



Brilliant Communications

How can we get our message across?

Mike Sullivan



MSA
Mike Sullivan & Associates

COMING SOON TO A SCIENCE PARK NEAR YOU...



**BRILLIANT
COMMUNICATIONS**



MSA

Mike Sullivan & Associates

30TH MARCH 2011

OXFORD SCIENCE PARK

MSA is proud to present an opportunity to attend a free introductory workshop on...

Brilliant Communications

That's right it's free! The workshop will be held in Suite B, Room G03 at John Eccles House (MWB Business Exchange Centres), Robert Robinson Avenue on Wednesday 30th March 2011 as follows:



BE INSPIRED

Arrival: From 12:30
Workshop: 12:45 – 13:30

BE MOTIVATED



Feel free to bring your sandwiches and join our interactive and engaging workshop. This taster session will run for 45 minutes and cover topics such as presenting with confidence, body language basics and creating impact through voice. You will leave with some inspiring food for thought on how to communicate effectively and make the right impact both in and out of work.

Simply send a quick message or give us a call to confirm your attendance & we will look forward to welcoming you on the day.

E-mail: enquiries@mikesullivan.biz • Tel: 0845 8385429 • Web: www.mikesullivan.biz

...providing a unique and innovative approach to business coaching & training

Communications Basics

- What are we communicating?
- Why are we communicating?
- To whom are we communicating?
- Where are we communicating?
- What is the context of the communications?
- What is the medium of communications?

History of Communications

- Spoken language no longer than 100,000 years; more likely 50,000 or less
- Complex languages record for less than 10,000 years
- Most of the words in the English language were added between 1850 and 1899. (In fact, 42,229 words were added during those years).

How many words?

There are, at the very least, a quarter of a million distinct English words, excluding inflections, and words from technical and regional vocabulary not covered by the *OED*, or words not yet added to the published dictionary, of which perhaps 20% are no longer in current use. If distinct senses were counted, the total would probably approach three quarters of a million.

Errors in Communication?

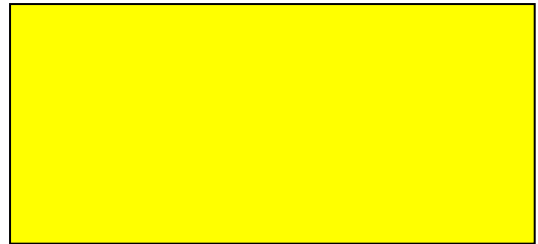
- Wrong word?
- Wrong tone?
- Wrong inflection?
- Wrong time?
- Wrong place?
- Wrong person?
- Wrong



Predictions – how to get communications terribly wrong

- “Everything that can be invented has been invented.”
(Charles H. Duell, Commissioner, U.S. Office of Patents, 1899)
- “I think there’s a world market for about 5 computers.”
(Thomas J. Watson, Chairman of the Board, IBM, circa 1948)
- “It would appear that we have reached the limits of what it is possible to achieve with computer technology, although one should be careful with such statements, as they tend to sound pretty silly in 5 years.”
(John Von Neumann, circa 1949)
- “But what is it good for?”
(Engineer at the Advanced Computing Systems Division of IBM, commenting on the microchip, 1968)
- “There is no reason for any individual to have a computer in his home.”
(Ken Olson, President, Digital Equipment Corporation, 1977)
- “640K ought to be enough for anybody.”
(Bill Gates, 1981)

Personality and Communication Styles



Personality Styles

BLUE



RED



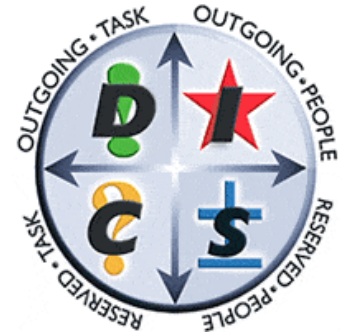
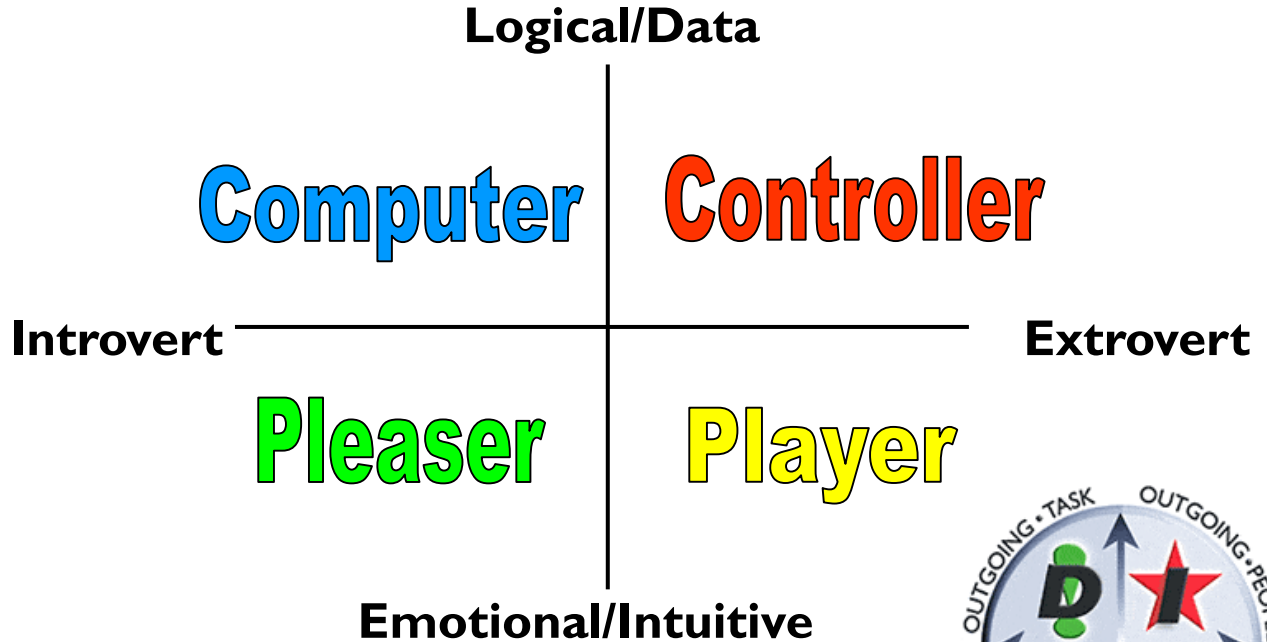
GREEN



YELLOW



Personal Styles



Getting it right !

- Right time
- Right place
- Right person
- Right message
- Right audience
- Right words
- Right body language



Vocals

- Volume
- Speed
- Range
- Tone
- Intonation
- Content



www.shutterstock.com - 13167523

Body Language

- Confidence
- Bigger silhouette
- Front of stage
- Eye contact
- Hands & Feet
- Control



Personal Examples

- Career Problems at Cadbury's
- **Commercial Problems at Sainsbury's**
- Technical Problems at Nokia
- Procurement Problems at BAE
- Evidence Problems in Social work
- **Interview Problems in Senior Medics**



Sainsbury's
Try something new today



NOKIA
Connecting People

BAE SYSTEMS