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# Powerful Communication Skills Workshop

2.00-3.30pm, Friday 30 June

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# What we'll be doing in this Workshop

- Coping with the “graveyard shift”
- Talking about principles of good communication
- Working in groups to write a media release about the Emerging Pacific Leaders' Dialogue

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# 1. Discussion

- What are the best ways to communicate different kinds of information?
- For example, think about:
  - How you would tell your boss you don't like their management style?
  - How you might convince a busy minister to support your project?

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# 1. Discussion

- Work in groups of ten people
- Spend the next few minutes preparing a list of the three most important things you need to consider in communicating powerfully

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# 1 Discussion

- Report back to the large group on your list of three most important considerations

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## 2. The principles of powerful communication

- Let's start by asking Sue Vardon and Di Yerbury for their opinions

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## 2. The principles of powerful communication

- Work out what you want to achieve
- Identify the needs of your audience—put yourself in the reader's place and then write what you'd like to read about
- Present information:
  - Accurately;
  - Clearly; and
  - Professionally.

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## 3. Group work

- Prepare a media release on the Emerging Pacific Leaders' Dialogue 2006

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## 3. Group work

- How to write a media release
- It should be:
  - ❑ Short—one typewritten page maximum and keep paragraphs short;
  - ❑ Informative—providing the information people need in a logical order;
  - ❑ Interesting—containing quotes and examples. (You could also include a picture.)

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## 3. Group work

- Further advice:
  - Work out who your audiences are?
  - Work out what kinds of information those audiences need?
  - Work out whether there is a word or an image that will capture people's attention

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## 3. Group work

- Write in plain language:
  - No long, fancy words
  - No jargon
  - No long, complicated sentences
- Make it easy to read

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## 3. Group work

- Most importantly, work out something very interesting to say in the first paragraph—something which will attract readers' attentions and make them want to keep on reading. Journalists call this “the hook”. You could:
  - Summarise;
  - Start with a story, a joke or a quote; or
  - Describe the scene.

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## 3. Group work

- Subsequent paragraphs should provide supporting information—adding to the material in the first paragraph
- Organise this information in descending order of importance

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## 3. Group work

- The structure of the media release should be:
  - A headline: something exciting that captures what the media release is about;
  - An opening paragraph: the hook;
  - The body of the media release: with the most important information first; and
  - The closing paragraph: contact information.

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## 3. Group work

- Again work in groups of ten
- Sue Vardon, Di Yerbury and I will walk around and help you with the task
- Be ready to read out part of your media release to the larger group at 2.40pm

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## 3. Group work

- Between now and 2.40pm, work in groups to prepare a media release on the Emerging Pacific Leaders' Dialogue 2006

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## 4. Presentations

- Presentations by groups of their media releases

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## 5. Summing up

- Remember that you needed to work out:
  - the purpose of the media release;
  - Who it was for; and
  - How to present your information accurately, clearly and professionally.

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## 5. Summing up

- These strategies for powerful communication apply in a lot of different situations
- Doing this may be hard and take time but you improve your chances of informing and persuading people

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## 5. Summing up

- Learn from experts. Some advice is to read newspaper and magazine stories as well as looking at tv interviews—what catches your attention? What works really well?



EPLD 2006

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LEADERS' DIALOGUE

28 JUNE – 12 JULY 2006

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