

Every Interaction Creates an Impression

Laura Schildkraut



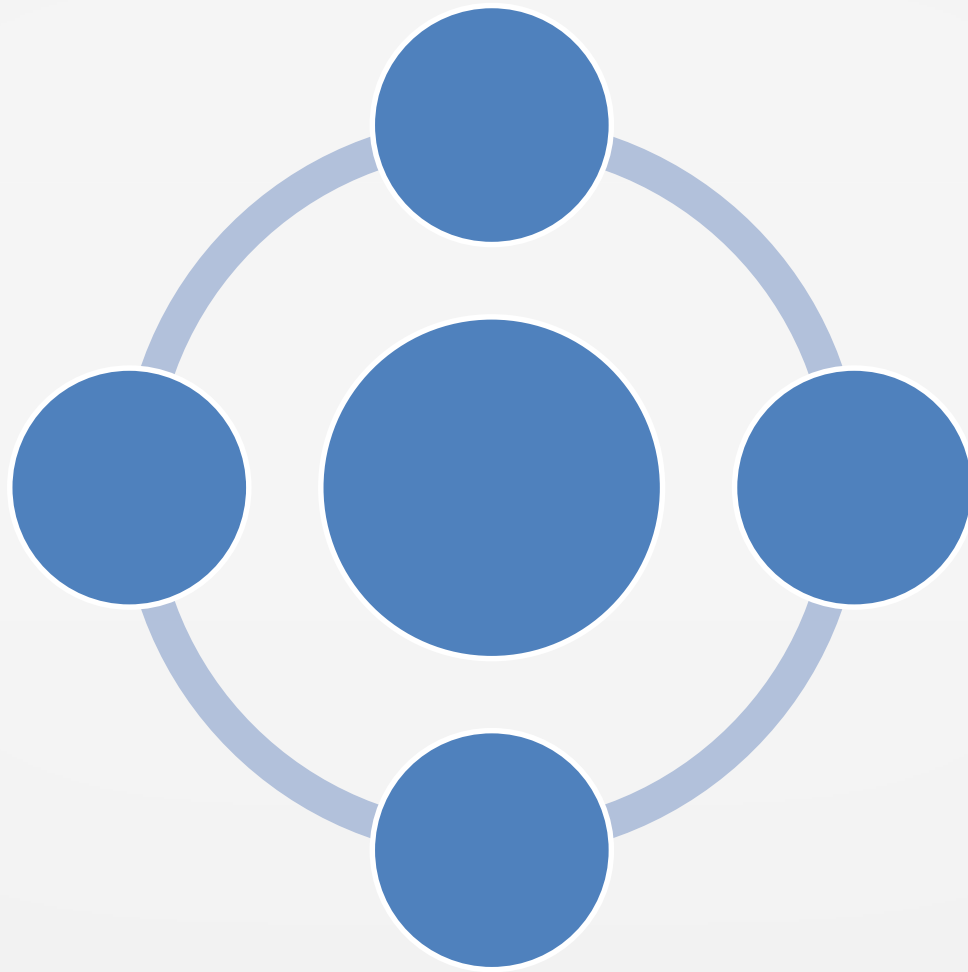
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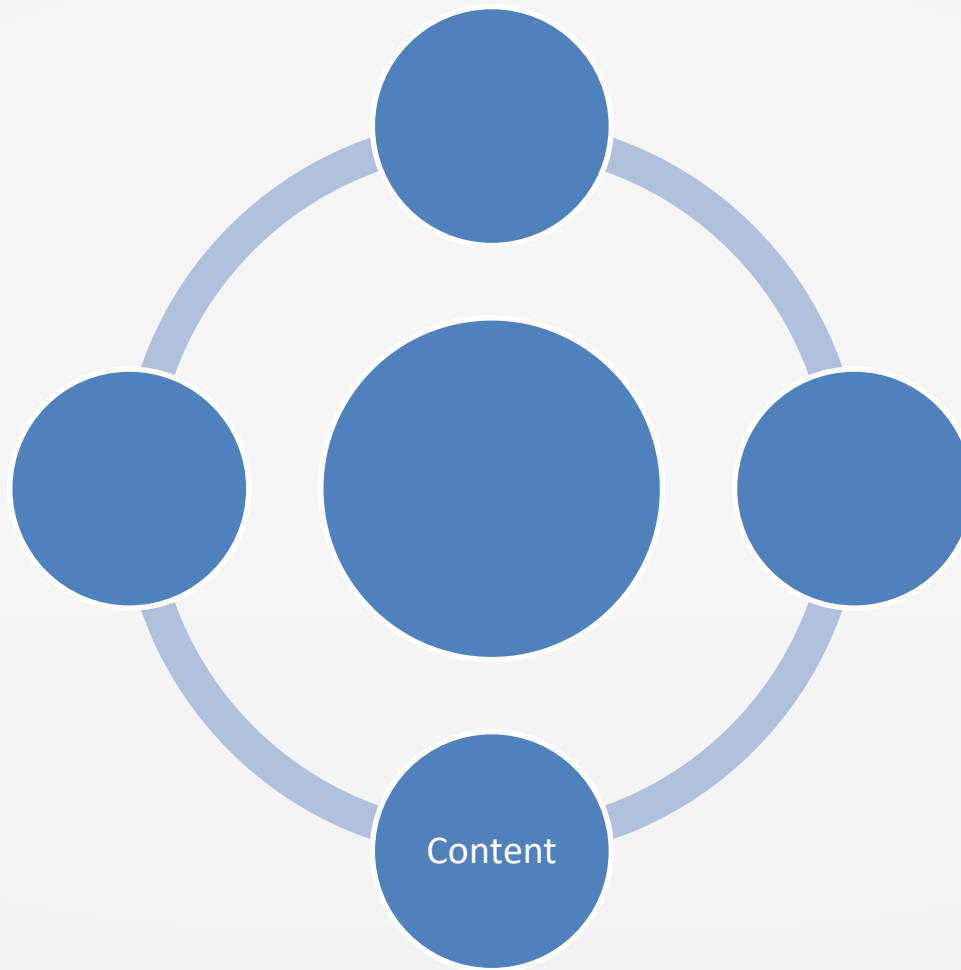
THE BIG CHANGE

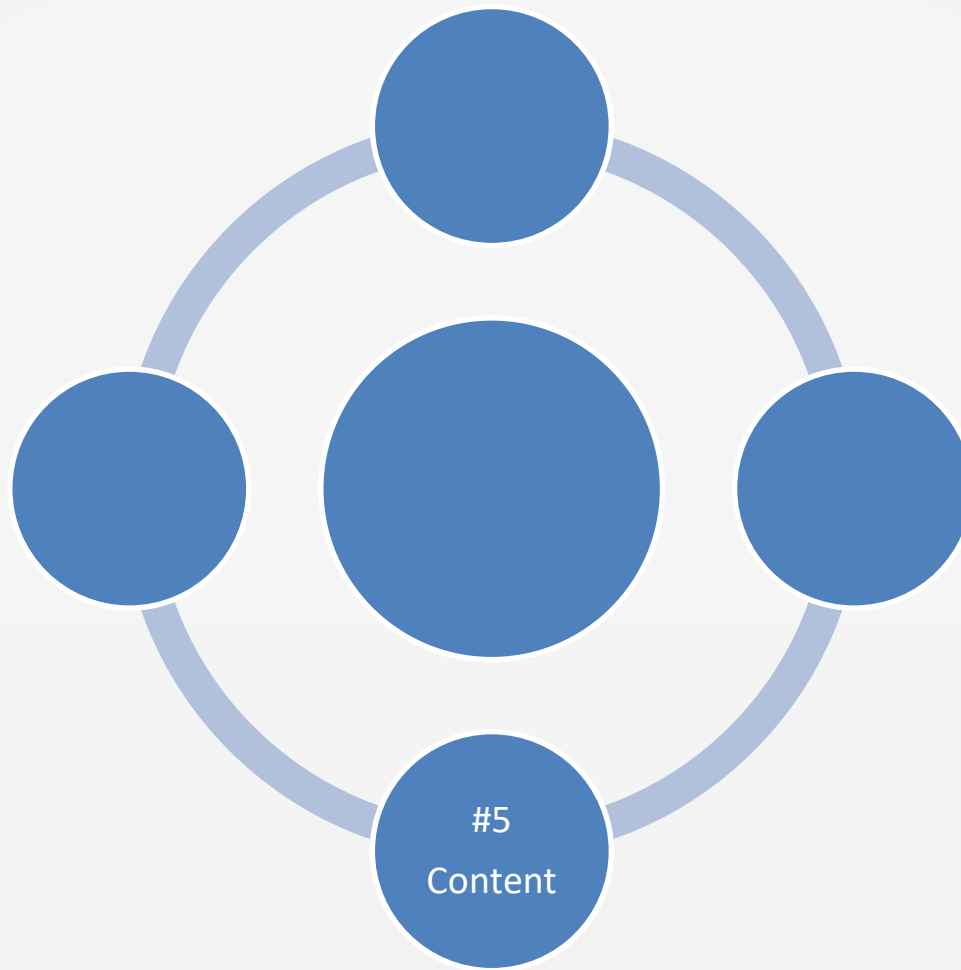


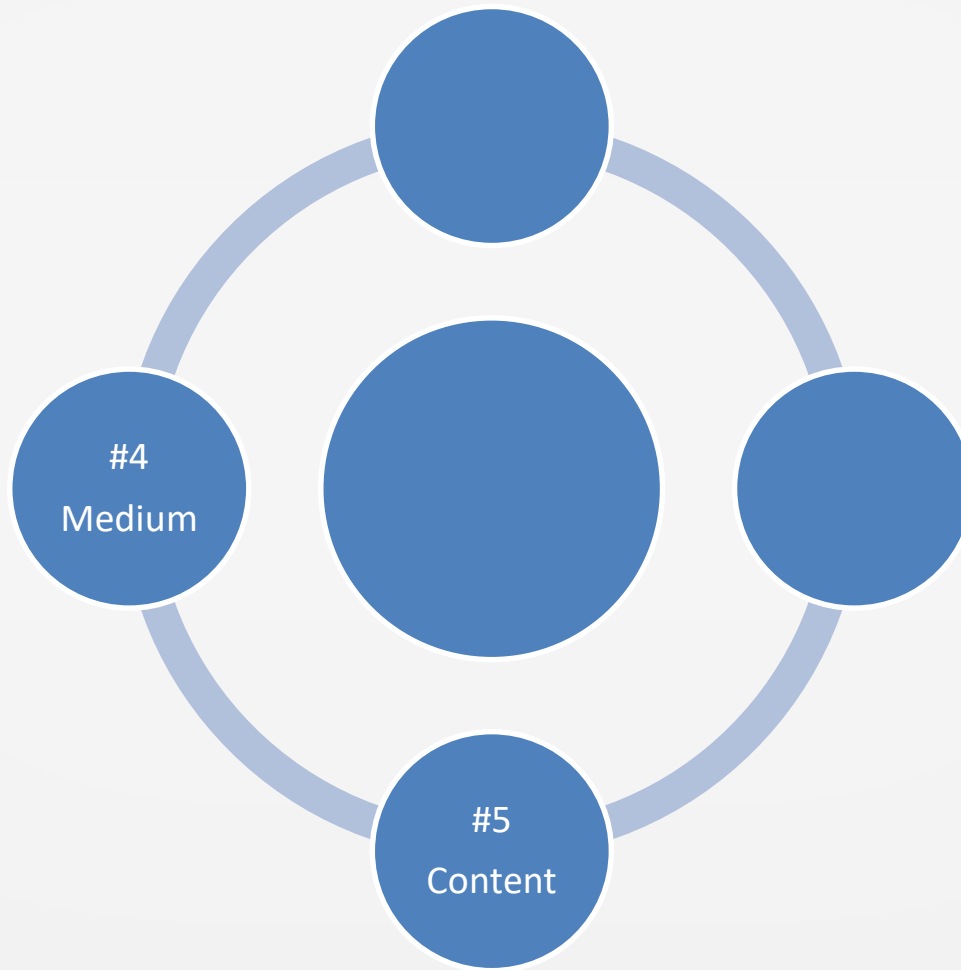
Why is it important to be an effective communicator?

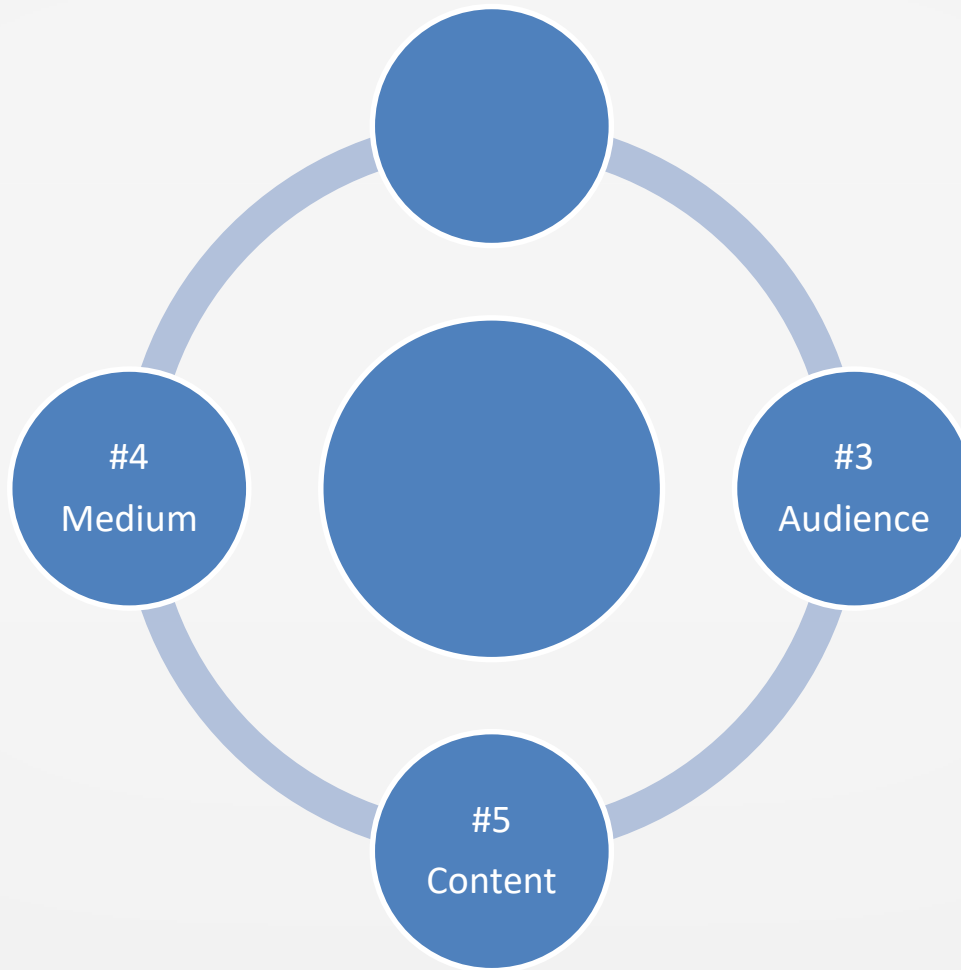


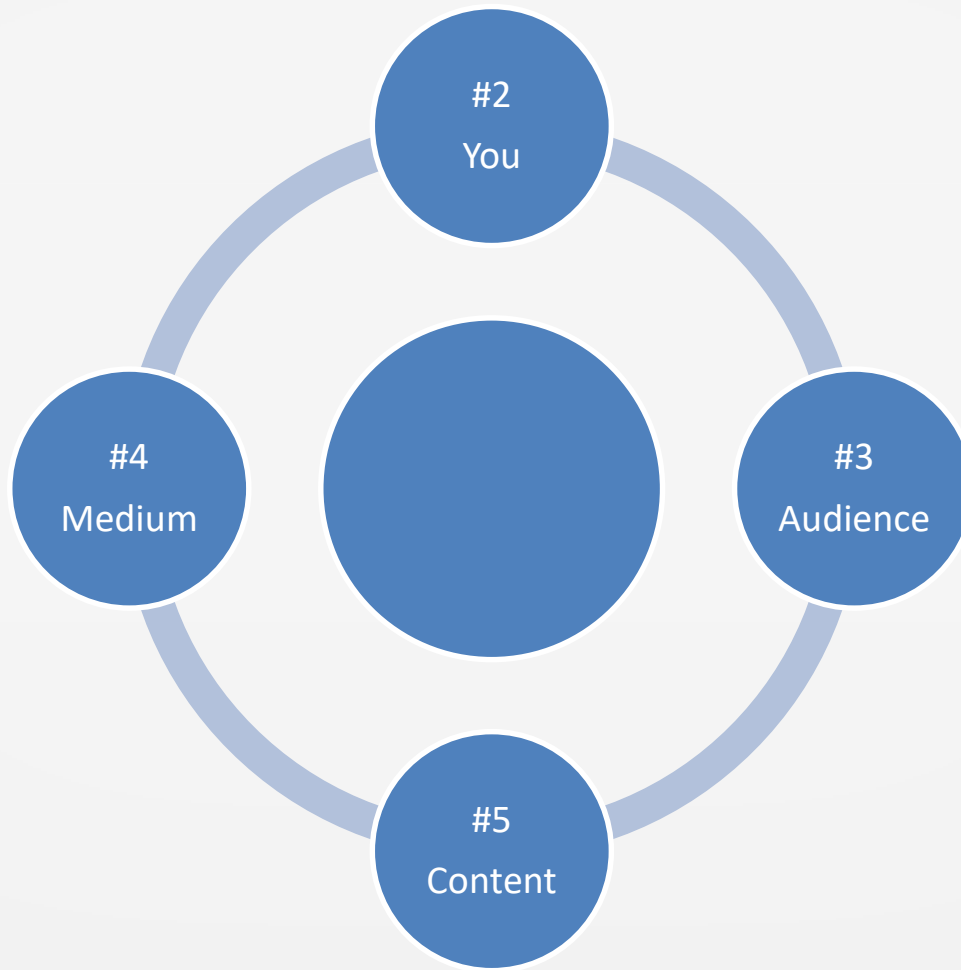


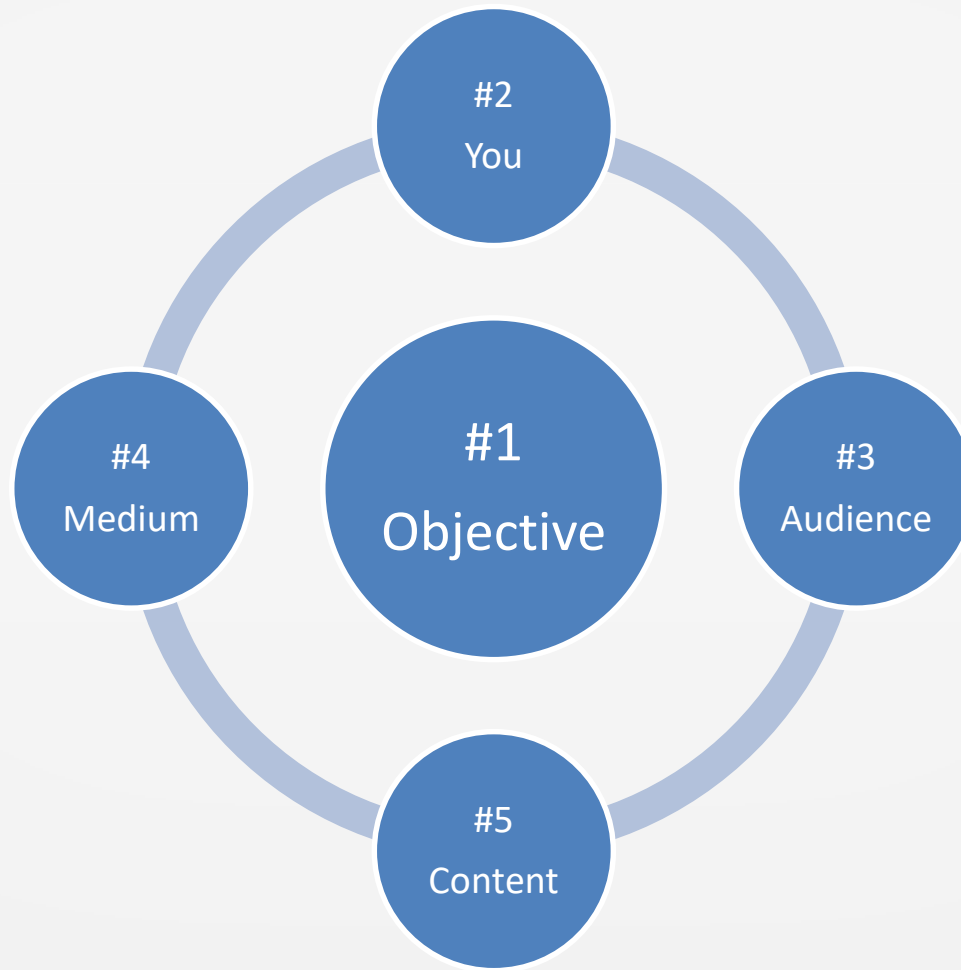




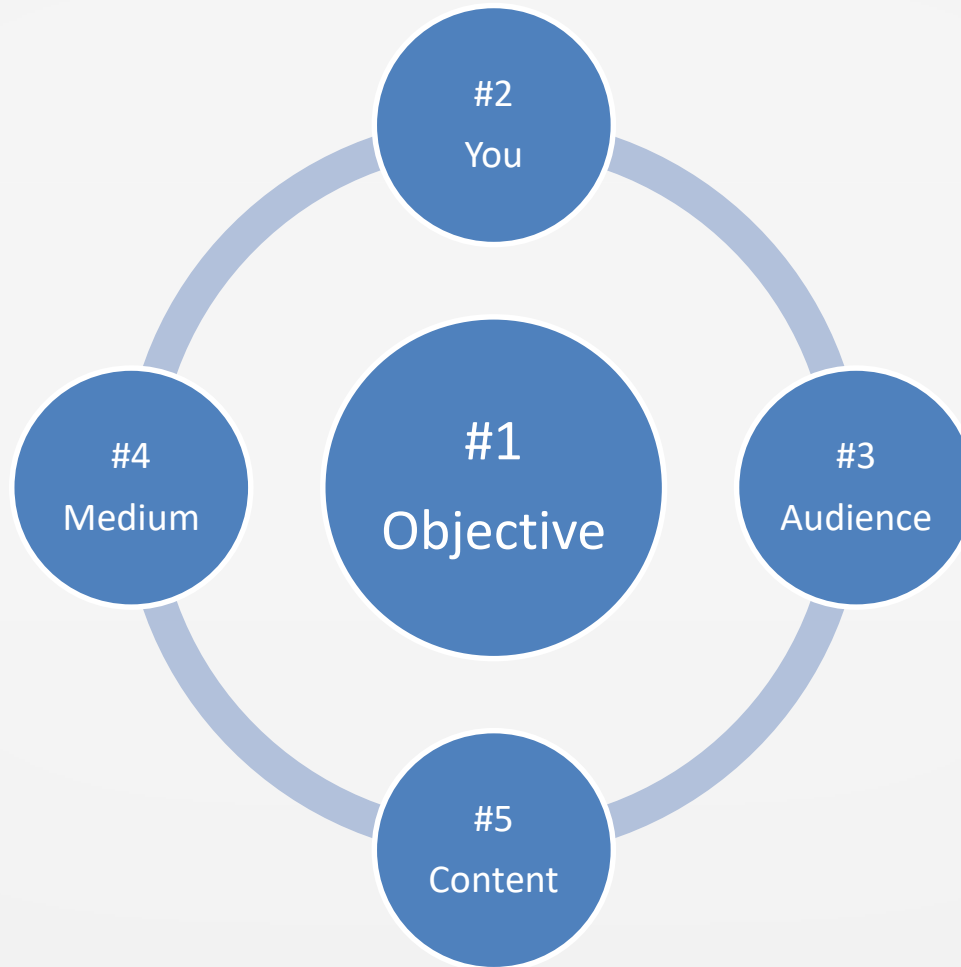








Deliberate Communication



Deliberate Communication Communicator

Credibility Boosters



Deliberate Communication Communicator

Credibility Boosters



Credibility Busters



Deliberate Communication Audience



Deliberate Communication Audience



Deliberate Communication Audience



Deliberate Communication Audience



Deliberate Communication Audience



Deliberate Communication Audience

- Who are they?
- What do they know?
- What can they do?
- What benefits matter the most?
- Is your desired action hard/expensive?



Deliberate Communication Medium

Yikes! So many choices!!!

How many can you name?



Deliberate Communication Medium

- Formal vs Informal?
- Speed to prepare?
- Immediate response?
- Message complexity?
- High participation necessary?
- Record necessary or desirable?
- Who needs whom more – right now?
- Device type?



Deliberate Communication Content

LESS IS MORE

- Point 1
- Point 2
- Point 3
- Point 4
- Point 5
- Point 6
- Point 7
- Point 8
- Point 9

- Point 1
- Point 2
- Point 3



Deliberate Communication Content

USE FORMAT TO YOUR ADVANTAGE

The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog.

The Fox and the Dog

The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog.

- Dog 1
- Dog 2
- Dog 3



Deliberate Communication Content

DO THE HARD WORK,
SO YOUR AUDIENCE DOESN'T HAVE TO

The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog.

	Advantages	Disadvantages
Dog	Friendly Cuddly	Sheds Needs Walks
Fox	Clever Opportunistic	Mean Dangerous

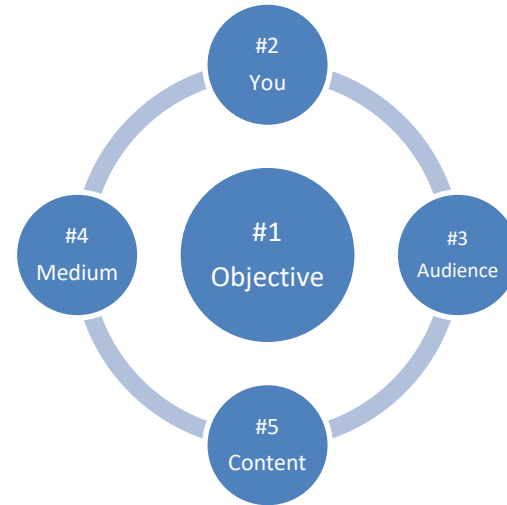
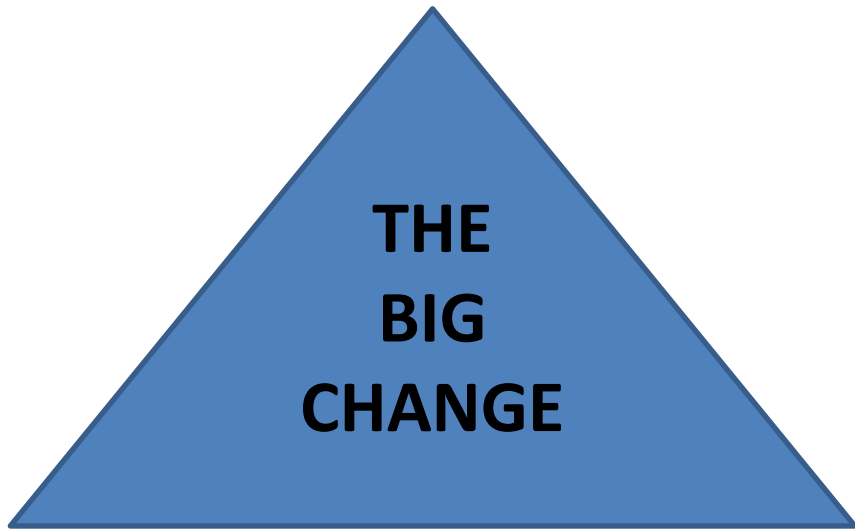


Deliberate Communication Content

CLARITY IS KEY



DELIBERATE COMMUNICATION



#1 – Objective

What is your desired outcome?

#2 – You

What is your situational credibility?

#3 – Audience

What do they know? What do they care about?

#4 – Medium

What is the best medium to be both effective and efficient?

#5 – Content

- Less is More
- Use format to your advantage
- Do the hard work
- Clarity is Key

THERE'S NO SUCH THING AS PROFESSIONAL COMMUNICATION THAT IS PURELY TO INFORM



ONBOARDING
GEN Y

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