

# Communication Skills and Tools

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# Objectives:

Explore and practice:

- The basic principles in communication
- The main rules for effective communication
- Types of presentation (verbal, written)

# Good **COMMUNICATION** Matters!

- Humans, animals, plants, they all communicate.
- What about things? Do they communicate? If yes, how?
- Please define **communication** in three words.
- Why is it important to understand communication?

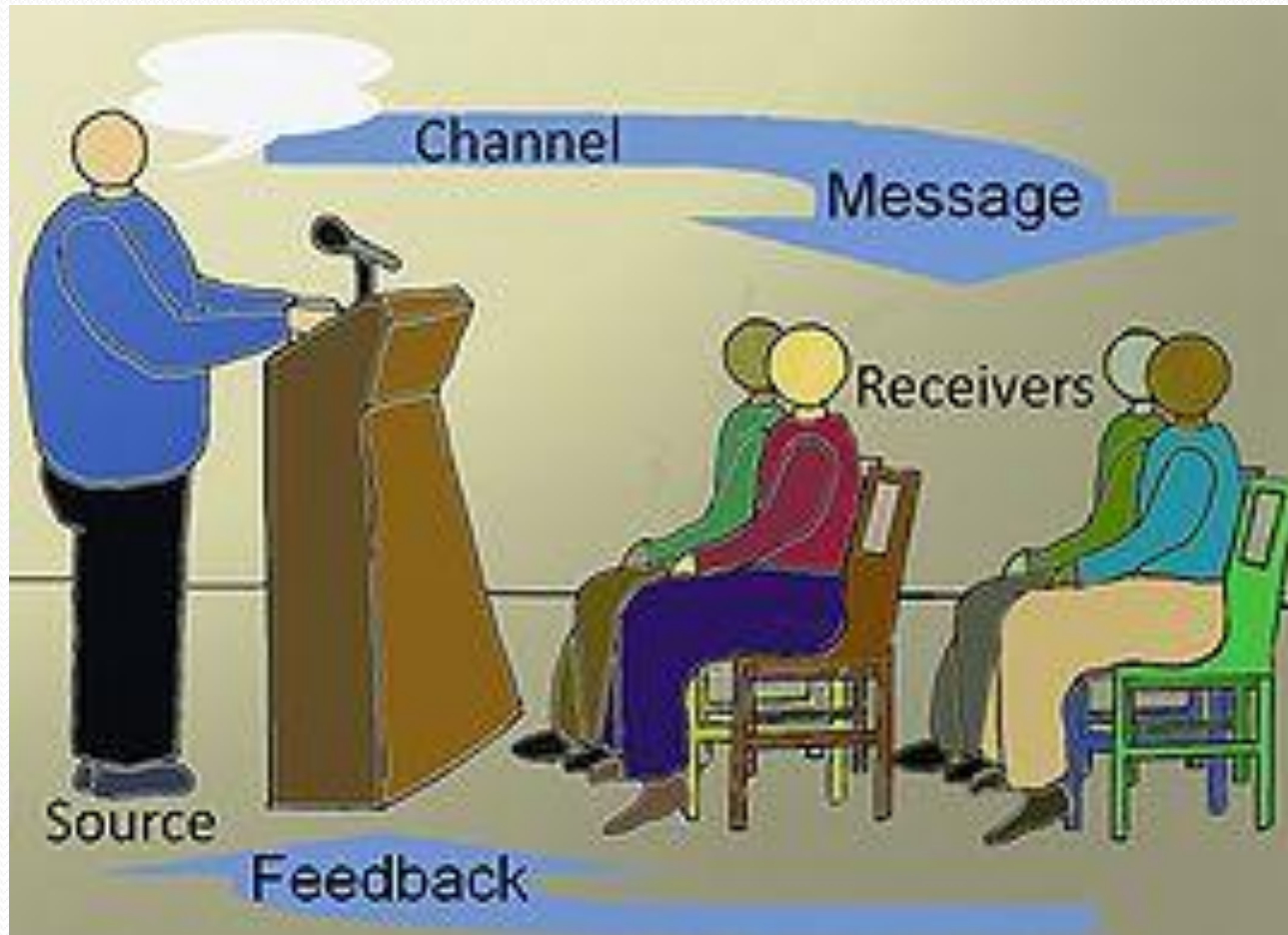


# How do we Communicate?

- Verbal;
- Written;
- Non-verbal:
  - body language, mimics, gestures
  - visual: images, fashion



# The Communication Process



# Some Technicalities:

## The Five Question Pyramid



**Who?  
Where?  
When?  
What?  
Why?**

# The Five-Question Pyramid (cont.)

- What is your **message**?
- Who is your **target audience**?
- When should you **deliver** the message?
- Why is the message **important**?
- How will you **reinforce the message**?

## THE MESSAGE

- Core information
- What do you want to be understood/remembered
- Clarity & brevity
- In touch with the audience

## THE AUDIENCE

- Analysis of the audience
- What is the level of knowledge about the subject?
- Are they for, against, or neutral towards the subject?



# Types of Presentations

- **Motivational**
- **Informative**
- **Political**
- **Educational**

- **Braveheart**

<http://www.youtube.com/watch?v=WLrrBs8JBQo&feature=related>



- **City Hall**

<http://www.youtube.com/watch?v=arNYCyTJ-DM>



# Presentation Structure

- **Introduction**
  - A few words about the presenter
  - Connect with / “Read” the audience
- **Get to the Point**
  - Tell them what you are going to tell them, tell them, tell them what you told them;
  - Prioritize your points;
- **Close the Door!**
  - Summary
  - Have a finish to remember
  - Be dramatic at times / Challenge at times
  - Review the main ideas/points with the audience

# Successful Verbal Presentations

## DO'S

- Connect with the audience
- Know the subject
- Find the smiles
- Ask questions
- Drop a couple of names
- Spontaneous, although carefully prepared
- Manage the expectations
- Finish on time

## DON'Ts

- Read from notes
- Ignore the audience
- Forget to be culturally sensitive
- Prepare lengthy presentations
- Be boring

# Barriers to Successful Communication

- Close-mindedness – hear & see only what you agree with
- Different meaning of words
- Emotional context
- Different perception
- Presenter's fears & emotions
- Language barriers
- Cultural differences



# Power Point Presentations

- One picture is worth a thousand words (visual impact)
- Know:
  - The subject
  - The audience
  - The PRESENTATION
- 666 Rule:
  - 6 bullets per slide;
  - 6 words per bullet;
  - 6 bullet slides in a row ;

# The Art of the Slide

- Easy to read and understand
- It's a sketch, it should include the main ideas, topics
- Keywords - this is not a novel page
- Not everything the speaker says should be in the PP Presentation
- Keep the balance between visual / words
- Reasonable number of slides

## VIII COMMON CODE OF THE FEAS MEMBERS

### **The code needs to:**

- Set the general framework for adopting specific stock exchange codes, limited in its application to the given regulatory framework,
- Leave sufficient space and possibilities to the stock exchanges to define their codes taking into consideration the level of development of corporate governance on the local level, as well as the market needs,
- Establish commonly acceptable criteria for stimulating and rewarding companies in the process of upgrading corporate governance,
- Set flexible criteria for determining implementation phases of the code with the recommendation to stock exchanges to define these criteria in more detail in their individual codes.

# *Tax Reform Timeline*

- Summer 2004: Participatory Process: Business community finances a group, under auspices of Ministry of Economics, to develop a business-version of the new tax code, but no big changes to the system and to the current code. PSI Fellow heads this group, and many of our ideas are being used. Virtually no transparency as far as the public is concerned. As well, everyone had forgotten about that so-called “amnesty,” and all summer, there is a great deal of pressure on business about violations of the old tax system under Shevardnadze (even though the new government says that the system is completely unacceptable and needs to be revised quickly); business is harassed to pay.
- September 2004: Final Product: the business version and the Ministry of Finance version are put together, resulting in a tax system very similar to what we have now, except with reduced rates. One big difference is introduction of system of arbitration.



# Principles of Corporate Governance

## **OECD Principles of Corporate Governance**

- The Role of Stakeholders in Corporate Governance

**The corporate governance framework should recognize the rights of stakeholders established by law or through mutual agreements and encourage active co-operation between corporations and stakeholders in creating wealth, jobs, and the sustainability of financially sound enterprises.**

- Disclosure and Transparency

**The corporate governance framework should ensure that timely and accurate disclosure is made on all material matters regarding the corporation, including the financial situation, performance, ownership, and governance of the company.**

- The Responsibilities of the Board

**The corporate governance framework should ensure the strategic guidance of the company, the effective monitoring of management by the board, and the board's accountability to the company and the shareholders.**

# The Ideal Communicator

- **Social, patient, persuasive, charismatic**
- **Fluent written and verbal communication, sense of news, good memory, capacity to synthesize and analyze, humor**
- **Able to make quick decisions, have solid knowledge of the topics, able to provide questions, statistics, information**
- **Stay with the goal: get the message through!**