The art of communicating

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It is simply impossible to become a great leader without being a great communicator

Mike Myatt, Forbes contributor and author of Leadership Matters
I know that you believe you understand what you think I said, but I am not sure you realise that what you heard is not what I meant.
Communications SUCCESS

Simple
Unexpected
Concrete
Credible
Emotional
Stories
Elevator Pitch: Content

- Plan a powerful opening and conclusion
- Have three messages
- Tell a story
- Use analogies and examples
- Simplify your slides or brochure
Elevator Pitch: Delivery

- Convey confidence
- Avoid verbal fillers
- Use vocal inflections and energy
- Move and gesture with purpose
- Be culturally aware
Tips and techniques

1. Numbers don’t speak for themselves
2. How to bring data to life
3. How to address questions and concerns
4. How to draw attention to the key points
The Exercise

Complete the handout individually in relation to the project you are working on or another project you are familiar with.

In groups of 4 (one speaker, one videographer, one interviewer and one notetaker) use a smartphone to deliver your pitch

1. The anchor statement as a gift.
2. Why should I listen to you?
3. What is the true dilemma?
4. Prove it with one comparison.
5. What you may be wondering is…
6. Close with a verbal picture.