

strategic communications

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who am i?



Go Eagles!



also to a masters degree from

yale



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



As an editor--mostly in history of ideas

A screenshot of the Continuum Philosophy website. The page features a dark blue header with the Continuum logo and navigation tabs for Subject Areas, Authors, Booksellers, Academics, Librarians, and eBooks. Below the header, the 'Philosophy' section is highlighted. The main content area includes a 'Philosophy' heading, a brief description of the site's offerings, and a 'New Titles in Philosophy' section. This section displays four book covers with their respective titles and authors: 'Logics of Worlds' by Alberto Toscano and Alain Badiou, 'Phenomenology of Intuition and Expression' by Tracy Colby, 'Atheism: A Guide for the Perplexed' by Kerry Walters, and 'Literature, In Theory' by Julian Wolfreys.

(heady stuff)

but also worked in ..

production

sales

marketing

editorial

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)

i'm a writer, too!

speechwriting

scriptwriting

magazines

ghostwriting

blogging

consulting

and i've taught this course

since

1986

!!!!!!!!!!!!

(yikes--he must be ancient)

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

(we'll see)

so enough about me already--what's this course about?

course goals

to make you

compelling, 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

we can diagnose what ails you

and prescribe a cure

but you have to follow doctor's orders

Skills

know what to say

say what you mean

say it memorably

Communication arenas:

writing

presenting

inter personal

	writing	presenting	inter personal
know what to say			
say what you mean			
say it memorably			

what are the

resources

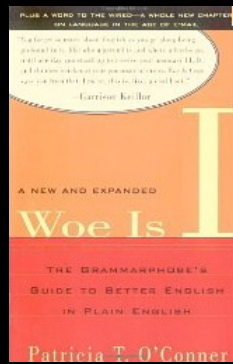
at our disposal?

three or four things:

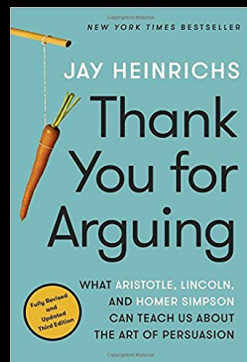
1. website

2. coursepack

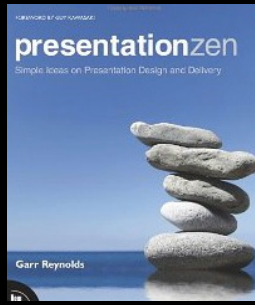
3. the books



Patricia T. O'Conner, *Woe Is I*

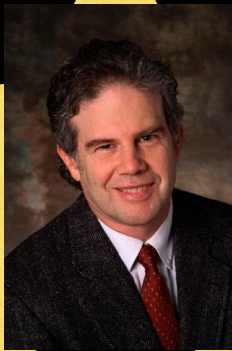


Jay Heinrich, *Thank You for Arguing*



Garr Reynolds, *Presentation Zen*

4. me



(email me or set up a time to see me after class)

ok--now what about

grades

no curve

(what you get is what you get)

assignments, participation, quizzes, midterm, take-home
midterm, business plan oral presentation

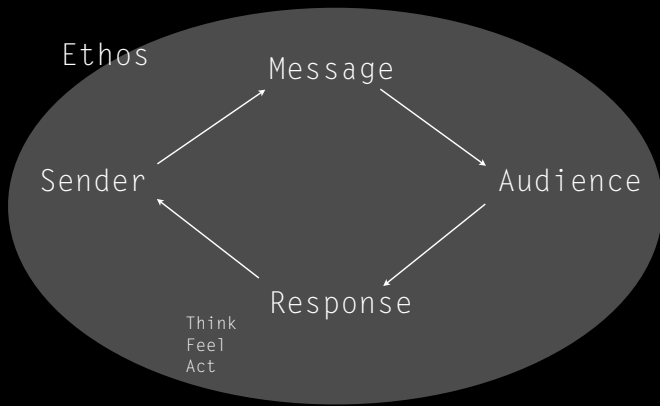
it's all explained in the syllabus

moving on to more substantive matters . . .

what is a
communication
event?

(inquiring minds want to know)

let's diagram it



are we done yet?

not quite

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:

first, how to solve a problem

you do it in four steps

analysis
strategy
execution
evaluation

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

setup and a punchline

exposition then insight

ok...here's another example:

now you do it

not today

next class

relaxed intensity

be natural

think on your feet

(don't read or memorize)

Speak up

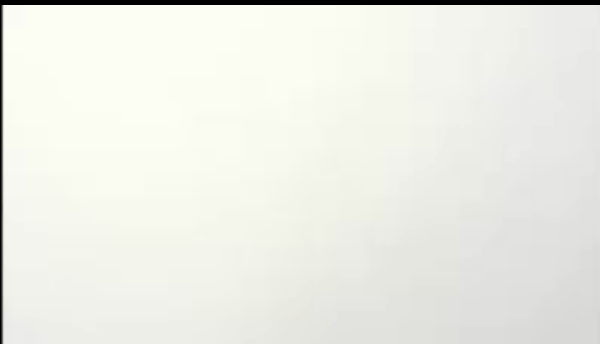
don't be offensive

have fun with it

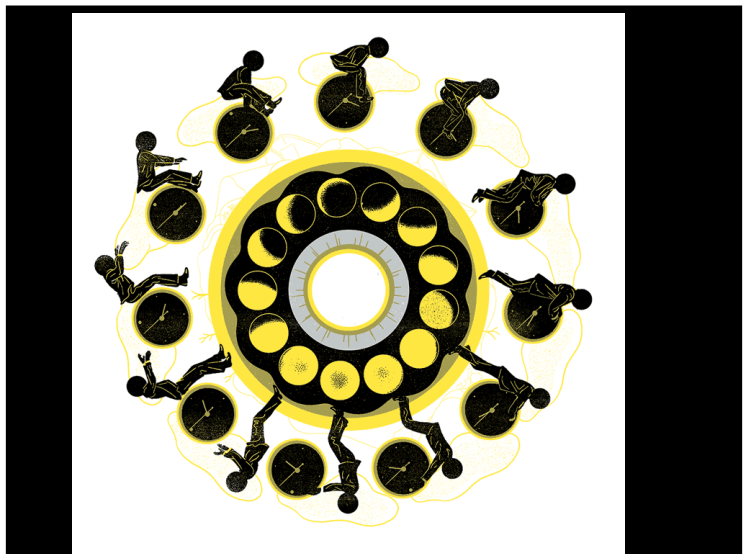
homework:

Watch Dan Pink video on website and be ready to discuss.

Dan Pink on 'Motivation'



now you can go



Woe is me.
Woe is I.
Woe = I
nominative = nominative

the predicate nominative

subjects or objects?

Mary likes Joe. She likes him.
Joe likes Mary. Him likes she.

She and him went out for a walk.

The teacher told Sally and I to do our homework.

Us three didn't know what to do next.

	high grades		
intrinsic high mo	learners	gamers	extrinsic low mo
	creatives	fungi	
	low grades		

	high grades		
intrinsic high mo	learners	gamers	extrinsic low mo
	creatives	fungi	
	low grades		



	high grades		
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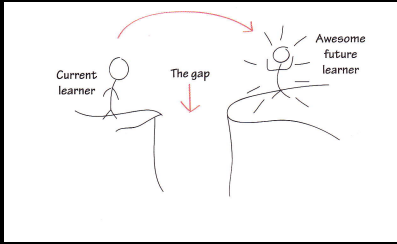


assuming you want to learn ...

here are the stages:

- remember
- understand
- apply
- analyze
- evaluate
- create

so how exactly are we going to go about this?



second, some basics
on pronouns--

pronouns & case

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