strategic communications

jack whelan

who am i?

- M.A. Yale University
- Worked in Publishing Industry in production, editorial, and sales and marketing for nine years
- Journalistic writer, Script writer, Speech writer, communications consultant

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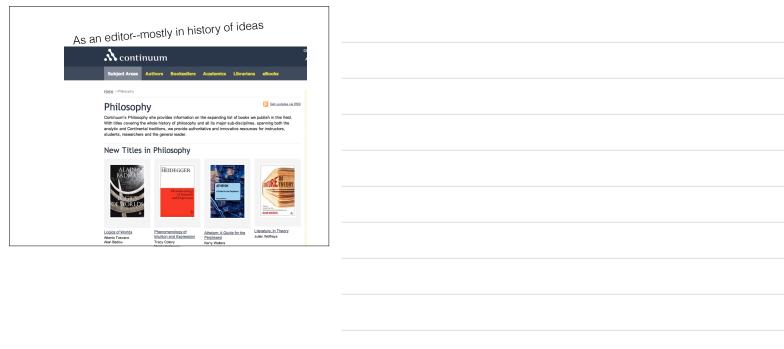


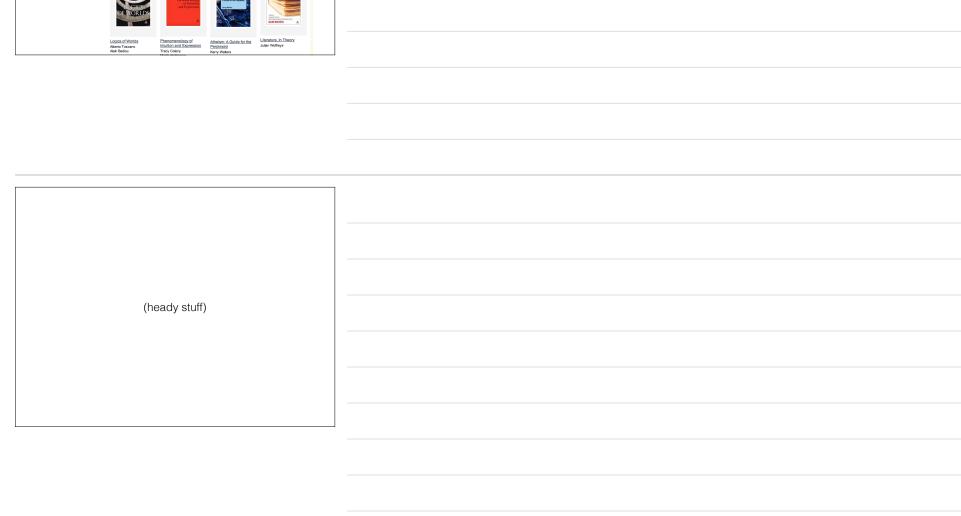


also to a masters degree from	
yale LUX ET VERITAS	

worked in publishing industry in new york city for almost ten years







but also worked in	
production	

sales	
34103	
marketing	

it was all about helping authors to package their ideas effectively	
if you have good ideas, but you can't communicate them effectively	

you will be perceived as on the same level as someone who has no ideas	
so what else do you bring to the table?	

(you may be asking yourself)	
(you may so doming yourson)	
i'm a writer, too!	

speechwriting	
scriptwriting	

magazines	
magazines	
ghostwriting	

blogging	
Diogging	
consulting	

and i've taught this course	
for	

over	
0.00	
twenty-five	

years	
youro	
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since 1986, to be exact	
onioo rooo, to be exact	
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(yikeshe must be ancient)	

(but he must really know what he's talking about, right?)	
(we'll see)	

so enough about me alreadywhat's this course about?	

to make you	
elling, engaging, memorable	

(good luck with that)	
business students are smart, but boring	

(when it comes to writing and speaking)	
but they don't have to be	

but you can only do so much in ten weeks	
we can lay a foundation	

then it's up to you to build on it	
n diagnose what ails you	
	l

and prescribe a cure	
but you have to follow doctor's orders	



Communication arenas:	writing	presenting	inter personal	
	writing	presenting	inter personal	
know what to say		presenting	inter personal	
know what to say say what you mean		presenting	inter personal	
say what you		presenting	inter personal	
say what you mean		presenting	inter personal	
say what you mean		presenting	inter personal	

motivation	
motivation	

c on 'Motivation'	
Persuasion is the art of motivation Knowing how to motivate has everything to do with EQ— emotional intelligence.	
And emotion boils down to two basic impulses: Fear and Desire	

Extrinsic Motivators? Carrots & Sticks— Desire & Fear	
Intrinsic Motivators? Autonomy, Mastery, Meaning	

Four basic levels of emotional motivation: 1. Security—to feel safe economically & physically 2. Belonging—to have the recognition & approval of others 3. Autonomy—to have the freedom to set one's own course 4. Meaning—to understand how what we do fits into the bigger picture	
assuming you want to learn	
assuming you want to learn	

here are the stages:	
remember understand apply analyze evaluate create	
so how exactly are we going to go about this?	

what are the	

at our disposal?	
three or four things:	
	1

1. website	
1. Website	
	,
2. coursepack	

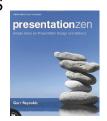


Readings



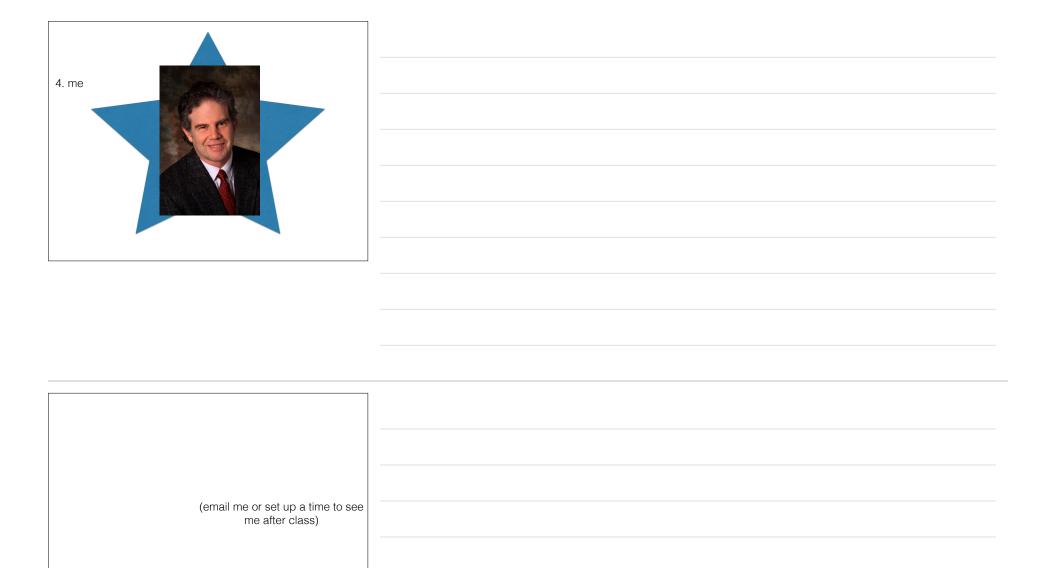
Jay Heinrich, Thank You for Arguing

Readings



Presentation Zen

• G



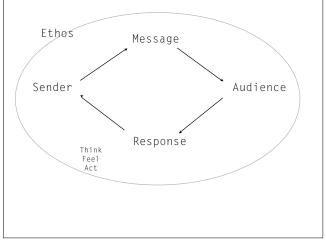
oknow what about	

no curve	
	1
(what you get is what you get)	
, , , , , , , , , , , , , , , , , , , ,	

assignments, participation, quizzes, midterm,take- home final, business plan oral presentation	
it's all explained in the syllabus	

moving on to more substantive matters	
what is a communication event?	
The communication loop	

(inquiring minds want to know)	
let's diagram it	



are we done yet?	

not quite	
	1
]
a word or two about	

style the lens through which the substance of your message is projected	
yin & yang	

three more things before you can go:	
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first, how to solve a problem	
ilist, now to solve a problem	

usu da it in faur atana	
you do it in four steps	
]
analysis	
analysis strategy execution	
evaluation	

second, some basics on pronouns--

pronouns & case

Person	Nominative (subjects)	Accusative (objects)
First Person	l, we	me, us
Second Person	you	you
Third Person	he, she, it they	him, her, it, them
Relative Pronoun	who, whoever	whom, whomever
2 . 6.66		, , ,

and one more thing	
you need to know how to tell a joke	

(it's the secret to life-long happiness)	
i mean a "story" joke:	

There was a priest, a rabbi, and a minister	
and they went into a bar, see	

you get the idea		
	you get the idea	
setup and a punchline	setup and a punchline	

exposition then insight	
	1
okhere's another example:	

now you do it	
now you do it	
not today	

next time	
	1
]
iokes	
jokes	
jokes	
jokes	
jokes	
jokes be natural	

think on your feet	
(don't read or memorize)	

speak up	
opean up	
don't be offensive	

have fun with it	
nave ran war a	
now you can go	