TAKING STEPS
TO BE A BETTER COMMUNICATOR
STORYTELLING

Andrew Stanton
Wow us with your story about your company
Take us with you on the journey
Make us care
More visuals, less text
Oh yay, an essay!

- Consider your colors and make sure they’re easy on the eyes.
- Don’t overwhelm the audience with text, no one wants to read lengthy slides.
- For that matter, don’t read from your slides.
- Use them to enhance your presentation — not repeat it.
- Bulleted lists should be short and sweet.
- But avoid bulleted lists if you can. They’re awful.
- Vary your slides so it isn’t all one type, position, or feel.
Oh yay, an essay!

- Consider your colors and make sure they’re easy on the eyes.
- Don’t overwhelm the audience with text, no one wants to read lengthy slides.
- For that matter, don’t read from your slides.
- Use them to enhance your presentation — not repeat it.
- Bulleted lists should be short and sweet.
- But avoid bulleted lists if you can. They’re awful.
- Vary your slides so it isn’t all one type, position, or feel.

(This was awful wasn’t it?)
Instead, make memorable statements
The Town Where Everyone Wears A Gas Mask
"The single biggest problem in communication is the illusion that it has taken place." George Bernard Shaw

Nobel and Oscar winner
FACT or MYTH

1. Public speaking is performing
2. Communication is disseminating information
3. The best way to reduce anxiety is by practicing
FACT or MYTH

1. Public speaking is performing
2. Communication is disseminating information
3. The best way to reduce anxiety is by practicing
A BAD PRESENTATION
FOUR GOALS

1. Connect with others
2. Direct and hold their attention
3. Promote understanding/memory
4. Drive them to action
MANNERISMS as DISTRACTIONS

FACIAL

VOCAL

POSTURE

MOVEMENT
BEFORE AND AFTER TRAINING

Before Instruction
2 BCC Tools
Posture Can Undermine Your Engagement
LANDING A JUMP

BCC's Test Dummy - Crash
Landing a jump technique

TEST CONDITIONS:
Secondary movement should be avoided.
It may feel more comfortable, but it's artificial.

TEST RESULTS:
1. More natural stance
2. Better breathing
3. Lowers chin position naturally
4. Better gestures
Do you like fresh fish?
It’s just fine at Finney’s Diner.
Finny also has some fresher fish
That’s fresher and much finer.
But his best fish is his freshest fish
And Finney says with pride,
“The finest fish at Finney’s
Is my freshest fish, French-fried!”
Do you like fresh fish? //

It’s just fine / at Finney’s Diner. ///

Finny also has some fresher fish ///

That’s fresher and much finer. //

But his best fish is his freshest fish ///

And Finney says with pride, //

“The finest fish at Finney’s /
Is my freshest fish, // French-fried!”
Do you like fresh fish?
It’s just fine at Finney’s Diner. Finny also has some fresher fish.
That’s fresher and much finer.
But his best fish is his freshest fish.
And Finney says with pride, “The finest fish at Finney’s
Is my freshest fish, French-fried!”
10 Steps to a More Powerful Presentation

1. Brainstorming and researching
2. Identifying strengths and weaknesses
3. Classifying participants: power archetypes
4. Prioritizing the audiences
5. Writing speech materials
6. Priming the participants
7. Practicing the presentation
8. Responding in real-time
9. Spinning the key issues
10. Deconstructing the presentation
Do you like fresh fish? It's just fine at Finney's Diner. Finny also has some fresher fish that's fresher and much finer. But his best fish is his freshest fish. And Finney says with pride, "The finest fish at Finney's is my freshest fish, French-fried!"

BRAINSTORMING

ECU COLLEGE OF BUSINESS
10 Steps to a More Powerful Presentation

1. Brainstorming and researching
2. Identifying strengths and weaknesses
3. Classifying participants: power archetypes
4. Prioritizing the audiences
5. Writing speech materials
6. Priming the participants
7. Practicing the presentation
8. Responding in real-time
9. Spinning the key issues
10. Deconstructing the presentation
WHO IS THE TARGET AUDIENCE?
Click to add an argument

Click to add more arguments
TAKING STEPS
TO BE A BETTER COMMUNICATOR

TITLE

NAMES here, here, and also here
JUST SAY NO
Choosing to have fewer children

1.29

Birth rate (2004)
Choosing to have fewer children

1.29

Birth rate (2004)
Serif Font

- Thick and thin strokes
- Serifs

Century Old Style

Sans Serif Font

- Strokes have even width
- Plain

Futura Book
Wow us with the story of your company
Barrick Gold Corporation

-Alexandra Adams
The Beginning
REDUCING ANXIETY

STEPS TO LESS SELF-FOCUSED ATTENTION

1. Develop and practice fundamental skills which result in feeling comfortable with public speaking (eye engagement, gesturing, breathing, and voicing)

2. Understand that participants are predisposed to engage you (in fact, most anxiousness is not seen by others)

3. Replace *Speech Anxiety Talk* (looking inward) with strategies that look outward (eye gaze, gestures, and movement exercises)

4. Schedule minor speaking opportunities to develop your communication actions prior to a significant speech
STEPS TO LESS SELF-FOCUSED ATTENTION

1. Develop and practice fundamental skills which result in feeling comfortable with public speaking (EYE ENGAGEMENT, GESTURING, BREATHING, AND VOICING)

2. Understand that participants are predisposed to engage you (IN FACT, MOST ANXIOUSNESS IS NOT SEEN BY OTHERS)

3. Replace *Speech Anxiety Talk* (looking inward) with strategies that look outward (EYE GAZE, GESTURES, AND MOVEMENT EXERCISES)

4. Schedule minor speaking opportunities to develop your communication actions prior to a significant speech
1. Develop and practice fundamental skills which result in feeling comfortable with public speaking (EYE ENGAGEMENT, GESTURING, BREATHING, AND VOICING)

2. Understand that participants are predisposed to engage you (IN FACT, MOST ANXIETY IS NOT SEEN BY OTHERS)

3. Replace Speech Anxiety Talk (looking inward) with strategies that look outward (EYE GAZE, GESTURES, AND MOVEMENT EXERCISES)

4. Schedule minor speaking opportunities to develop your communication actions
Brief History of CVS Caremark

Customer Value Stores
- 1963  Founded by Stanley and Sidney Goldstein and Ralph Hoagland
- 2004  Completed buyout of Eckerd stores, Health services, mail order and PBM
- 2007  Merged with CVS Caremark
- 2014  Opened 700th CVS in Minnesota
1963  Founded by Stanley and Sidney Goldstein and Ralph Hoagland
2004  Completed buyout of Eckerd stores, Health services, mail order and PBM
2007  Merged with CVS Caremark
2014  Opened 700th CVS in Minnesota
Brief History of CVS Caremark

1963  Founded by Stanley and Sidney Goldstein and Ralph Hoagland

2004  Completed buyout of Eckerd stores, Health services, mail order and PBM

2007  Merged with CVS Caremark

2014  Opened 700\textsuperscript{th} CVS in Minnesota
Make us care
Advertisements and subscriptions are Pandora’s only source of revenue.

Royalty rates have increased threatening to silence Pandora for good.

Pandora’s costs are exceeding revenue.

Over the past year, Pandora has been in litigation with major music groups attempting to lower royalty rates and adjust license agreements.

Revenue alterations to their current business model will be necessary in order to stay afloat.
# Making Better Arguments

<table>
<thead>
<tr>
<th>Highlights</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Comparable Sales Growth</td>
<td>5.6%</td>
</tr>
<tr>
<td>Earnings Per Share Growth</td>
<td>11%*</td>
</tr>
<tr>
<td>2011 Total Shareholder Return</td>
<td>34.7%</td>
</tr>
</tbody>
</table>

*In constant currency.
Highlights

Global Comparable Sales Growth
5.6%

Earnings Per Share Growth
11%*

2011 Total Shareholder Return
34.7%

*In constant currencies

2011

i'm lovin' it
More visuals, less text
History

• Coca-Cola history began in 1886 when the curiosity of an Atlanta pharmacist, Dr. John S. Pemberton, led him to create a distinctive tasting soft drink that could be sold at soda fountains.
• In 1887, another Atlanta pharmacist and businessman, Asa Candler bought the formula for Coca Cola from inventor John Pemberton for $2,300.
• By the late 1890s, Coca Cola was one of America's most popular fountain drinks, largely due to Candler's aggressive marketing of the product.
• He unified the bottling companies to create the unique, glass coke bottles we know today.
• Also had coupons printed on newspapers, which was considered very innovative for that time.
Instead, make memorable statements
Diversity

- Barrick believes that diverse perspectives enhance organizational strength and problem solving ability.
- They hire employees from all of their various sites. This makes for a workforce with very differing nationalities and ethnicities.
Between the three of them they control 90% of the market.
YOU ARE YOUR COMMUNICATION
HOW DO OTHERS SEE YOU?
BCC RESOURCES:  WWW.ECU.EDU/BUSINESS/BCC

Business Communication Center - BCC

The Business Communication Center's goal is to strengthen the communication skills of business students through workshops, class instruction, coaching, partnerships with faculty, and online tutorials. BCC provides an integrated approach to coaching COB students in professional speaking and writing. For instance, BCC has developed instructional materials for the Strategy First (BUSI 1200), Leadership I (BUSI 2200), and Leadership II (BUSI 3200) courses in the new Leadership and Professional Development Program. You are your communication and that is your brand. The BCC can help you ensure your brand is positive and powerful.

INSTRUCTIONS

Hover/tap on the image hotspot to show the information text, and click/tap the hotspot to go to the link page. For touch screen devices tap anywhere outside of the image to close any hotspots and information text.