



Tips For Improving Communication

Identify the “objective”?   What do you want/need from the other party?

For the other party to simply “hear”



or, for them to “do something”?



Encourage the “receiver” to ask questions;



Encourage the “receiver” to take notes;



Utilize appropriate body language  and

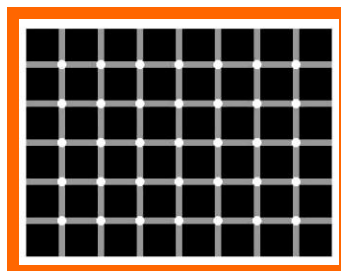
eye contact;



Remember the impact space, pace, use of pause  and

silence  have on the “meaning” of the message;

Avoid seeing black dots



“Tips” for Trainers and Presenters

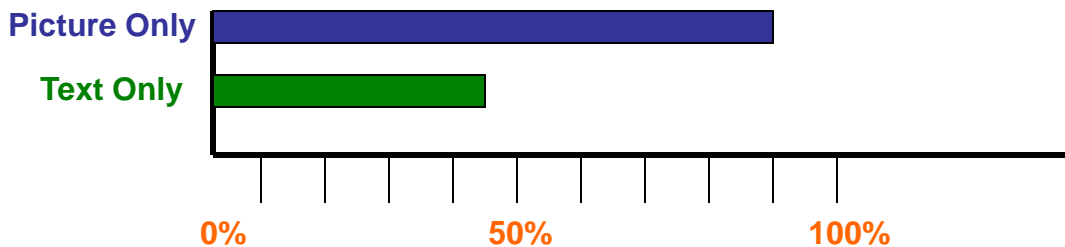
(from “Brain Rules” by John Medina)



Recognition Soars With Pictures

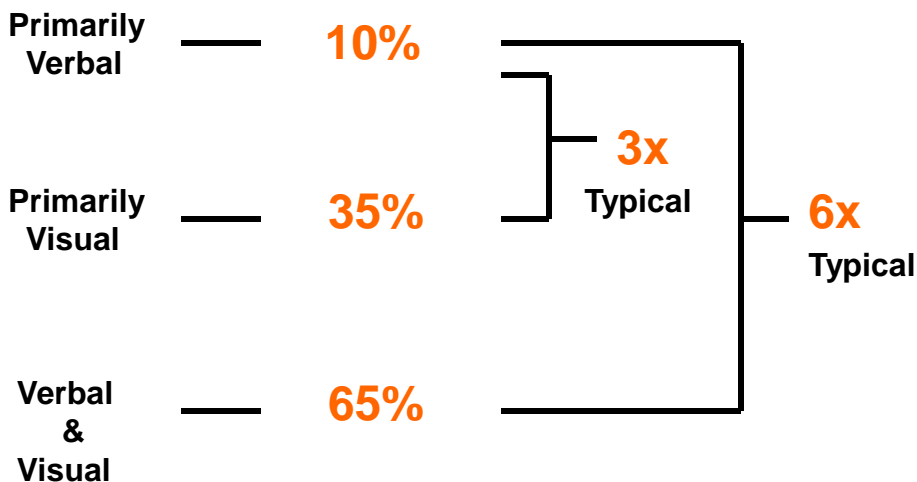
Various articles show that recognition doubles for a picture compared with text.

Concrete text is more effective than abstract text because it's better eliciting a visual cue.



A Rule of Thumb for Presenters

You get 3 times better recall for visual information than for verbal. And you get 6 times better recall for information that's simultaneously verbal and visual.



“Tips”



for Trainers and Presenters

(from “Brain Rules” by John Medina)

Immediate recall: **Pictures**



Win!

Within seconds of exposure pictures beat sentences and words for recall.

And, in memory tests where people are shown hundreds of photos, they can remember **90%** three days later...and **63% after a year!**

