



COMMUNICATION SKILLS AND TOOLS

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June 5, 2013

Baku, Azerbaijan



OVERVIEW

- Present some technical aspects of the communication process
- Discuss types of communication
- A few words about media communication and the press release
- Share some tips for successful communication

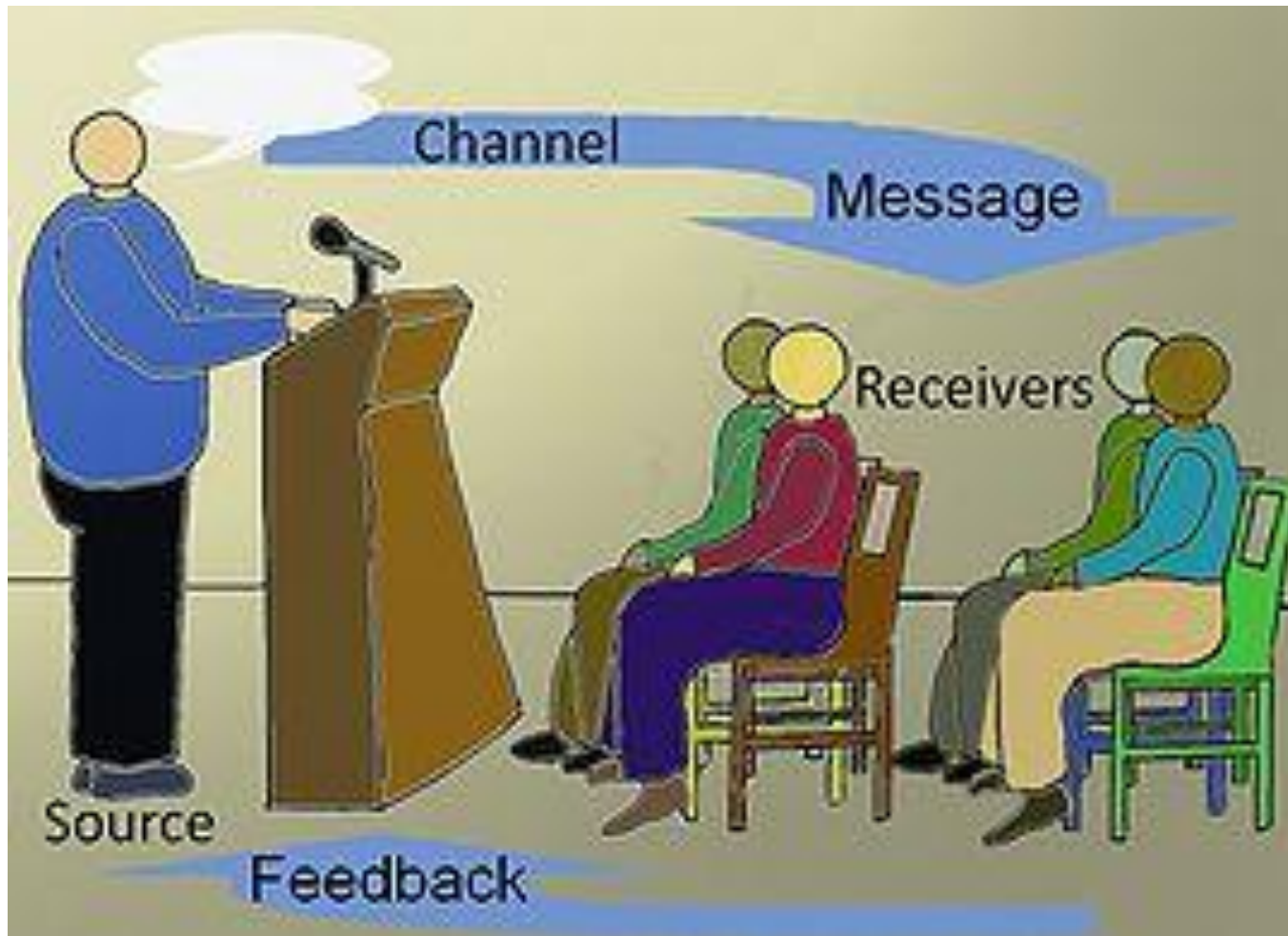


GOOD COMMUNICATION MATTERS

- 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?



SOME TECHNICALITIES: 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?



HOW DO WE COMMUNICATE?

- Verbal;
- Written;
- Non-verbal



VERBAL PRESENTATIONS

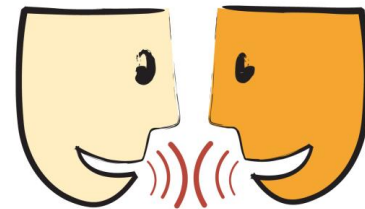
Types of presentations:

- Motivational
- Informative
- Political
- Educational



WRITTEN PRESENTATIONS

- Know:
 - The subject
 - The audience
 - The PRESENTATION
- Finding a balance between too much – too little information - Less is more!
- Use visual aids



A FEW WORDS ABOUT NON-VERBAL COMMUNICATION

- A large part of our communication is non-verbal
 - Gestures
 - Posture
 - Facial expression and eye contact
 - Speaking style
 - Clothing
 - Tone, rhythm and intonation





BARRIERS TO SUCCESSFUL COMMUNICATION

- Closed mind (we only hear & see what we want to hear/see, what reinforces our beliefs)
- Physical barriers
- Emotional barriers (personal feelings at the time)
- Difference in perceptions
- Language barriers
- Cultural differences



COMMUNICATING WITH THE MEDIA

o Good news means

- Novelty
- Impact
- Proximity
- Amplitude
- Prominence
- Uniqueness
- Conflict
- Human interest



THE PRESS RELEASE

- The press release is written for **editors and journalists.**
- It should have an **engaging headline.**
- Contains concise, interesting and accurate information (500 words)



THE PRESS RELEASE (CONT.)

- What is the goal of the press release (selling, branding)
- On the company's stationery
- The press release should begin with a brief header, like the headline in a newspaper.
- The first paragraph should give in short the **who, what, where, when, why, and how** of the press release
- Second paragraph: more details
- Closing: a brief paragraph that wraps up the release and repeats the pertinent information



TIPS FOR SUCCESSFUL COMMUNICATION

- ✓ Be prepared
- ✓ Know your audience
- ✓ Choose your words carefully
- ✓ Adjust your message, body language and appearance to suit your audience
- ✓ Check with your audience if they understand your message.

✓ **COMMUNICATE**



WRAP-UP

- How do you think this presentation should end (besides “Thank you for your attention” ☺)?
- Please draft the last slide of this presentation

