

**COMMUNICATING
WITH
ANYONE!**

WHAT IS COMMUNICATION?

- Simply put - sharing information in an *understandable* way
- Sender (you)
- Receiver (them)
- Medium (how)
- Message (what)
- Most important takeaway:
 - If they don't understand, you are not communicating

COMMUNICATION: IT'S MORE THAN WORDS

- Vocal
 - Music, Laughter

- Visual



- Physical
 - Thumbs up, Side-eye

READ THE ROOM!

- Who is your audience?
- Create an Avatar
- Tailor your message

CREATE AN AVATAR

- Imaginary 'person'
- Ideal audience
- Develop different avatars based on expected audience
- Examples of avatars:
 - Classmate's Mom
 - Industrial Manager
 - Professor

AVOID JARGON & COMPLEX TERMS

- Not everyone speaks 'engineer'
- Audience does not know what you know
- Start with high level overview
- Use simple terms
- Keep the details for those who ask

THE INFAMOUS ELEVATOR PITCH

- 15 – 30 seconds, 1-2 sentences
- 3 minutes, one paragraph
- High Level overview of project
- Short version of Executive Summary
- Create several versions for different avatars

PRACTICE MAKES PERFECT

- Make notes, create a script
- Multiple scripts for different audiences
- Rehearse content out loud
- Practice in front of mirror (Yes, you will feel uncomfortable – that's the point)
- Create checklist of main points for reference

VISUAL COMMUNICATION

- White Space – use it!
- Font size – easy to read
- Graphics – charts and graphs
- Cutaways – show hidden information
- Tabletop – samples and prototypes
- Neatness counts

PUT IT ALL TOGETHER

- Trust yourself – you know your project
- Wear comfortable shoes
- Look your best to feel your best
- Your checklist is a tool – use it if you need it

...AND NOW FOR SOMETHING COMPLETELY DIFFERENT

- Reimbursement Process
 - One person per team
 - Receipts taped to paper
 - No personal items
 - Due Friday April 26th
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