strategic communications

jack whelan

who am i?

BA, Boston College
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
(heady stuff)

but also worked in...

production
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?)
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
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<th>Communication arenas</th>
<th>writing</th>
<th>presenting</th>
<th>interpersonal</th>
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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 Heinrichs, *Thank You for Arguing*
Garr Reynolds, *Presentation Zen*

4. me

(email me or set up a time to see me after class)
no curve

grades

ok--now what about
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
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
homework:

Watch Dan Pink video on website and be ready to discuss.
now you can go

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

the predicate nominative
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.

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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

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