

Communication skills

Entrepreneurship



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Communication Skills

- Nyskapers need good communication skills
- Whatever you do, you will need to bring others to see your vision for something new
- Although the vision is yours alone, creation of new things requires others to:
 - Help
 - Buy, subscribe, support
 - *Believe* in it!

- Whether presenting an idea to:
 - Investors
 - Local governments
 - Networks
 - Customers
 - Fellow students and teachers (!)
- You need to communicate
 - Clearly
 - Succinctly
 - Inspiringly

- Communication must
 - Give information
 - Avoid confusion
 - Inspire!
 - Lead to action
- Communication:
 - Is a performance
 - Is a skill that can be learned
 - Takes practice

- Good communication must:
 - Speak to the actual people who are in the audience
 - Use appropriate language (change it according who you are talking to)
 - Reach out to people by using examples from their own experience
 - Also lead them to new thoughts, new ideas, new ways of thinking and doing
 - Use ways of making people believe:
 - That you know what you are talking about
 - That you can be trusted to deliver
 - That you have thought of potential problems and dealt with them

- Teaching (and learning) are as much a part of *selling an idea* as they are a part of school life
- This is what you will do when you communicate your ideas – you will *sell* them!
- You can learn much from formal sales training which is useful in school, as well as in nyskaping!

Types of communication

- Written
 - Academic
 - Popular
 - Technical
 - Opinion pieces/kronikker

Types of communication

- Visual
 - Presentations (i.e. Powerpoint)
 - Photos
 - Videos
 - Demonstrations
 - Social Media

Types of communication

- Experiential
 - Workshops
 - *Doing*
 - Demonstrations

Types of communication

- Verbal
 - Presentations
 - Lectures
 - Interviews (like sales calls)
 - Group discussions
 - Talk which accompanies all of the other types of communication.

Communication of ideas

- We communicate through every sense:
 - Hearing
 - Seeing
 - Smelling
 - Feeling
 - Tasting
- Use as many as you can to be most effective!

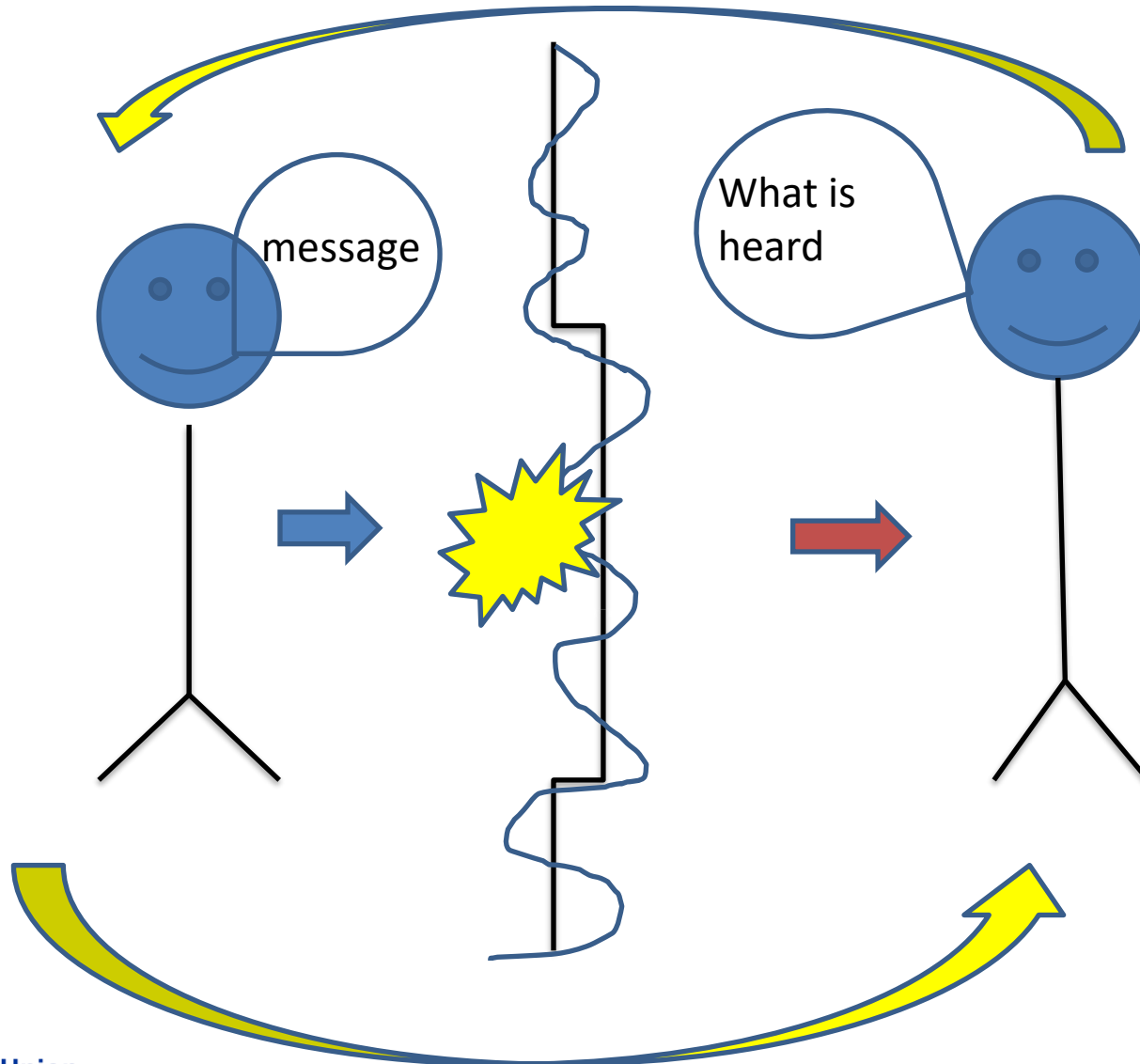
Communication of ideas

- Human brains can only hold so much information at any one time
 - Numbers = only 7
 - Ideas, even less!
- So, do not try to tell them everything, at once!

Priorities in communicating ideas

- If you can only communicate so much at one time, prioritize what, how and when you do so.
- Start with the general idea
- Move on to having your audience try the idea for themselves
- Then go to more details

Communication theory



Communication Theory

Signal → 'Noise' → Communciation

Communication skills

- So, the skill in communication is making sure that the reciever has 'heard' what you want them to hear!
- You must check!

Communication skills

- Good communicators always make sure the people they are communicating with understand what they are saying.
- They do this by using certain techniques to check.
- Once they are sure they have been understood, they move to the next thing they want to say

Communication skills

- Checking tools
 - Restating
 - Saying it again, more simply
 - Asking receiver to restate it
 - Rephrasing
 - Saying it again differently
 - Remember the 3-times rule (say it 3 times, differently)
 - Navigating
 - Retracing the path
 - Following the 'bread crumbs'

Communication Skills & Sales Skills

- The heart of sales training is about communication, uses communication theory
- When communicating ideas, sales communication models can be useful

The Sales 'Call'

(or the *presentation*)

- Introduction (The 'hook')
- Purpose of the Call
- Features, Advantages and Benefits
- Summary
- Close the Sale!

The Sales 'Call'

- If the salesperson communicates well, they will be successful
- They must use logic, build agreement, and remember to 'close' the sale.
- This is not so different than academic communication, or presenting new ideas to an audience.

Nyskapers communication

- As nyskapers you must communicate your ideas clearly
- More than this, you must learn to inspire others to follow your path
- Communication skills is a skill like any other and can be learned, and practiced

So make your vision,

And go out there and inspire others to join you!!