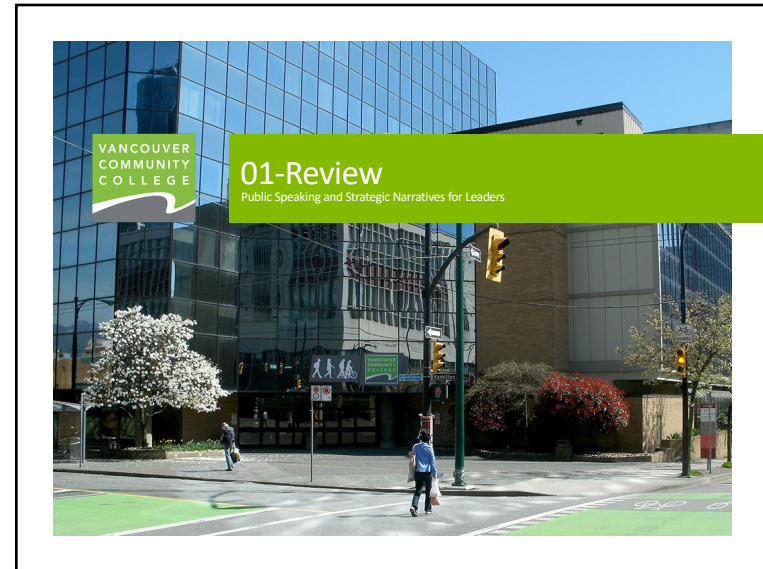
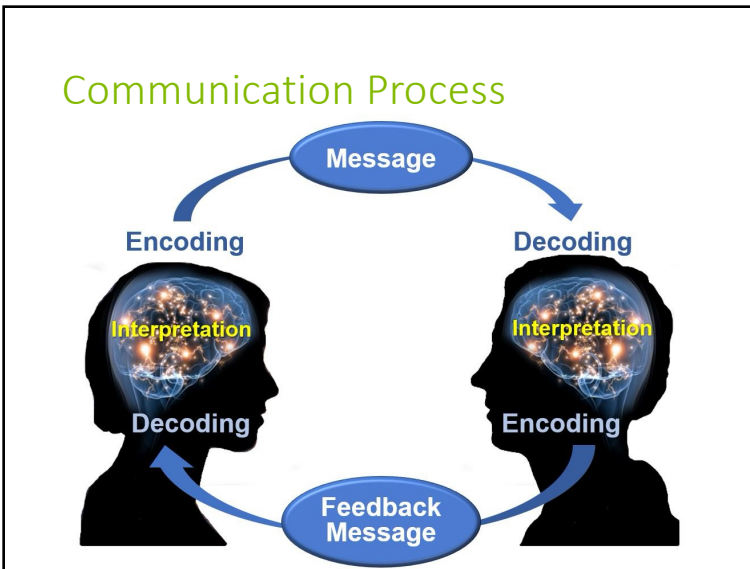




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Tips for Better communications

- Use straightforward language.
- Speak slowly and enunciate clearly.
- Encourage feedback.
- Check frequently for comprehension by asking questions.
- Observe eye movements.
- Accept blame.
- Listen without interrupting.
- Remember to smile.
- Follow up in writing.

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## Before You Present:



**Know Your Audience**

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## Three Jobs for the Introduction



- Attention Getter (Hook).
- Credibility Statement.
- Preview Your Theme.

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## Structuring the Main Body



- Organize chronologically, geographically, by importance, from simple to complex, etc
- Use clear transitions...

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## The Conclusion

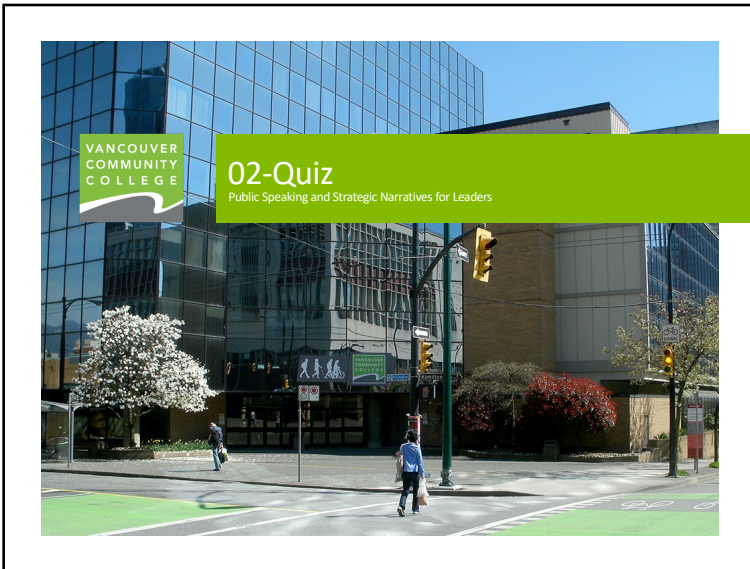
- Summarize your main points
- Take questions
- Hand out handouts (if necessary)
- End on a strong note (Call to Action)
- (Thank the audience)

CONCLUSION



8

8



9

**Question One**

---

Which of the following is NOT part of the communication process?

- A. Encoding your thoughts.
- B. Watching the other person's lips.

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**Question Two**

---

Which of the following is one strategy for overcoming communications difficulties?

- A. Repeating yourself louder and more slowly.
- B. Following up in writing.

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**Question Three**

---

Which of the following is one of the things you should accomplish in the Conclusion of a presentation?

- A. Thank the audience.
- B. Take a feedback poll.

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**Question Four**

Which of the following is one of the functions that a presentation's visual aids performs?

- A. Keep the audience oriented as to where you are in the material.
- B. Keep the audience amused with pictures, animations, and slick transitions.

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**Question Five**

Before you give a business presentation you should:

- A. Prepare a killer joke to get everyone's attention.
- B. Think about who the audience is and adapt your material to them.

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**03-Elements of Storytelling**  
Public Speaking and Strategic Narratives for Leaders

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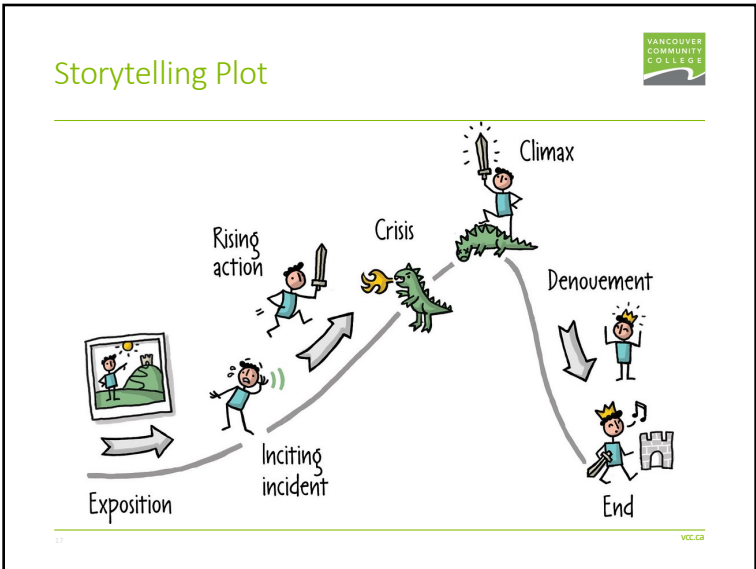
**Elements of Storytelling**

Character      Setting      Plot

**THEME**

16

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VANCOUVER COMMUNITY COLLEGE

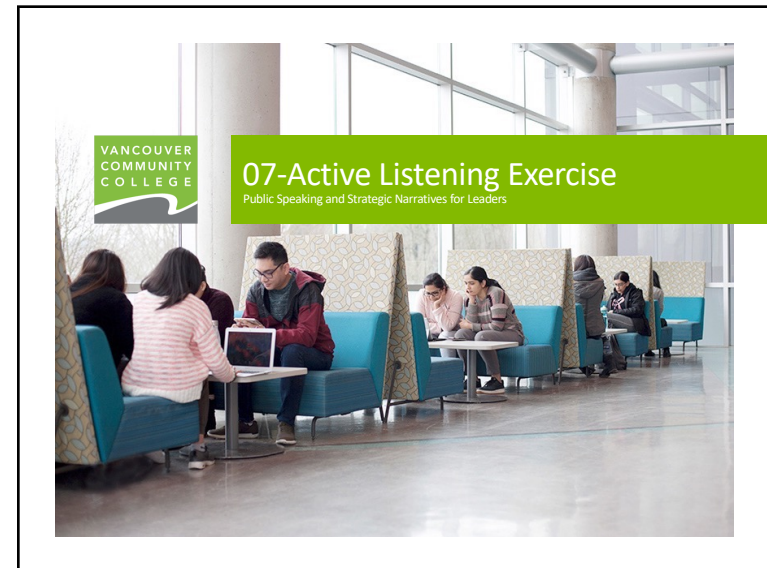
## Storytelling Exercise-01

Public Speaking and Strategic Narratives for Leaders

- Work with your breakout partners to develop a Steve Jobs style introduction for a product (of your choice):
  - The history before your product?
  - What problem your product solves.
  - What is unique/special about your product.
- Try to show your company (and rivals) as characters with distinct personalities. Why is it that only your company could make this particular product?

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**It's vs Its**

- *It's is a contraction of It Is.*
- Its is a possessive.
  - *"It's a hard nock life."*
  - *"That is its ball."*

---

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**It's / Its Exercise-01** 


---

- 1. \_\_\_ going to be a dark night tonight.
  - a) It's
  - b) Its

---

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**It's / Its Exercise-02** 

---

- 1. We are going into \_\_\_ lair.
  - a) It's
  - b) Its

---

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### It's / Its Exercise-03



- 1. The cat wagged \_\_\_ tail like a dog when we got home.
  - a) It's
  - b) Its

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### It's / Its Exercise-04



- 1. Each bird has \_\_\_ own unique song.
  - a) It's
  - b) Its

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### It's / Its Exercise-05



- 1. I think \_\_\_ going to rain later, so don't forget your umbrella.
  - a) It's
  - b) Its

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### They're / Their / There



- They're is a contraction of "they are".
  - *"They're going to Las Vegas for a conference."*
- Their is a possessive.
  - *"Their dog is trapped in a tree."*
- There is a place.
  - *"He's in that house over there."*
  - *"There you go."*

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### They're / Their / There Exercise-01



- 1. \_\_\_ going to the concert tonight.
  - a) There
  - b) They're
  - c) Their

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### They're / Their / There Exercise-02



- 2. The students left \_\_\_ books on the table.
  - a) They're
  - b) There
  - c) Their

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### They're / Their / There Exercise-03



- 3. \_\_\_ are a lot of different opinions about that topic.
  - a) They're
  - b) There
  - c) Their

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### They're / Their / There Exercise-04




- 4. I can't believe \_\_\_ already finished with the project!
  - a) They're
  - b) There
  - c) Their

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They're / Their / There Exercise-05 

---


- 5. The family invited us to \_\_\_ house for dinner.
  - a) They're
  - b) There
  - c) Their

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 **09-Homework for Day Three**  
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Homework for Day Three 

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- Send me a copy of your Presentation-01 Slides.
- Read the handout: “How to Build a Strategic Narrative”.
- Prepare for your first presentation (if not already presented).
- Prepare for a short quiz on the Day-01-02 material.

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