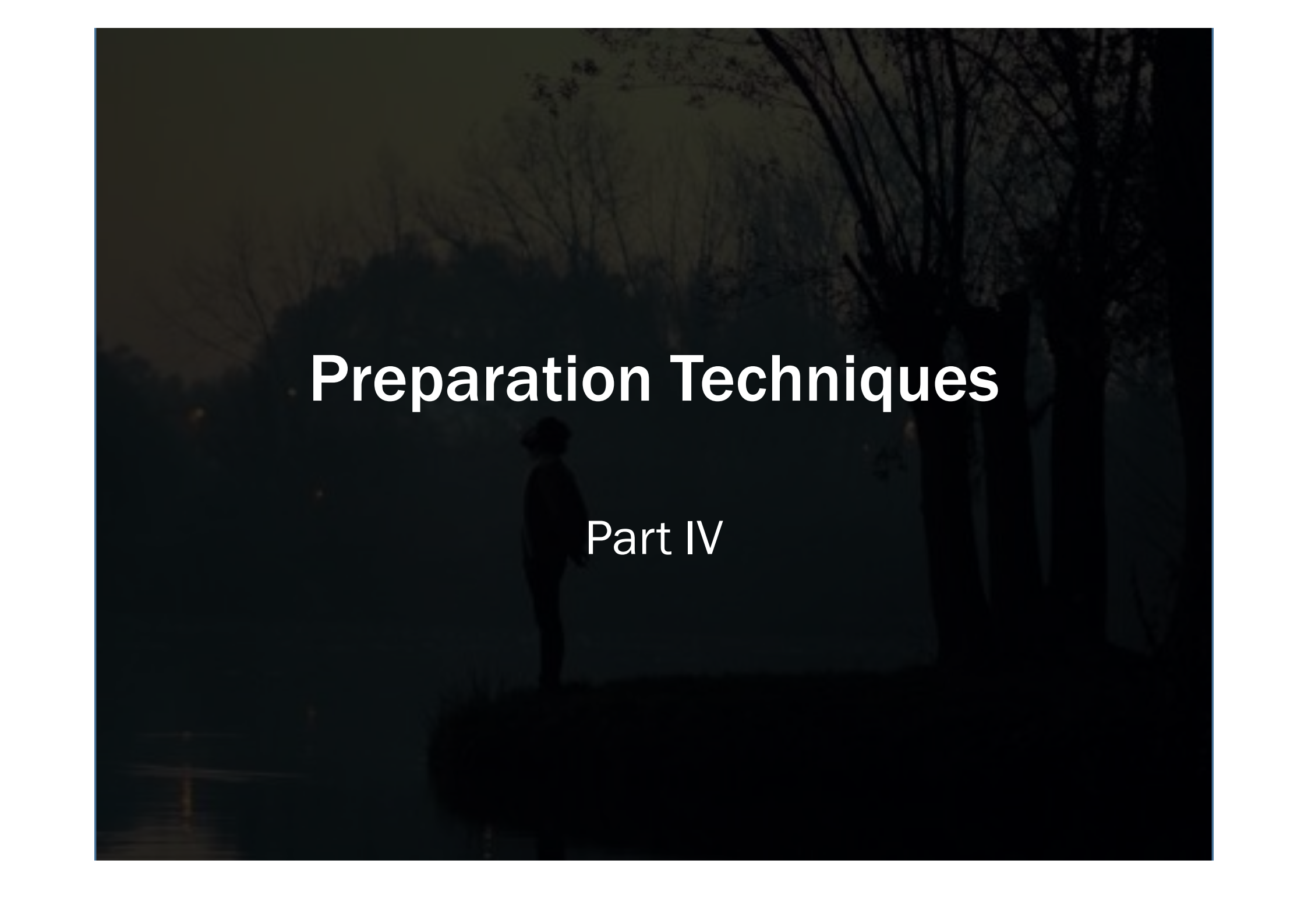


# Connect with: Your Energy



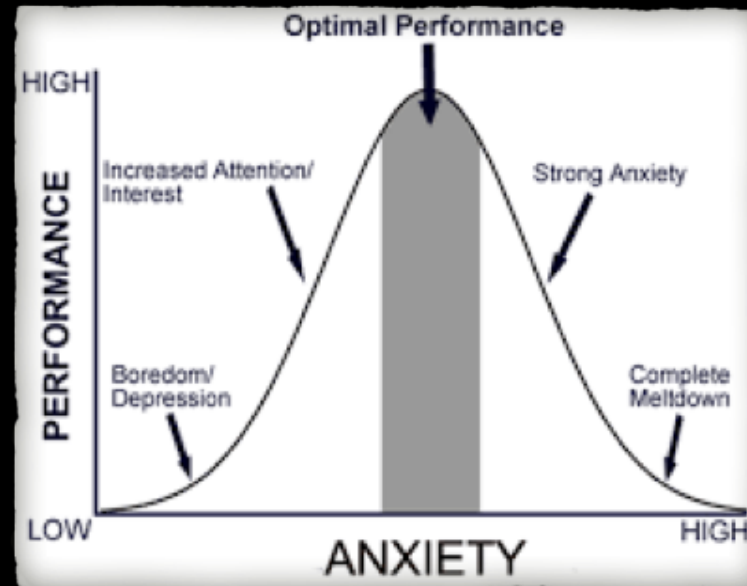
# Connect with: Your Energy



A dark, atmospheric photograph of a person standing on a bridge over a river at dusk, with trees in the background. The scene is dimly lit, with the person and trees appearing as silhouettes against a slightly lighter sky. The overall mood is quiet and contemplative.

# Preparation Techniques

## Part IV



# Preparation

Finding Your Optimal Zone



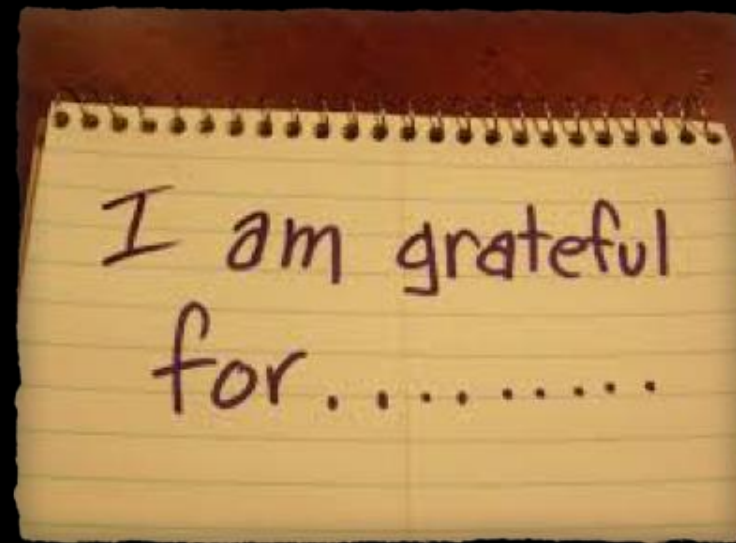
# Give the Audience Your Gift

This is your Mindset



# Make a Mental Movie

Seeing is Believing



**While you're Waiting....**

Write an endless list of Gratitude





# For our Spiritual Speakers...

“.....please give me the right words today....”



# Speaking without Notes

Tricks of the Trade



## Remember 3 Words

Tell the Story.....No need to memorize



# Subtle Props

Back of the Room Pictures

The background is a dark, moody photograph of a rugged, rocky landscape. A prominent, tall, and jagged rock formation rises vertically in the center-left. The sky is a deep, dark blue-grey. The overall tone is somber and dramatic.

# Presentation Challenges

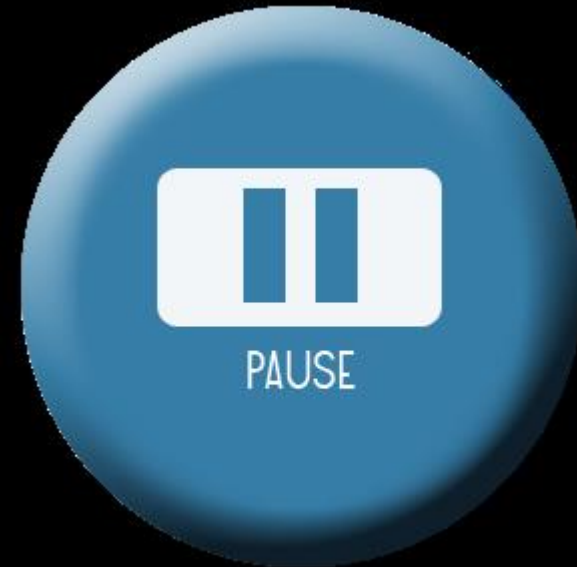
## Part V

# Q&A





# Q&A Dos

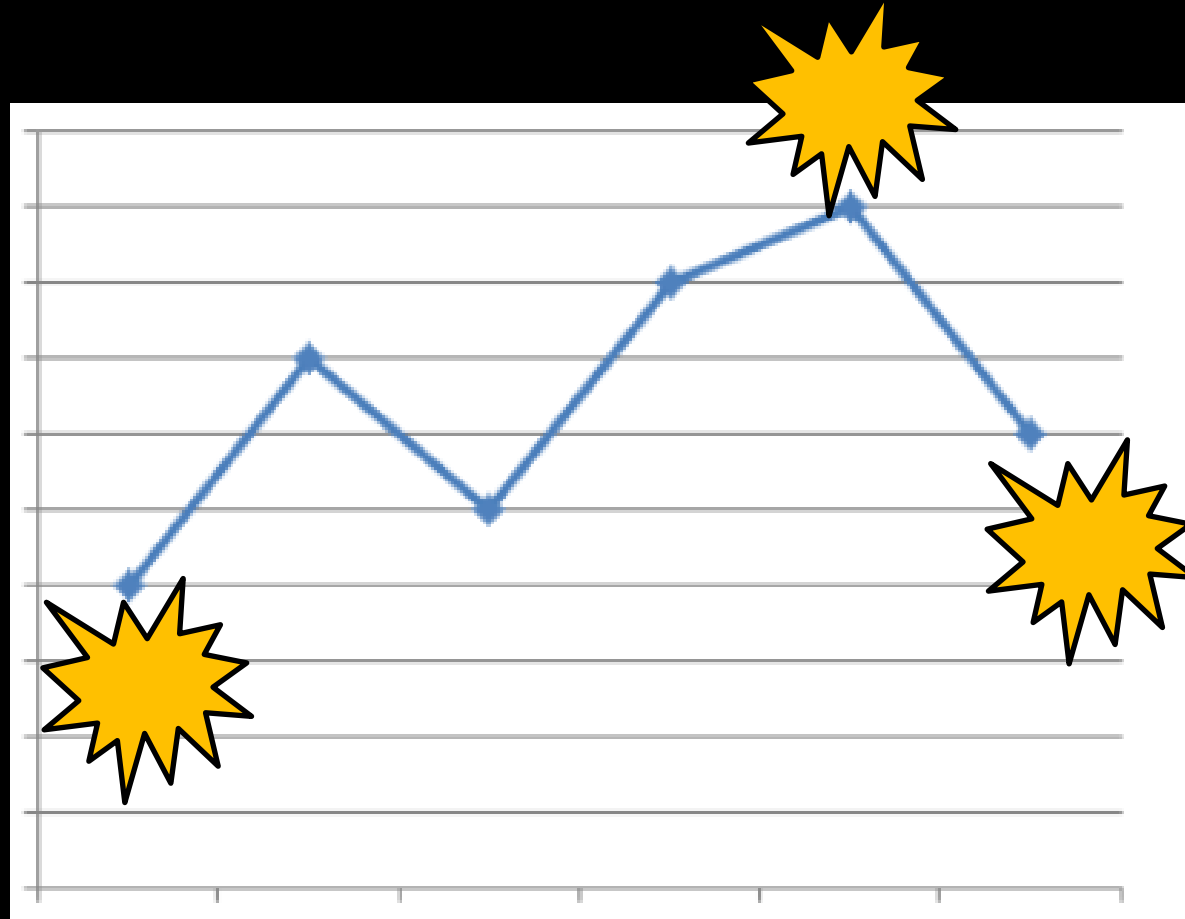


# Q&A Don'ts





# Beginning – Peak – End Effect



Source: Kahneman (2000)

# Memory Blocks

- Pause
- Question
- Review



