

A K E L

ENGINEERING GROUP, INC.

ИНЖИНИРИНГОВАЯ ГРУППА, ИСК



Professional Skill: Communication



November 3-4, 2015

Tony Akel, P.E.

Akel Engineering Group, Inc.

takel@akeleng.com

Agenda

- Verbal Communication
- Non Verbal Communication
- Qualities of a Good Communicator
- Presentations



True or False?



I AM ONLY RESPONSIBLE FOR WHAT
I SAY. NOT FOR WHAT **YOU**
UNDERSTAND

True or False?



**IT'S NOT WHAT YOU SAY,
IT'S HOW YOU SAY IT**

Verbal vs Non Verbal

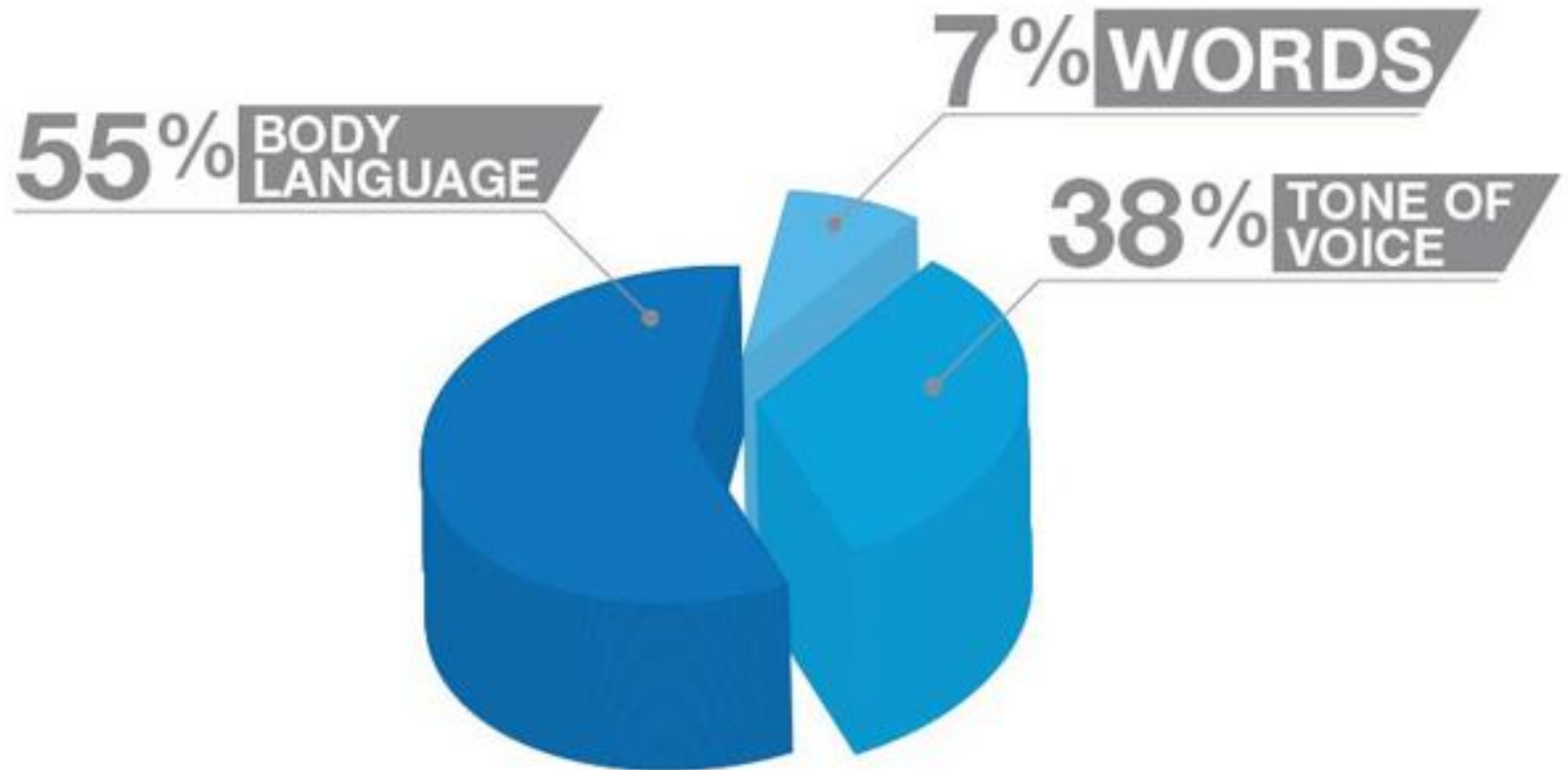
In Percent, How Much is ...



- ___ % Words
- ___ % Body Language
- ___ % Tone of Voice?



Which Ones Are Verbal?



Verbal vs Non Verbal

7% VERBAL

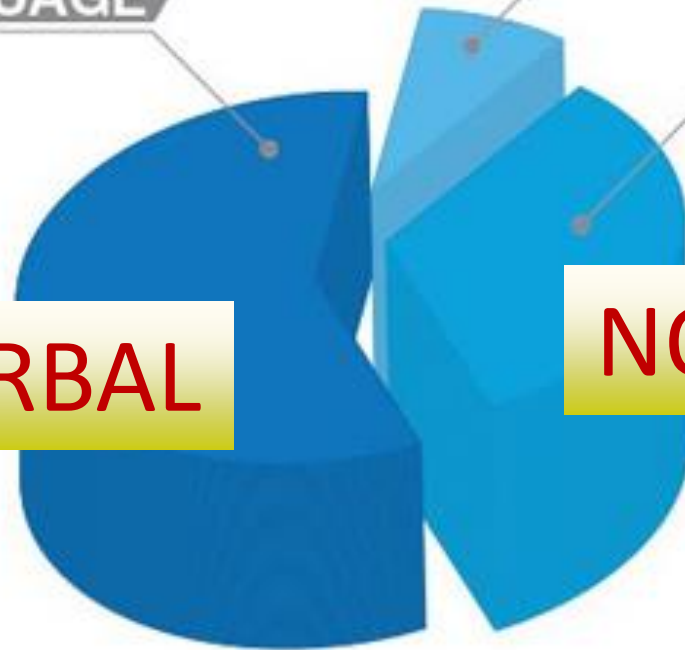
7% WORDS

55% BODY LANGUAGE

38% TONE OF VOICE

NON VERBAL

NON VERBAL



How did they Communicate with Silent Movies?



"Yes, I can see now."



Watching a Foreign Movie with Subtitles :

Life is Beautiful



Verbal Communication



Verbal Communication



WORDS are Dependent on Non Verbal Communication

Non Verbal Communication



List Non Verbal Communication













List Non Verbal Communication

- Eye Contact.
- Gestures.
- Facial Expression.
- Posture.
- Tone and Voice.
- Appearance.



List Non Verbal Communication

- **Eye Contact.** Movement of Eyes. Blinking.
- **Gestures.** Hand Movement. Winking, Nodding.
- **Facial Expression.** Smile. Frown.
- **Posture.** Arm Crossing. Leg Crossing. Seating Position.
- **Tone and Voice.** Pitch. Loudness.
- **Appearance.** Clothing. Hair Style. Choice of Colors.

Non Verbal – in Texting...



Non Verbal

Eye Contact

Non Verbal – Eye Contact



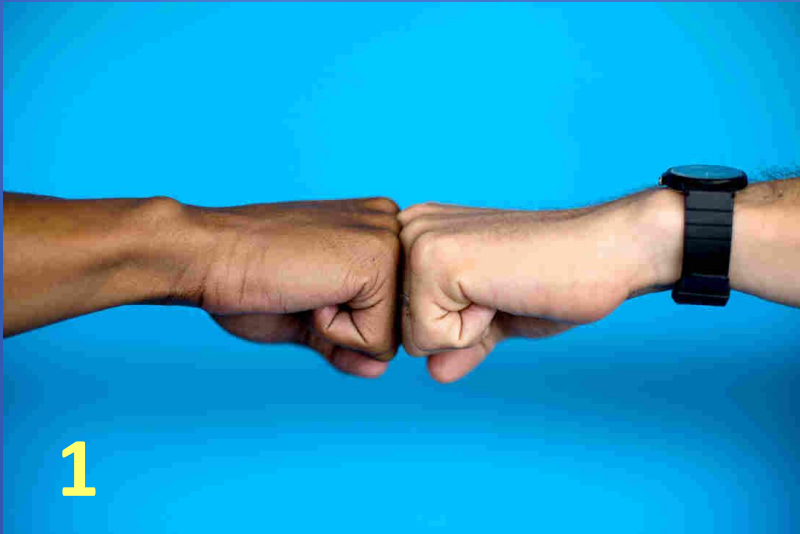
Non Verbal Gestures

Non Verbal – Gestures



Non Verbal - Gestures

Which one is more appropriate in a professional environment?



Gestures – Shaking Hands



Gestures in Other Cultures



In France, OK sign means “Zero”

In Japan, OK sign means “money”



In Thailand, Thumbs Up sign is akin to sticking your tongue out

In Greece, West Africa, it is similar to showing the middle finger



In Greece and Pakistan, Extended Open Palm is a insult. (Rub Charcoal on Face of Criminals)

Gestures in Other Cultures



Bowing head for few seconds, with slight arch from waist, is a respectful greeting.

If Greeted in a Business Meeting, Reciprocate the Greeting!

Gestures in Other Cultures



US President Greeting Prime
Minister of China



US President Greeting Emperor
of Japan

Non Verbal

Facial Expressions

Non Verbal – Facial Expression



Non Verbal – Facial Expression



Non Verbal – Facial Expression



Effective
Communicator



Non Verbal Posture

Non Verbal - Posture



Non Verbal

Tone and Voice

Non Verbal – Tone and Voice



Qualities of a Good Communicator



Qualities of a Good Communicator













Qualities of a Good Communicator

- Verbal
- Non Verbal – Eye Contact
- Non Verbal – Gestures
- Non Verbal – Tone and Voice
- Non Verbal – Posture

- *Sincerity?*
- *Listening*



What about Sincerity?



Is this a required quality?

Effective Listener

- Always be prepared to Listen
- Keep an open mind
- Avoid distractions
- Do not make judgement until you have heard everything
- Be objective
- Caution: Do not try to think about your next question while the other person is giving you information.

Proverb

**I MAY NOT AGREE WITH A WORD THAT
YOU SAY,
BUT I WILL DEFEND TO THE DEATH YOUR
RIGHT TO SAY IT.**

Voltaire

Presentations



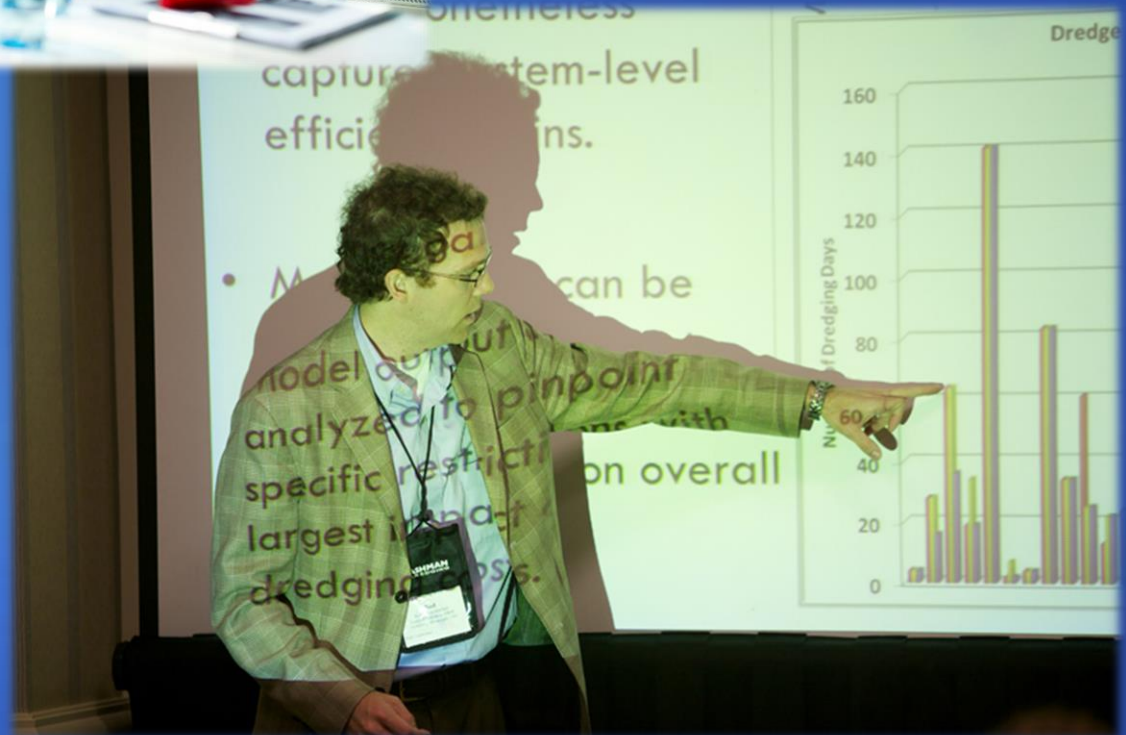
When Asked to Give a Presentation





Polished
Look

Technic
al Look



The Basic Rules



The Basic Rules

RULES

1. you CAN....

2. you CAN'T...

1. Know The Presentation Types

2. Know The Audience

3. Organize the Contents

4. Practice and be Prepared

5. Practice but Keep it Fresh

The Basic Rules

RULES

1. you CAN....
2. you CAN'T...

6. Be Enthusiastic

7. Make Eye Contact

8. Pay Attention to the Audience

9. Use Legible Fonts

10. Use Visual Aids

1

Know the Presentation Types



Presentation Types

- **Informative.** Most speeches in business. Convey knowledge, analysis, decisions.
- **Instructional.** Training, step-by-step, how-to.
- **Entertaining.** Stand up comedy.

Presentation Types

- **Informative.** Most speeches in business. Convey knowledge, analysis, decisions.
- **Instructional.** Training, step-by-step, how-to.
- **Entertaining.** Stand up comedy.



Which Type?

the Presentation Types

- **Inspirational / Motivational.**
- **Stimulating.** Call for a action.
- **Persuasive.** Logic and evidence to sway audience.

Presentation Types

- **Inspirational / Motivational.**
- **Stimulating.** Call for action.
- **Persuasive.** Logic and evidence to sway audience.



Which Type?

Why is it important to know the types?

- Informative.
- Instructional.
- Entertaining.
- Inspirational / Motivational.
- Stimulating.
- Persuasive.

I am only giving an Informative speech, why should I know about entertaining speeches?

Why is it important to know the types?

- Informative.
- Instructional.
- Entertaining.
- Inspirational / Motivational.
- Stimulating.

Regardless of your presentation objective...
you can incorporate elements from the other
presentation types

2

Know the Audience



Who is in the Audience?

- Are they management staff? engineering staff? operation staff? elected officials?
- The language they speak.
- The language they understand.



Why Are they Here?

- Are they here to learn?
- To be trained?
- To be inspired?



Who is in the Audience? Why are they here?



Who is responsible for **communicating** and **getting the message across**?

3

Organize the Contents



Organize the Contents

- Prepare an outline to provide structure.
- Work on meaningful slides.
- Organize with logical progression.

- **Introduction**
 - Thesis statement.
 - Purpose of research paper.
- **Body**
 - Strong argument.
 - Stronger argument.
 - Strongest argument.
- **Conclusion**
 - Summary of arguments.

Organize the Contents

- Prepare an outline to provide structure.
- Work on meaningful slides.
- Organize with logical progression.

**Engineers usually
Excel at this!**

• Introduction

- Thesis statement.
- Purpose of research paper.

ing argument.

nger argument.

gest argument.

• Conclusion

- Summary of arguments.

4

Practice and be Prepared



Dogs in Action



How did they Learn? Hours of Practice.



Practice ...



First Wash all Car ... Then Wax.

Wax On ... Right Hand.

Wax Off ... Left Hand.

Wax On - Wax Off. Wax On - Wax Off

Don't Forget to Breathe, Very Important!

... and be Prepared

- Step up and **be very prepared.**
- You should know the subject better than anyone in the room.
- **You have become an authority** whether you think it or not.



... and be Prepared

- Things always happen during presentations.
- Good presenters always recover.
- If a slide is out of order, be prepared to recover.
- What if you advance 2 slides?



Is it Okay to Pause?



Yes, Pause for Impact

Pause allows your
audience to digest
something new
or
something important

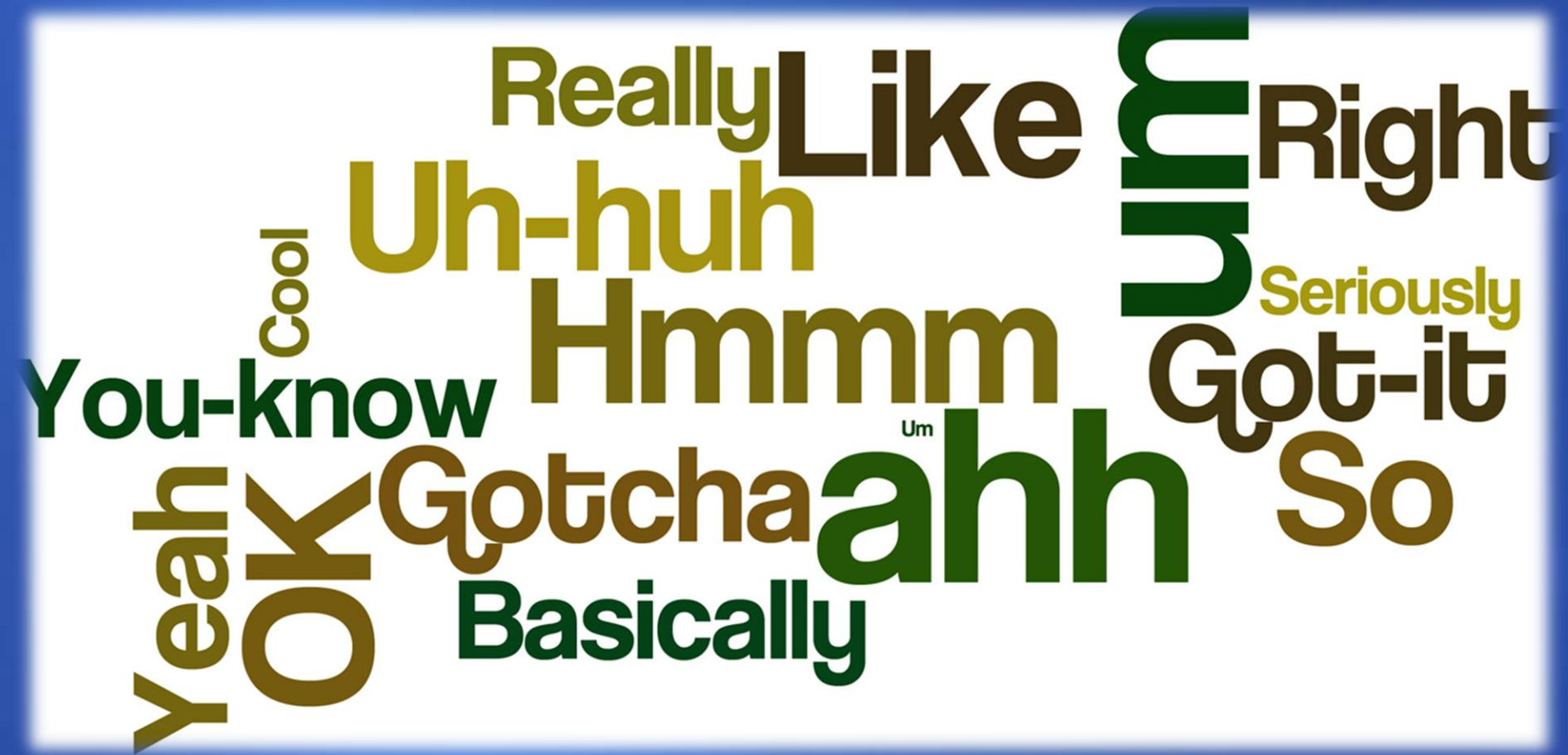


Pause for Impact

*The right word may be effective,
but no word was ever as effective
as a rightly timed **pause**.*

Mark Twain

Watch for Fillers Like “like, so, ...”



In Toastmasters, you get fined for using them.

Where Can You Practice?

Toastmasters International Basic Speeches

- Speech 1: The Ice Breaker.
- Speech 2: Organize Your Speech.
- Speech 3: Get to the Point.
- Speech 4: How to Say It.
- Speech 5: Your Body Speaks.
- Speech 6: Vocal Variety.
- Speech 7: Research Your Topic.
- Speech 8: Get Comfortable With Visual Aids.
- Speech 9: Persuade With Power.
- Speech 10: Inspire Your Audience.

5

Practice and Keep Fresh



Practice but ... Keep it Fresh

- Practice delivery as much as possible, but....
- Do not memorize presentation.
- Avoid turning it into a canned speech.



6

Be Enthusiastic



Be Enthusiastic

- If you are not enthusiastic about YOUR own subject, the audience will pick it up!
- They will struggle to keep their attention.
- They will be wondering “How long before this presentation ends?”



Be Enthusiastic

- This is **YOUR** subject.
Be Enthusiastic!!!
- Enthusiasm generates interest in the audience.
- Enthusiasm must be genuine.
- You do not need to be super polished and slick.
Be yourself.



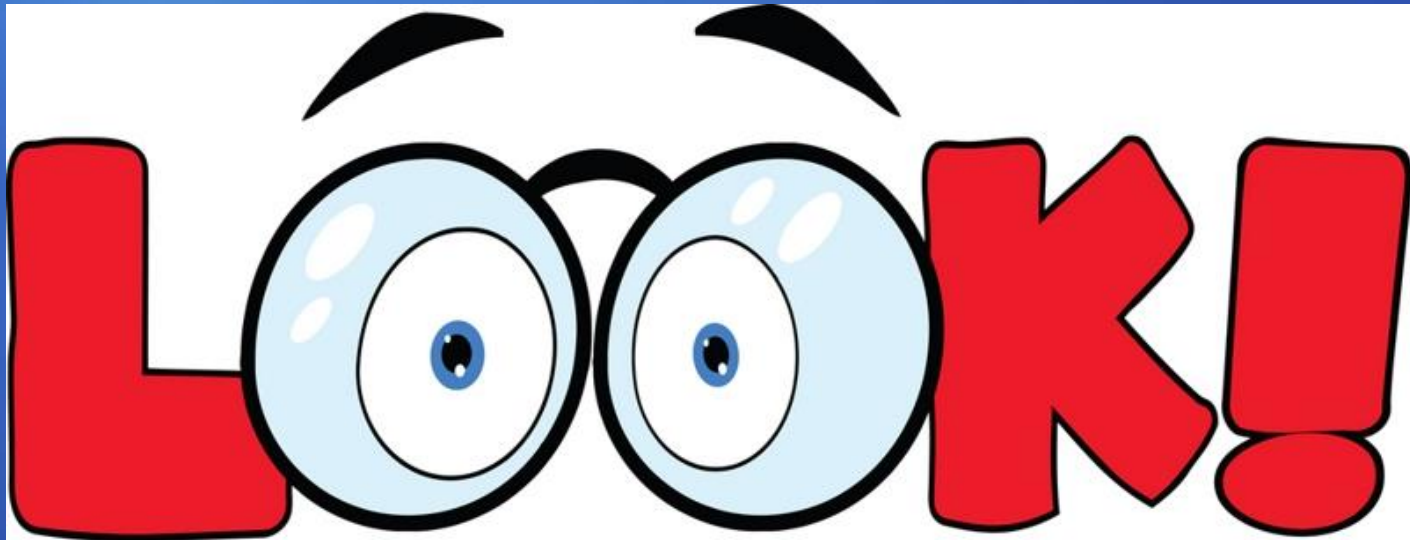
7

Make Eye Contact

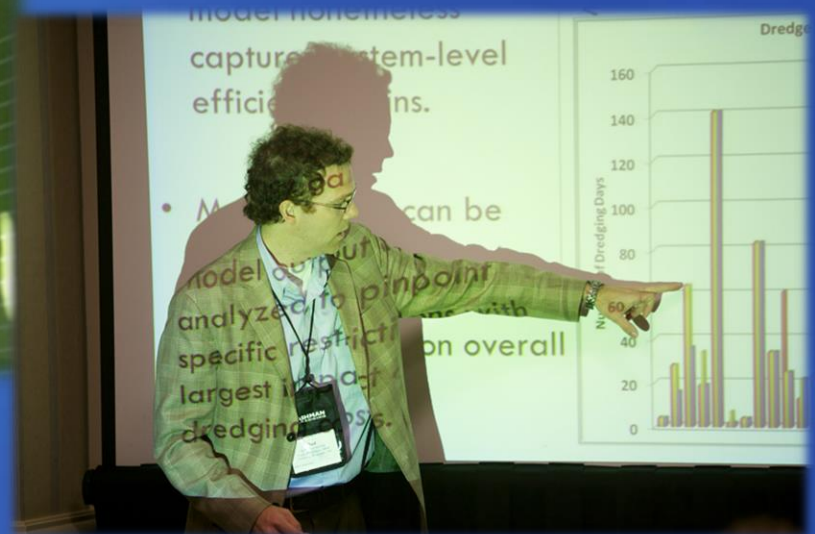


Where to Look?

- Where should you look during the presentation?
- At **Screen** or at **Audience**? iPhone?



When you Look at the Screen...



The audience looks at the screen

When you Look at the Audience...



They look at You

8

Pay Attention to Audience



Pay Attention to the Audience

- Eye contact helps you pay attention.
- Expressions on faces are indicative if they get the point or if they are confused.
- Use every opportunity to regroup.



9

Use Legible Fonts



Use Legible Fonts

- The font size needs to be legible
- Use basic fonts that people are used to. Like Aerial. Calibri. Times New Roman
- Be consistent throughout the presentation

10

Use Visual Aids



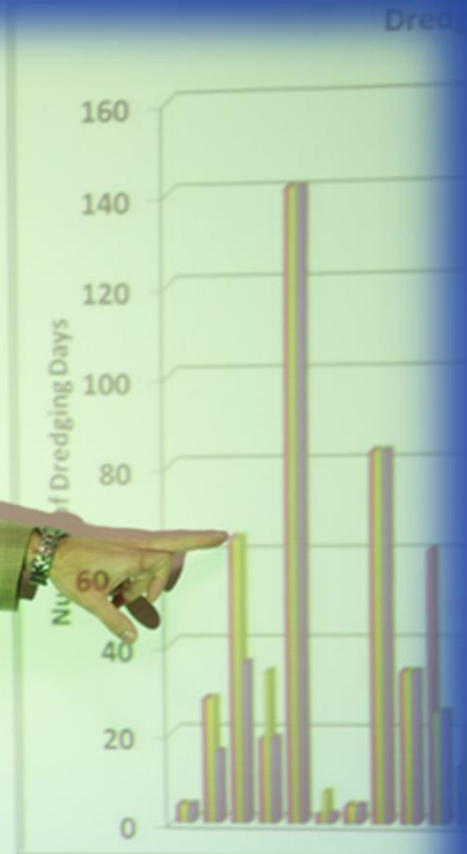
Use Visual Aids

- Photos, Graphics, Even Tables.
- Choose good quality.
- Design them to be simple and clear.
- Use callouts on tables.
- Can you say **Color**?

How to Use Visual Aids?

capture system-level
efficiencies.

- Model output can be analyzed to pinpoint specific restrictions on overall dredging costs.



Where to Stand?



What We Covered

- Verbal Communication
- Non Verbal Communication
- Qualities of a Good Communicator
- Presentations



Take Home Message

**I MAY NOT AGREE WITH A WORD THAT
YOU SAY,
BUT I WILL DEFEND TO THE DEATH YOUR
RIGHT TO SAY IT.**

Voltaire

Take Home Message

**IT'S NOT WHAT YOU SAY,
IT'S HOW YOU SAY IT**