



Rotary Leadership Institute

Sunshine Division Event Agenda

Memorable Messages Graduate Class

Registration Opens
Check in, Distribution of materials, Breakfast

Welcome, Introductions

Communications and Key 1

Break

Keys 2 and 3

Lunch

Key 3, Putting it all Together

Evaluation

Closing Ceremonies

Welcome to the
Rotary Leadership Institute

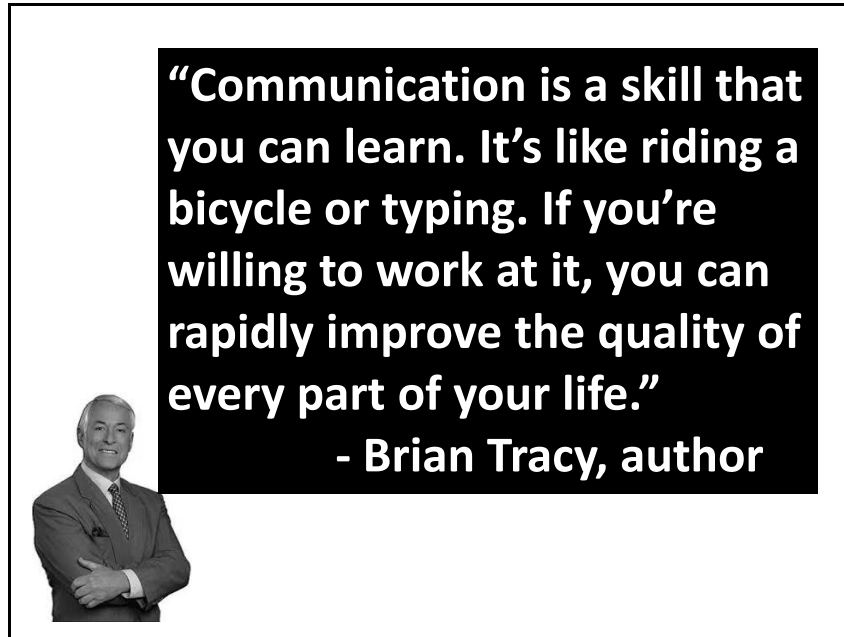
MEMORABLE MESSAGES

The Art of Effective Communication

Today's Objectives

- **Understand Effective Communication**
- **Learn the Keys to Success in communication**
- **Explore Learning Styles and Motivators**
- **Prepare and deliver a presentation**

Effective Communication



Session Goals

- Understand Effective Communications
- Identify how we communicate and the tools we use

Resource Materials

- Tell Rotary's Story RI document 547A en <https://my.rotary.org/en/document/tell-rotarys-story-voice-and-visual-identity-guidelines-rotarians>
- Top 10 Ways to Improve your Communication Skills <http://lifehacker.com/top-10-ways-to-improve-your-communication-skills-1590488550>
- Secrets of Success www.dalecarnegie.com
- Toastmasters International website www.toastmasters.org
- Rotary Learning Center – Toastmaster series rotary.org

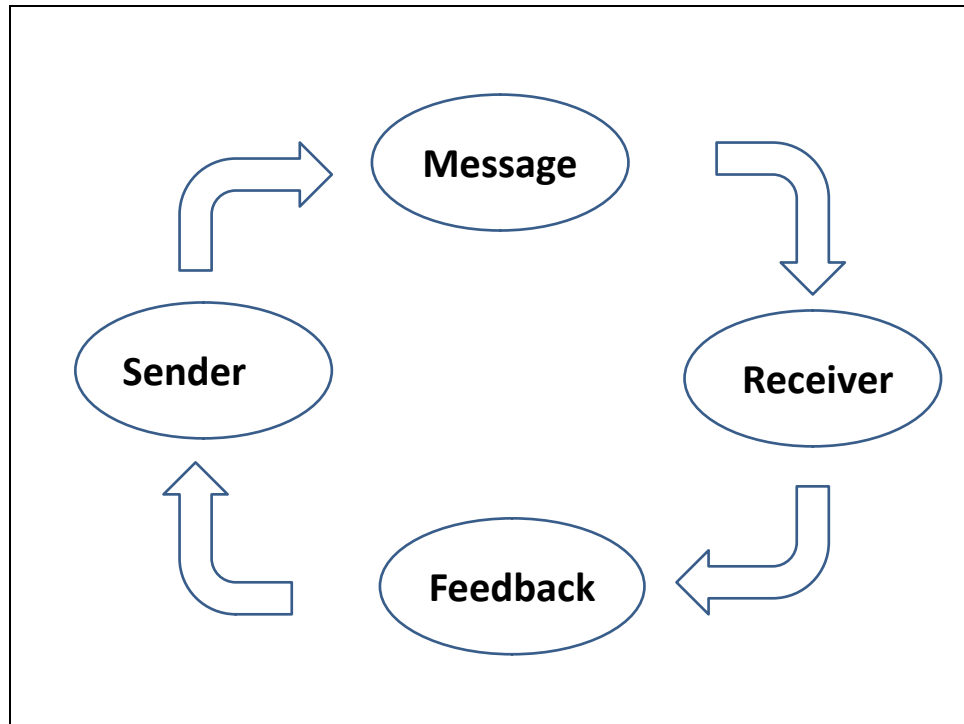
Effective Communications

What is communication?

Why do we communicate?

How do you know when it is effective?

Why does it matter? Does it matter?



How do people misunderstand a message?

How Do We Communicate?

What are the basic building blocks of communication?

What tools do we use to “get the word out”?

Know Your Objective



Session Goals

- To learn the importance of purpose
- Identify the correct type of presentation and structure

Resource Materials

- Public Speaking information website <http://www.write-out-loud.com/>
- Speech outline
<https://www.ohlone.edu/sites/default/files/documents/imported/speechoutlinetemplate.docx>
- More outlines https://library.ivytech.edu/Valpo_COMM101/outlines

Types of Presentations



- ✓ Informational
- ✓ Entertainment
- ✓ Persuasion
- ✓ Inspirational
- ✓ Introduction

What is the purpose of each of these types of Presentation?

When would you use each of them?

Informational

Entertainment

Persuasion

Inspirational

Introduction

Presentation Structure

- Opening
- 3 points
- Closing



What are the parts of each of the Types of Presentation?

Informational

Entertainment

Persuasive

Inspiration

Introduction

Know Your Audience



Session Goals

- Identify audience information
- Apply Learning Styles
- Learn effective Motivators

Resource Materials

- Understand your audience <http://pcs.ieee.org/communication-resources-for-engineers/audience-purpose-and-context/understand-your-audience/>
- Learning Style inventory (website quiz) <https://vark-learn.com/the-vark-questionnaire/>
- Personality Types website <http://www.businessballs.com/personalitystylesmodels.htm>

Who are they?

- What is their opinion of this topic?
- What relationship do we have?
- What do they all have in common?
- What do they already know?
- What do they want to know?



How can you collect this information about your audience?

Why is this important to your presentation?

How Do They Learn?

**People take in and learn
information in 3 ways:**

- **Visual**
- **Audio**
- **Kinetic**

How would this impact your presentation?

How can you incorporate the three Learning Styles into your presentation?

Learning Styles

How could you identify an Audio person?

How might you identify a Visual person?

How might you identify a Kinetic person?

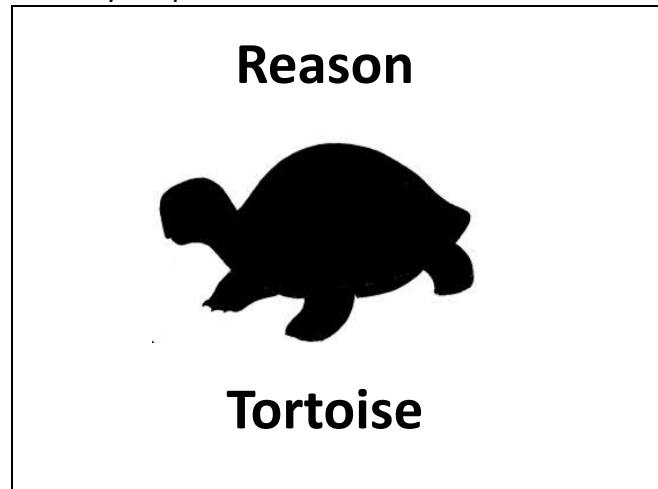
How Do They Hear?

People process information in 4 basic ways:

- **Reason**
- **Goals**
- **Action**
- **Harmony**

How might the Motivators impact your presentation?

What would people motivated by reason listen for in your presentation?



How might you identify a Tortoise?

What would people motivated by goals listen for in your presentation?



How might you identify a Race Horse?

What would people motivated by action listen for in your presentation?



How might you identify a Hare?

What would people motivated by harmony listen for in your presentation?



How might you identify a Deer?

Exercise!

Motivators

Action
Goals
Harmony
Reason

Learning Styles

Audio
Visual
Kinetic

Deliver the Message



Session Goals

- Preparing for a presentation
- Creating a positive image
- Give a presentation

Resource Materials

- Presentation Tips Univ. of Washington
http://www.washington.edu/doit/TeamN/present_tips.html
- Using Props <http://mannerofspeaking.org/2011/09/29/ten-tips-for-using-props-in-a-presentation/>
- Rotary Learning Center – Deliver a Speech (Toastmasters)

Be Prepared

Dale Carnegie said:

**“Know far more about your
subject than you can use.”**

Dale Carnegie is the author of “How to Win Friends and Influence People”. It is the second bestselling book in the world after the Bible. It has been in continuous publication since 1936 and printed in almost every known language.

How Do You Prepare?

What resources can you use to prepare a presentation?

What do you need to know for a verbal presentation?

What do you need to know for a written presentation?

Create a Positive Image

What is a Positive Image?

Why does it matter?

RLI – SD Student Guide

Slide One:

Slide Two:

Slide Three:

Slide Four:

How Do We Create a Positive Image?

What tools do we have to create a Positive Image?

What is the most important tool?

Dress the Part

What does this mean?

What is appropriate?

How do you know what is appropriate?

Body Language

Can Body Language be controlled?

Examples of Positive Body Language

Examples of Negative Body Language

What is Mixed Body Language?

Control Your Voice

What are some examples of voice quality?

Choose Your Words

What does this mean?

What sorts of words / language should you avoid?

Using Props

What is a Prop?

When should you use a prop?

How should a prop be used?

Using Technology

What kinds of technology might you use in a verbal presentation?

What kinds of technology might you use in a written presentation?

Do you need to use technology?

What happens when it fails?

Give a Speech

Give a 3 – 5 minute presentation on a subject of your choice.

Please include the Keys to Success:

| <u>Know Your Objective</u> | <u>Know Your Audience</u> | <u>Deliver the Message</u> |
|---|--|---|
| Presentation Type Presentation Structure | Who Are They? Learning Styles Motivators | Be Prepared Positive Image Delivery |

At the end of your workbook is blank paper and resource material you may use to prepare your presentation.

Summary

Effective Communication is:

- The successful transfer of an idea from one person to another
- Easy when you use the 3 Keys for Success
 - Know Your Objective
 - Know Your Audience
 - Deliver the Message

To learn more, go to the Rotary Learning Center and check out the Toastmaster's sessions or join a Toastmaster's club near you!

RLI – SD Student Guide

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Presentation Structures

| | |
|----------------------|---------------------|
| Informational | Opening |
| | 3 Points |
| | Closing |
| Persuasion | Opening |
| | Statement of Need |
| | Proposal for Change |
| | Benefits of Change |
| | Closing |
| Introduction | Topic |
| | Importance |
| | Speaker |
| Entertaining | varies |
| Inspirational | varies |

Learning Styles

| | |
|----------------|--|
| Visual | 40% of population, primarily male Learn through seeing / reading Uses “seeing” words: “I see”, “Looks good!” |
| Audio | 40% of population, primarily female Learns through hearing Uses “hearing” words: “I hear what you are saying”, “Sounds good!” |
| Kinetic | 20% of population, equally divided Learns through action/ hands on, learns by doing Uses “action” words: “I get you”, “Feels good to me” |

Motivators

| | |
|---------------------------|---|
| Reason (Tortoise) | 35% of population Favorite question: WHY? Interested in the details, operations, previous experience & testing Motto: Be Prepared |
| Goals (Race Horse) | 22% of population Favorite question: WHAT? Interested in rewards, competition and achievements Motto: Keep the end in mind |
| Action (Hare) | 18% of population Favorite question: HOW? Interested in when they can start, what to do, action! Motto: Follow me! |
| Harmony (Deer) | 25% of population Favorite question: WHAT IF? Interested in how it affects everyone, whether it can be changed and that everyone wins Motto: One for all and all for one |

Things you need to know

Live Presentation (speech)

Time limit

Your audience

Your topic

Your purpose

Is there a microphone

What technology is available

Is there a lectern or podium

Who will introduce you

Date and time

Is it in-person or online

Print presentation

Space limit (how many words)

Who the audience is

Your topic

Your purpose

What technology is available?

Can you include pictures / videos?

When will it be published / aired?

Body Language

Positive

- Smile
- Open arms / open palms / showing thumbs
- Leaning forward
- Nodding
- Unbuttoned coat
- Both feet on the floor
- Steepling fingers
- Hands on hips (readiness)
- Hitching trousers (readiness)

Negative

- Crossed arms (with fists)
- Leg over the arm of a chair
- Crossed legs
- Leaning away
- Rubbing nose (doubt) / ear / eye / neck
- Clenched hands
- Putting items in mouth (anxiety)
- Clearing throat (anxiety)
- Hand over mouth
- Wringing hands

Mixed

- Any combination of positive and negative body language

Online Delivery Tips & Tricks

Visual

Ensure you have front lighting, so you aren't a silhouette.

Be aware of what is behind you (or use a backdrop – virtual or actual)

Sit close enough to the camera to create a “portrait” effect (head and shoulders only)

Position the camera at eye level (use a USB camera if needed rather than the one in your laptop)

Audio

Test your mic and speakers to adjust volume

Use a USB mic if higher quality is needed

Use a “pop screen” to prevent hard vowels (a screen between you and the mic)

Control your background noise (shut doors, etc)

Mute yourself to cough or sneeze

Presenting

Talk a bit slower than normal to allow for connection delays

When asking a question, count 6 seconds in your head before saying anything to allow for connection delay.

Remember that only 1 person can speak at a time

Consider using a support person to manage noise control and the chat box

Use the chat box! Share links and contact information. Save the chat at the end of your session.

Evaluation – Rotary Leadership Institute – Graduate

Discussion Leader _____ *Date* _____

Memorable Messages

| | | |
|---|-----|----|
| This session improved my Rotary or Business knowledge | Yes | No |
| Would you recommend this session to others? | Yes | No |
| Would you recommend this Discussion Leader to others? | Yes | No |

Comments: Please feel free to share your comments on the Discussion Leader or the Curriculum

Logistics

| | | |
|---|-----|-------|
| The advance registration process was easy to understand | | _____ |
| The directions to the venue were clear and easy to understand | | _____ |
| The on-site registration /check-in was orderly, organized and relatively quick | | _____ |
| The food and beverages were satisfactory | | _____ |
| The classroom atmosphere was appropriate for this type learning experience | | _____ |
| Would you recommend this Graduate class to other Rotarians as an avenue to enhance their leadership skills in Rotary or business? | YES | NO |

Comments