

Effective Communication

In Resumes, Emails, Interviews... basically, for any situation.

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Learning Objectives

After this presentation, you should be able to:

- identify your audience and their needs
- set goals, using your knowledge of your audience's needs, for your communication
- implement strategies for increasing the clarity of your communication
- understand how to leverage feedback to improve your message

Know Your Audience:


I found Waldo!



**Know Your Audience:
What is their role?**

Not everyone can help in every way...

- Role defines perspective.



A cartoon character with a yellow head and a blue shirt stands in a hallway with lockers, holding a sign that says "I'M HELPING".

**Know Your Audience:
How do they see themselves?**

Look, a fancy graph.

- Role defines perspective.
- Social groups influence relationships.




A diagram showing a central blue box labeled "Peers" with four arrows pointing to "Professors" (top), "Undergrads" (bottom), "Grads in Other Departments" (left), and "Grads in Other Departments" (right).

**Know Your Audience:
What do they want?**

Oh, shiny!

- Role defines perspective.
- Social groups influence relationships.
- Everyone is the hero of their own story.




A person in a dark suit and helmet, holding a sword and a shield, stands in a city setting.

**Set Goals:
What is the point?**

Hopefully you aren't asking this question about this presentation.

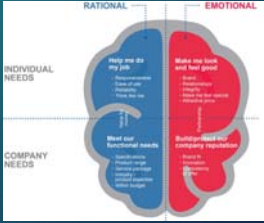
- Form follows function



**Set Goals:
How will you get there?**

Every block of stone has a statue inside it and it is the task of the sculptor to discover it. - Michelangelo


- Form follows function
- Emotions motivate
 - One motivator is rarely enough



**Set Goals:
Where to start?**

Start at the beginning, and when you get to the end, stop.

- Form follows function
- Emotions motivate
 - One motivator is rarely enough
- As close to the point of interest as possible.



Clarity: DISC

Developed by the Psychologist who made Wonder Woman... seriously

Clarity: The result of conciseness

I tried to get a quote from Jackie Chan, but he was too busy practicing a fight with a plunger.

- Trim the fat
 - Cut the write/talk-in
 - Cut the fluff (adverbs, birdwalks, etc)
 - 2nd draft = 1st draft - 10%
 - In short: if it's not contributing to the argument you're making, cut it.

Clarity: Show, don't tell

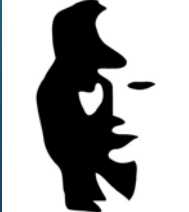
Insert witty comment here...

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- Talk is an argument, but actions are evidence.

**Clarity:
Data density**

Only slight hyperbole.


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 - 2nd draft = 1st draft - 10%
 - In short: if it's not contributing to the argument you're making, cut it.
- Talk is an argument, but actions are evidence.
- Everything should do two or more things.



**Processing Feedback:
Change the Focus**

He's trying to lead you down the path of righteousness. I'm gonna lead you down the path that rocks.

- What you mean to say is less important than what other people understand you to say.



**Processing Feedback:
Troubleshooting**

That sinister looking mind control device is actually just a hair perm-er. But it looks impressive, right?

- What you mean to say is less important than what other people understand you to say.
- Communication is like mind-control
 - Troubleshoot the product
 - Refer back to your audience
 - Refer back to your goals
 - Testers usually know when there's a problem
 - But rarely what the problem is
 - Or how to fix it.

