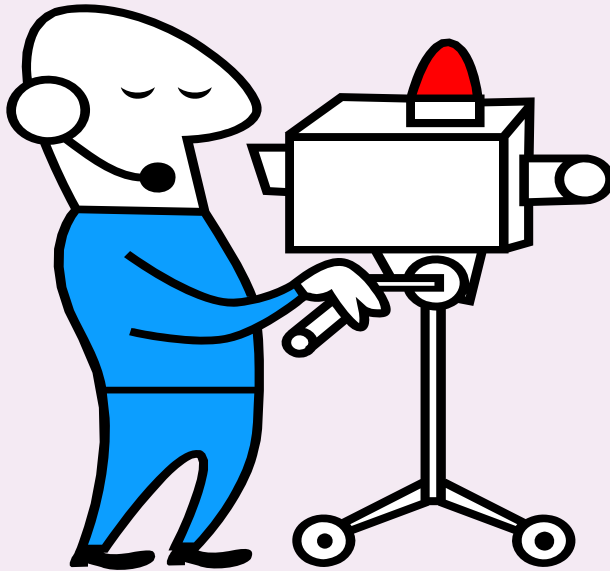


Effective Communication



International Finance Corporation

World Bank Group

Nairobi, Kenya

May 31, 2006



THE ART OF BUSINESS COMMUNICATIONS

P.O. Box 863

Haddonfield, NJ 08063

www.browninglafrankie.com

info@browninglafrankie.com

© Do Not Reproduce Content

New Jersey (856) 428-7519 ▪ Philadelphia (215) 627-4811 ▪ Washington, D.C. (703) 597-4345

Goals and Objectives

1. Communicate *clear* and *concise* MESSAGES
2. Discover *effective* Media Strategies
3. Bolster your professional image and that of your organization
4. GET THE POWER you need to ACHIEVE GOALS



Basic Communication

- *What is the best form of communication?*



Voices of Women Entrepreneurs in Kenya

- Property Rights
- Bureaucratic Barriers
- Access to Finance
- Lack of Access to Justice
- Importance of Trade



IT'S TIME TO GO ON CAMERA



Remember, it's
training

Build your Strengths

Eliminate your
Weaknesses

Eye contact



- Direct your comments to the person interviewing you
- Look into their eyes or at the middle of the space between their eyes
- Only look at the camera when instructed

What Women Do

- Apologize
- Bobble Doll
- Wimpy Words
- Nervousness
- Public Speaking
- Guilt



Why do Presentations fail?



Most people know
their subject

Why do they fail?

Four Basic Elements of Powerful Presentations are...

- Delivery
- Visuals
- Content
- Preparation



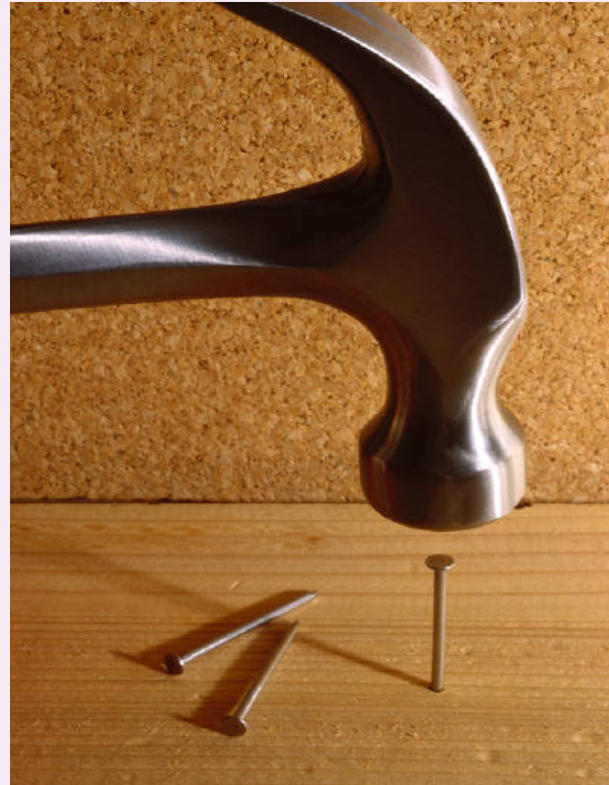
Four Types of Communication

Inform

Educate

Persuade

Entertain



How do we communicate?



- Visual
- Verbal
- Content

Types of Messages

- Marketing Messages
- Sales Messages
- Personnel Messages
- Internal Customer Messages
- Media Messages
- Investor Messages
- External Customer Messages

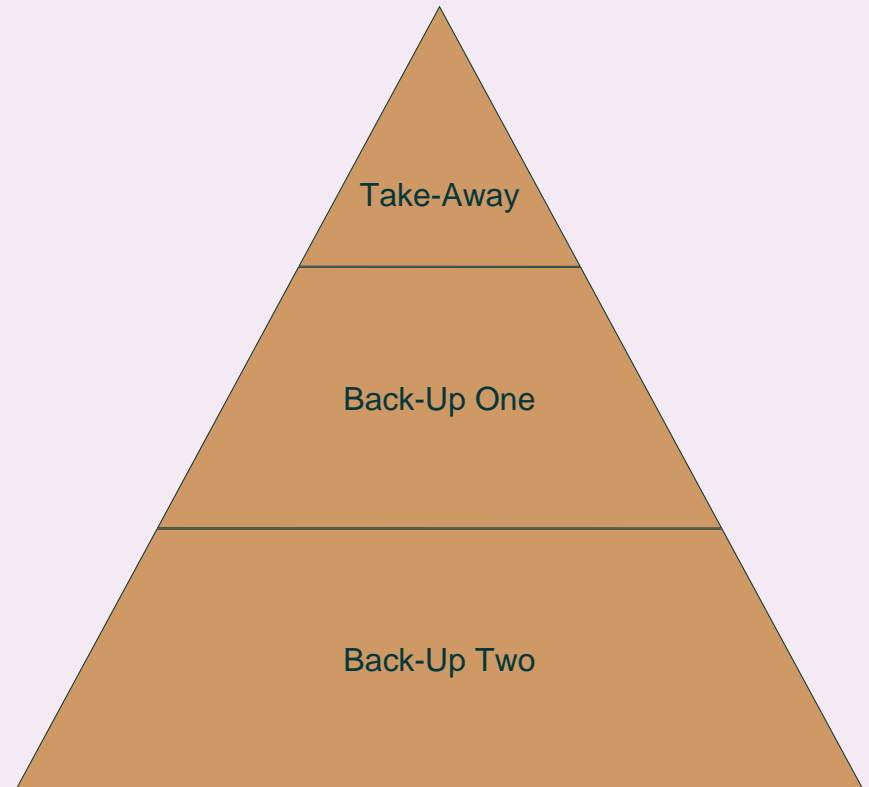


The Message Triangle

The Inverted Triangle

Take Away

1. Back It Up
2. Back It Up

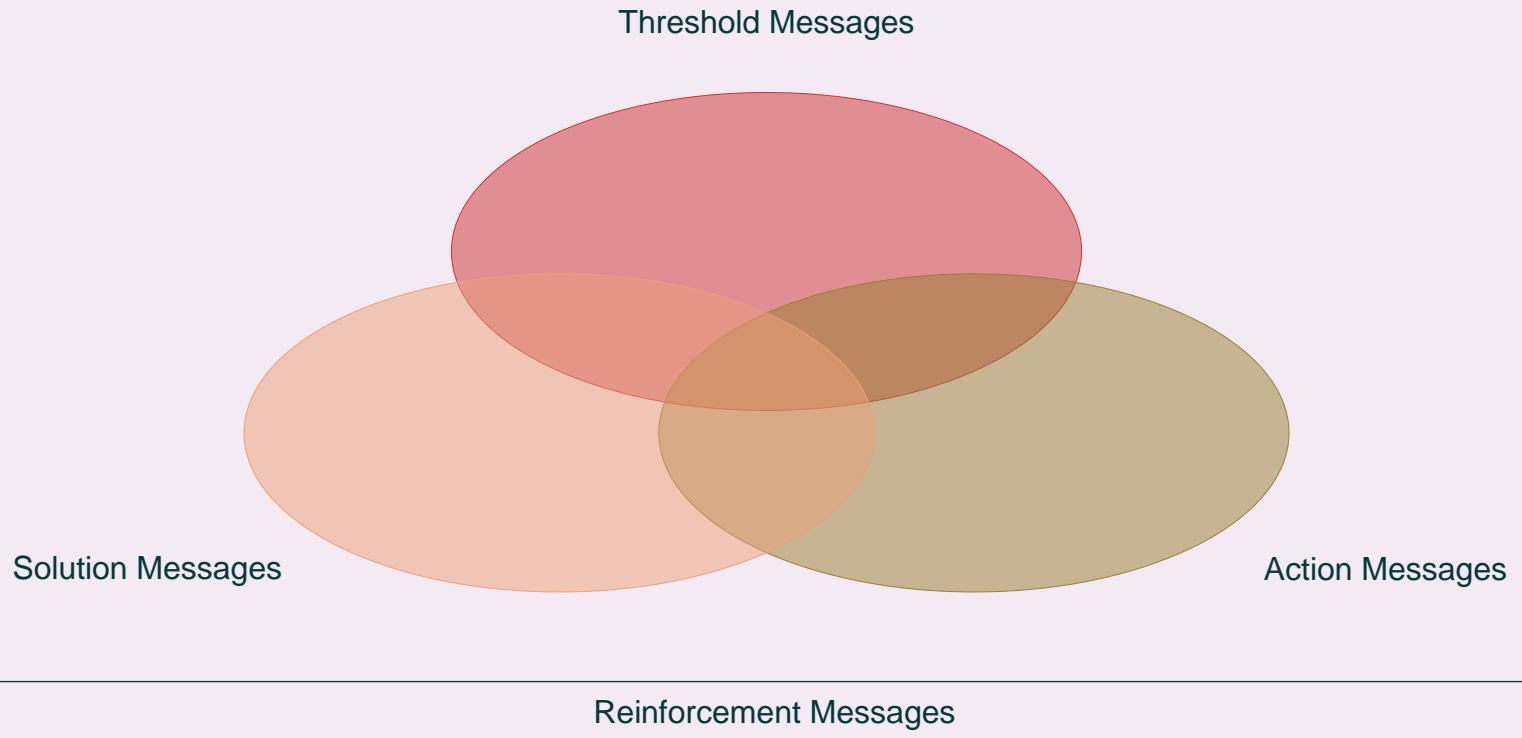


What Makes a Message Powerful?



- **FACTS**
- **FIGURES
[COMPARITIVES]**
- **STORIES ABOUT
PEOPLE**

Message Development Circle



Message Map

THRESHOLD MESSAGE

1. _____
2. _____
3. _____

SOLUTION MESSAGE

1. _____
2. _____
3. _____



ACTION MESSAGE

1. _____
2. _____
3. _____

REINFORCEMENT MESSAGE

1. _____
2. _____
3. _____

FOCUS

Focus Your Message

Opportunity to Inform

Clear and Concise Messages

Understand the Medium

Simple Language



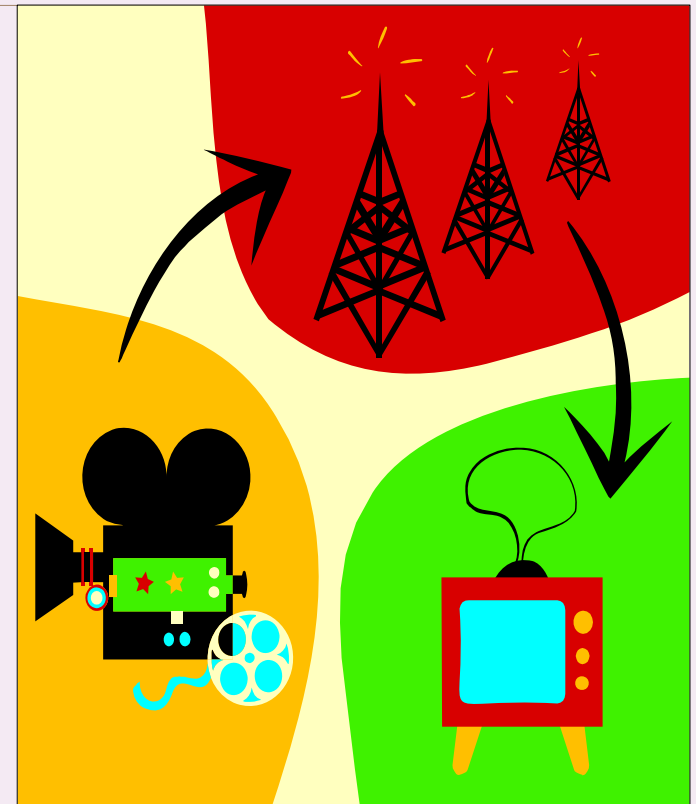
ACCESS TO FINANCE

SO, WHAT ARE WE REALLY TALKING ABOUT.....



Increasing Leadership Skills in Kenya

- What works and its Application
- Ingredients for Victory
- Keepin' Everybody Happy
- Define your Roles
- Asking for Help



Now, Create Your Own Message



Take-Away

Back it Up

Use BLOCK
LETTERS

Use Bullet Points

NEVER READ

The BUMP AND RUN

ACKNOWLEDGE

- Respond with Empathy and Sincerity

BRIDGE

ISLAND OF SAFETY



Bridge Back to Safety

Try these Transitional Phrases:

What I can tell you is...

It's important to point out...

The truth is...

In reality...

Our company believes...

I can't speculate, but what we know right now...

I don't agree. Right now...

Let me add...

It's important for you to understand...



When Pressed for Time

Divide and Content

- What they **SHOULD** know
- What they **COULD** know
- What they **MUST** know



How to Influence Men

- Be Prepared. Have a Persuasive Message
- Appeal to their Self-Interests
- Let them think it's Their Idea
- Let them be your Champion—and Mentor



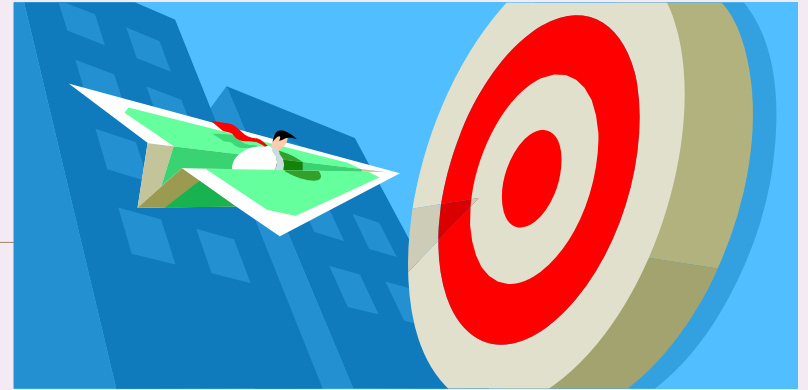
Speak with One VOICE

Practice Core
Messages

Train your
Spokespeople



Persuasive content



- Why the problem exists
- Why your idea will solve the problem
- Proof that your idea works
- Why listeners should back your idea
- Action: What is needed to proceed
- Summary: Recap what you've said

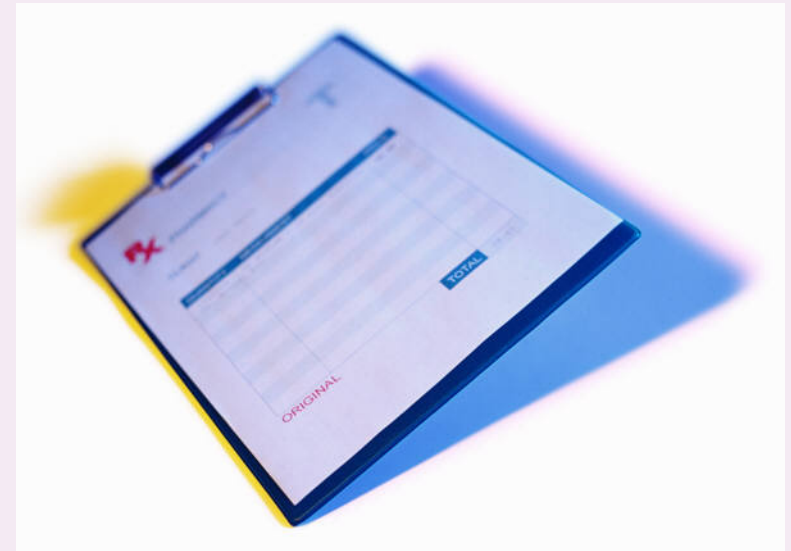
Effective Media Strategies



- THINK LIKE A JOURNALIST
- ACCOMMODATE REQUESTS
- BE PREPARED
- USE THE OPPORTUNITY

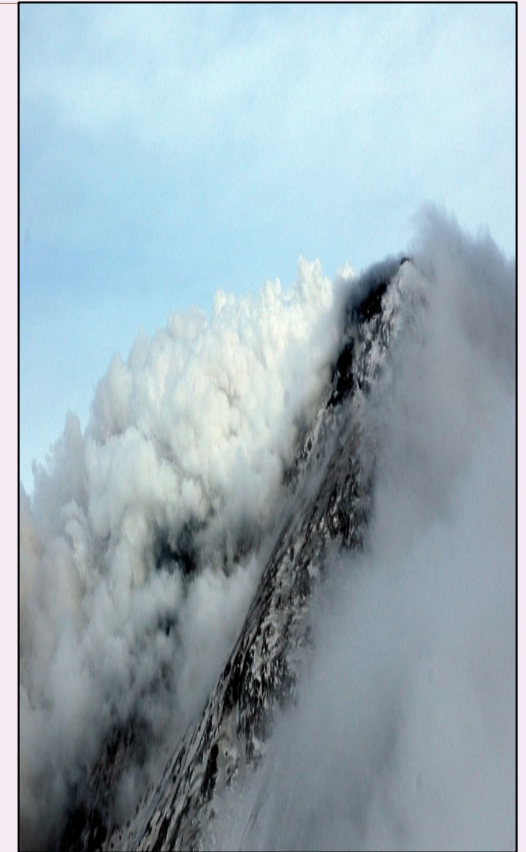
Getting to the POWER

- *4TH World Conference*
- *Women at the Tables*
- *Right Place; Right Office*



Taking Your Ideas to the Top

- Meeting with Members of Parliament
- Importance of Critical Mass
- The Power of ONE
- Leadership or Crisis
- PRSP



What reporters look for...

- A story
- Something that affects people
- A spokesperson with focus
- Something of interest





Body Language

You are 10 times more powerful
STANDING than sitting

Try to avoid:

Touching your face, jewelry, hair

Hands in pockets, crossed arms

What should I wear?

- Conservative colors:
avoid loud patterns
- Dark suits or jackets
- Tone down the
jewelry, scarves,
makeup, ties
- Present a professional
or relaxed image



For the record



*Assume that nothing,
absolutely nothing, is off
the record.*

When you can't avoid press



- The first rule in a crisis is to face facts
- Focus on people
- Admit mistakes, but point out existing policies
- Put out your own campaign

Control Panel

CAN

Preparation

What You Say

Appearance

Attitude

Body Language

On the Record

CAN'T

Sources

Video Clips

Audio

Story

Placement

Agenda

Sound bites



Are Reporter's Biased?

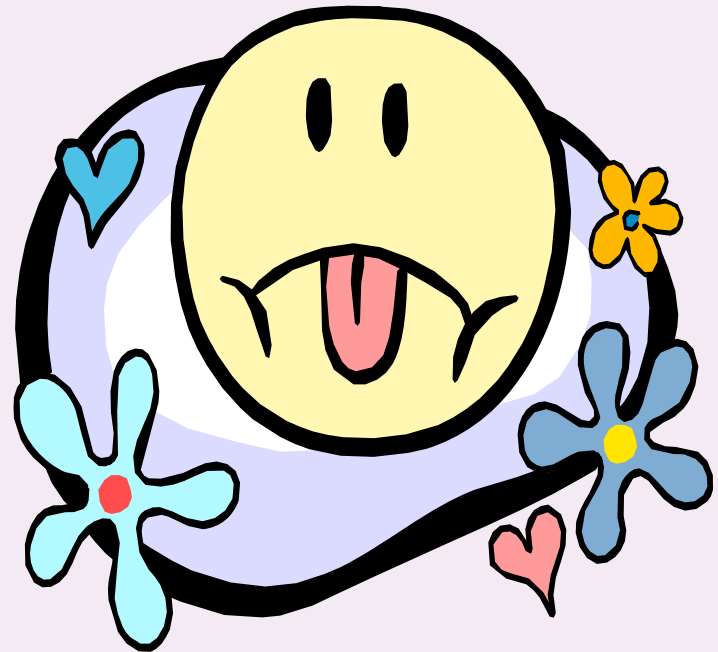
- Why yes, yes they are
- Use to your advantage
- Opportunity to educate
- Opportunity to inform
- Don't argue
- Don't be bullied or pressured to answer



A Word About Humor

Avoid using humor

- It's easy to be culturally misunderstood
- It can backfire easily
- Work isn't fun
- A larger responsibility
- Act like an adult



Body Language



- **Handling Nervousness**
 - **WOMEN: Locked Forearms**
 - **Hair Flips**
 - **Jewelry**
 - **MEN: Hands in Pants**
 - **Coins and Keys**
 - **The Fig Leaf**

And one last thing...



- Never lose your composure
- Don't even think of retaliating
- Remain positive, tomorrow is another day



Thank You

**We appreciate questions and
feedback.**

info@browninglafrankie.com



THE ART OF BUSINESS COMMUNICATIONS

© Do Not Reproduce Content

New Jersey (856) 428-7519 ▪ Philadelphia (215) 627-4811 ▪ Washington, D.C. (703) 597-4345⁴⁰

P.O. Box 863
Haddonfield, NJ 08063
www.browninglafrankie.com
info@browninglafrankie.com