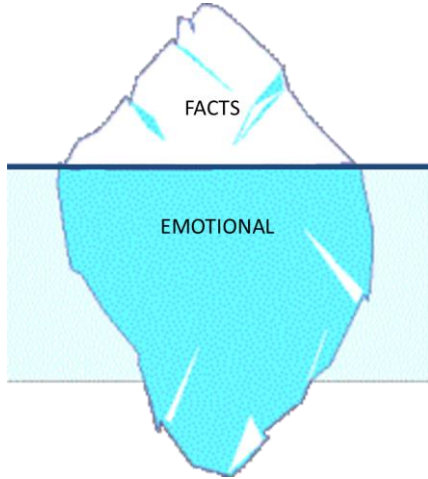


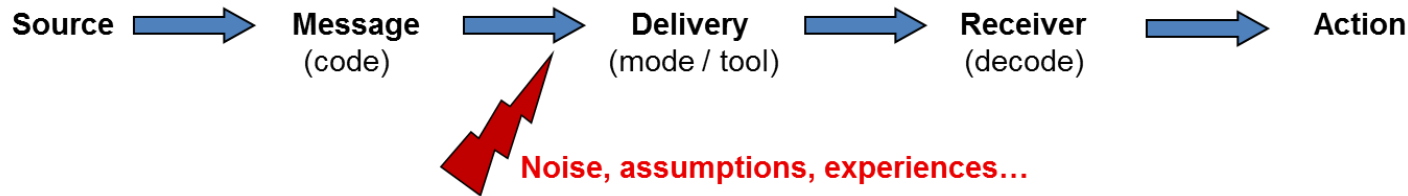
Communication is about imparting or exchanging information, yet it is more than facts:



When planning communication, think of a communication iceberg and go beyond the facts:

- Goals: What is your aim or what action do you want to see?
- Relationship: Who are you talking to?
- Context: Why should they care?
- Engagement: How will you build trust?
- Tools: What is your core message?
- Can you build a picture or tell a story or use examples?
- What is the best medium / format for transmission?
- Have you provided all the information they need to act?
- Can you simplify the information to make it easier for them to understand or act?

Communication is a process that can easily go wrong without understanding, care or planning:



When you are communicating, it is *your* job to make it work. You need to ensure the following:

1. The right message gets through – make it relevant, simple, realistic, believable
2. Why before how / what – emotionally people will not buy in unless they understand why first
3. The right tone is set – words are only 7% of communication, 55% is body language, 38% is voice
4. Mix all senses – mix visual, audio & tactile tools as some people “see “ things, some “hear” & some “feel”

It is not just what you say that really counts.....

Must Knows

- Communication is a vital skill for personal and business success
- It can always be developed
- It should be planned & be more than just facts

Must Do Actions

- Have a reason, a goal & explain “why”
- Be clear on your desired outcomes or needs
- Understand the audience and be relevant to them
- Go beyond facts !

Impacts

- Avoiding misunderstanding
- Raised understanding
- Buy-in, not telling
- Building rapport
- Engagement
- Motivation