

3.1

Effective Communication

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| What are we going to do today | <p>Duration of the session- 4 hours, divided into these parts:</p> <ul style="list-style-type: none"> • Presentation of the theoretical part- 20 min • Brief discussion and comments on the topic- 10 min • Activity 1- Pitch your business idea: 60 min public speaking workshop • Overview of the activity: 10 min • Activity 2- Negotiate your business issue: 60 min workshop • Overview of the activity: 10 min • Activity 3- Picture your smart business story: 60 min. storytelling workshop • Wrap up session- 10 min |
| Overall description | <p>The aim of the session is to learn the main concepts of communication, negotiation, storytelling, and the use of various forms of communication to achieve the expected results in business. The elements of effective communication are going to be applied in practice during three types of workshops: giving public speech, negotiating an issue, and storytelling.</p> |
| Key learning points | <ul style="list-style-type: none"> • Inspire and enthuse relevant stakeholders • Get the support needed to achieve valuable outcomes of the effective communication • Demonstrate effective communication: speaking in public, persuasion, negotiation and storytelling. |
| What will you prepare during this session | <ul style="list-style-type: none"> • The construct of a pitch to present your business idea, some practice to talk concisely, confidently, respectfully, using the right body language. • An experience of planning and managing the negotiating process and arguing techniques. • Revised and finalised business mission statement; |



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| | <ul style="list-style-type: none"> • An attractive story of your smart business to reach a relevant target audience. |
| To do list AFTER this session | <ul style="list-style-type: none"> • Excel in public speaking by listening and analysing the favourite TED talks, speeches of honoured public persons', like President of France Mr. E. Macron, more others, watch movie "The King's Speech" (2010). Use every possibility to speak in public yourself to gain more confidence. • Practise to negotiate in your own environment, make a short analysis of the negotiation stages and argumentation. It is recommended to watch the movie "Twelve Angry Men" (1957) to learn the psychology of argumentation. • Storytelling is an art. Use it as often as you can. Try various narratives for different goals. Learn about telling the stories in written, audio, graphical ways. |
| Additional comments and instructions | <p>Effective communication is also important for business written communication: official letters, emails, and more other forms. You can use the YouTube channel to preview some tutorials.</p> |