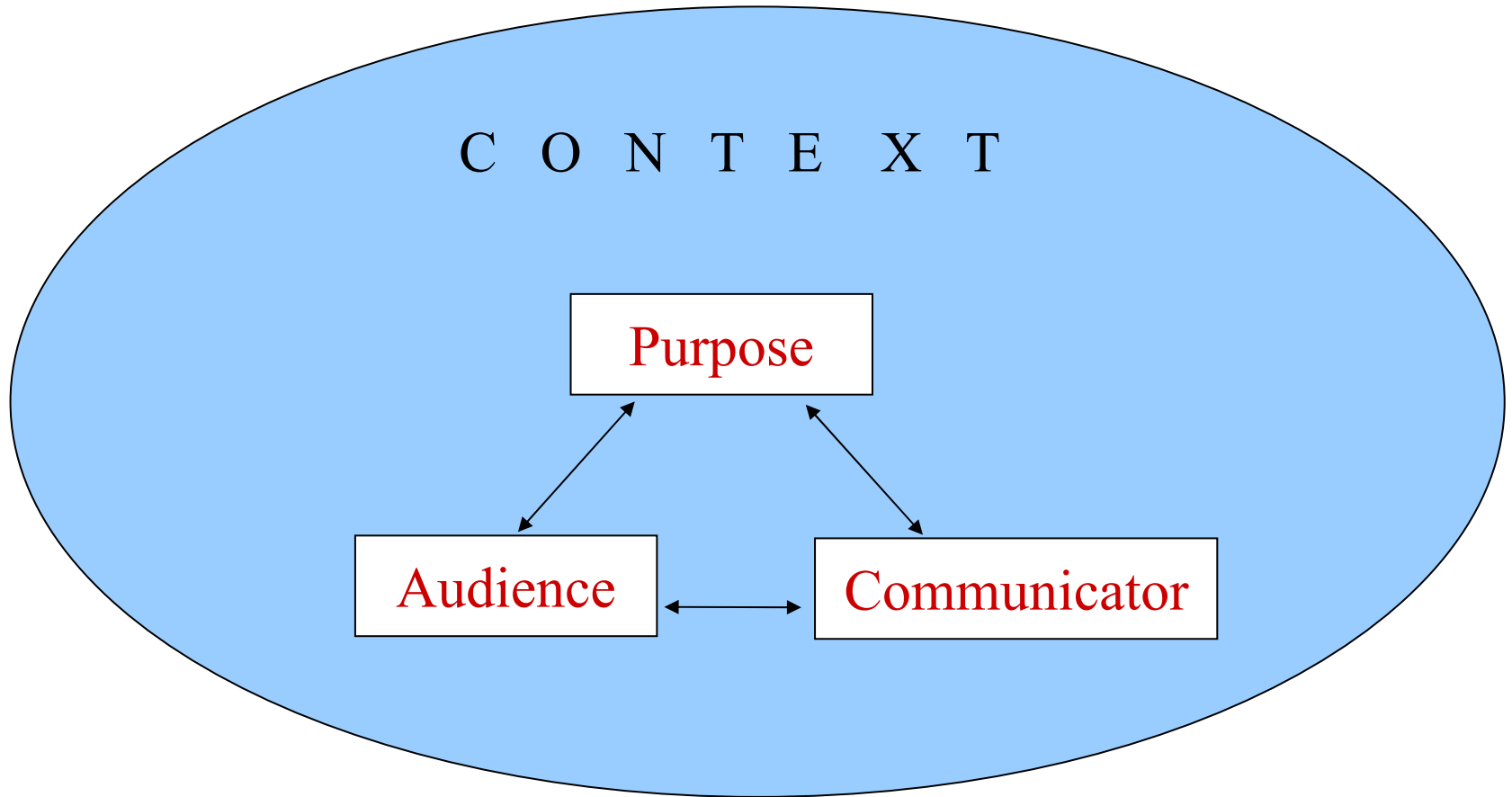


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# Analyzing the Situation

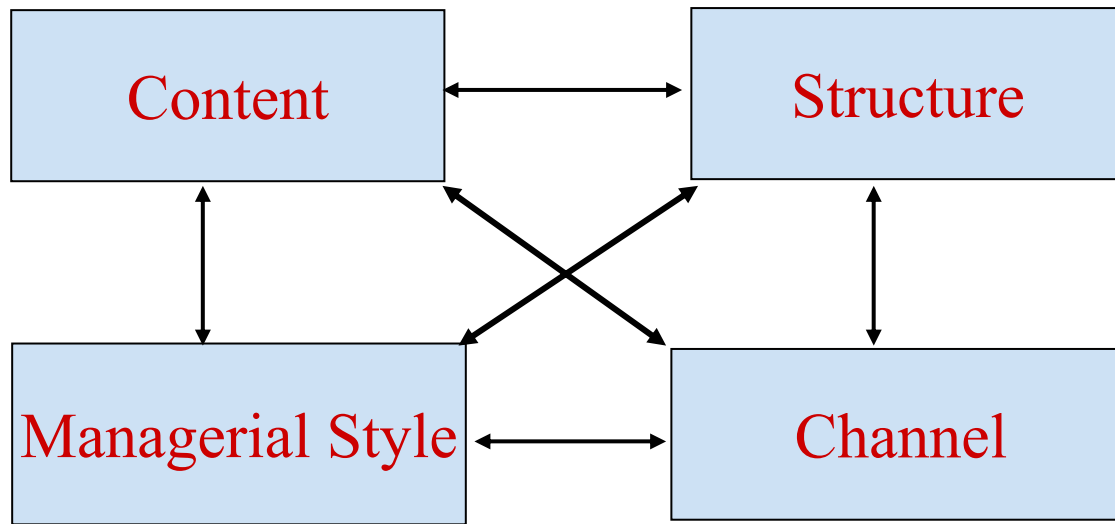
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# Deciding on a Strategy

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Communication for Managers

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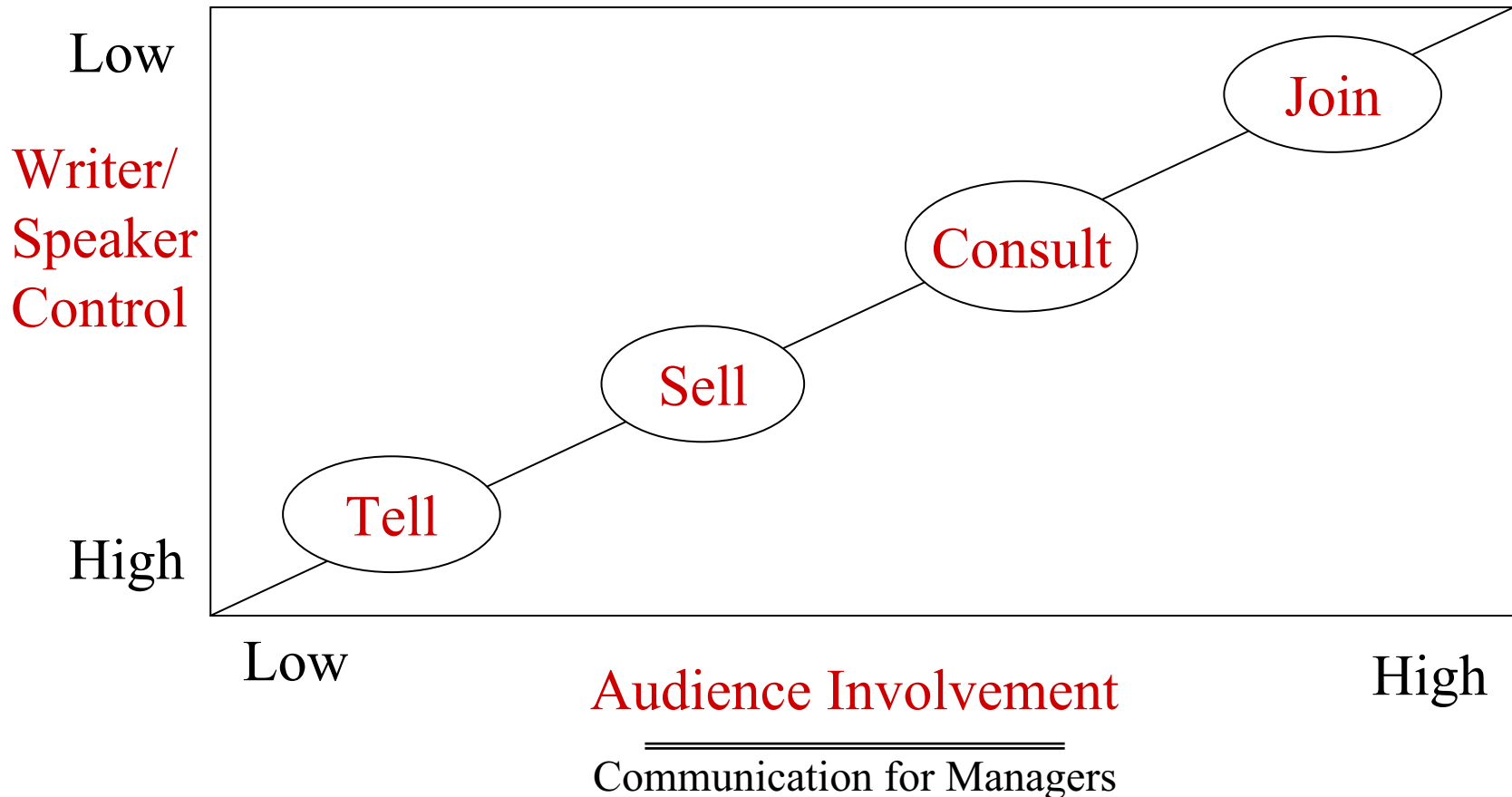
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# Deciding on Your Managerial Style

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Managerial Style



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# Approaches to Structure

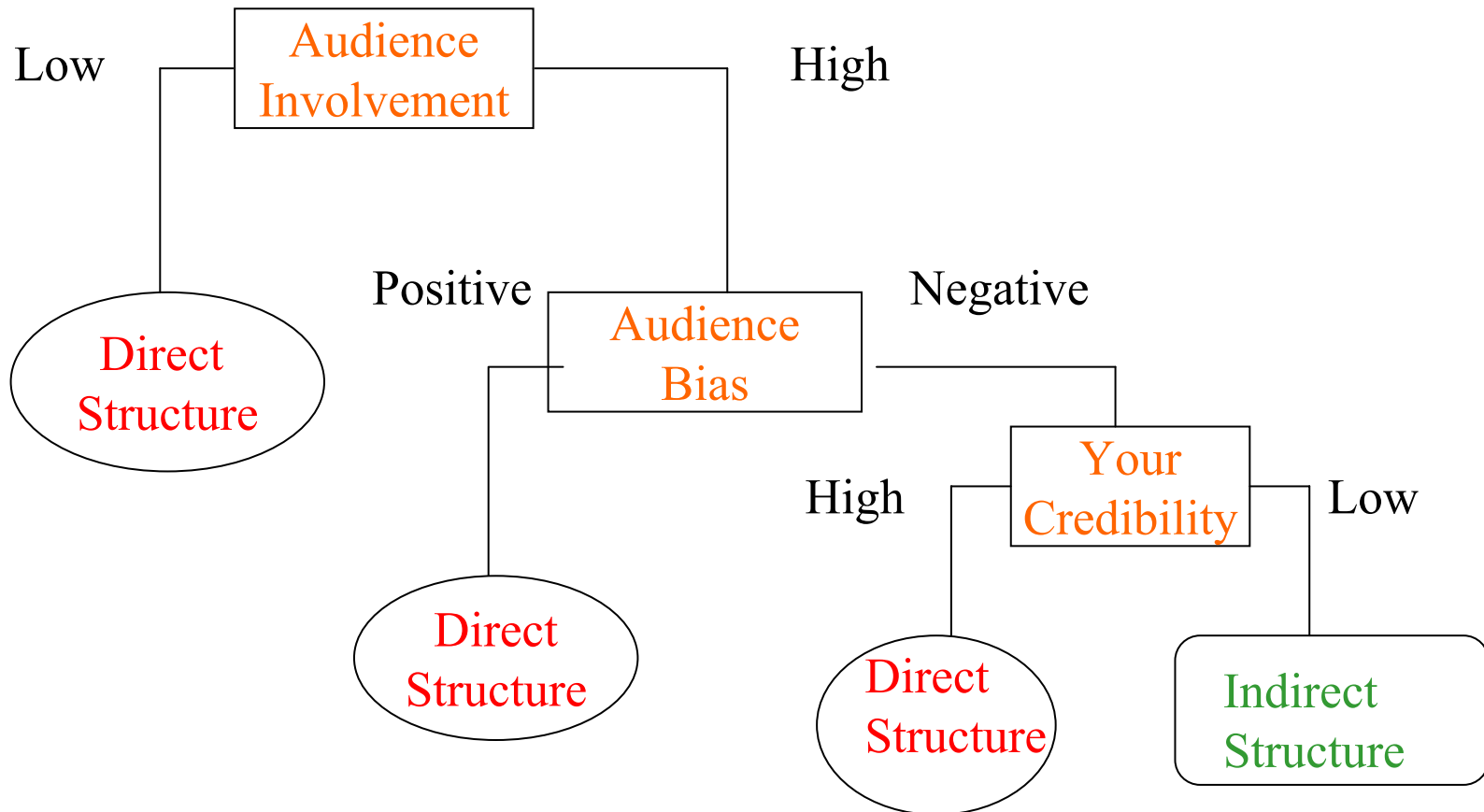
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	<b>Direct</b>	<b>Indirect</b>
<b>Informative</b>	Main points followed by subsidiary points	Subsidiary points preceding main point
<b>Persuasive</b>	Recommendation backed by arguments	Arguments leading to recommendation

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# Deciding on Structure: Rhetorical Concerns

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# Deciding on a Structure: Balancing Factors

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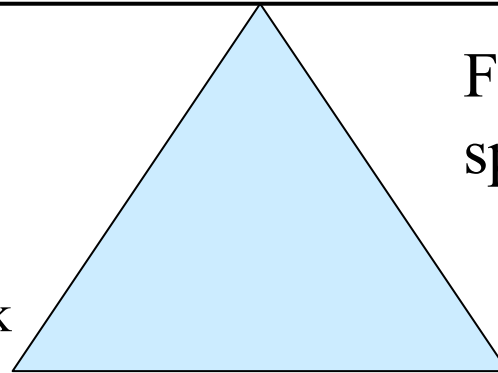
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Cognitive  
Processing  
Factors

Rhetorical  
Factors

Factors affecting  
general audiences

- Memory curve
- Cognitive framework



Factors affecting  
specific audiences

- Audience bias
- Audience involvement
- Context

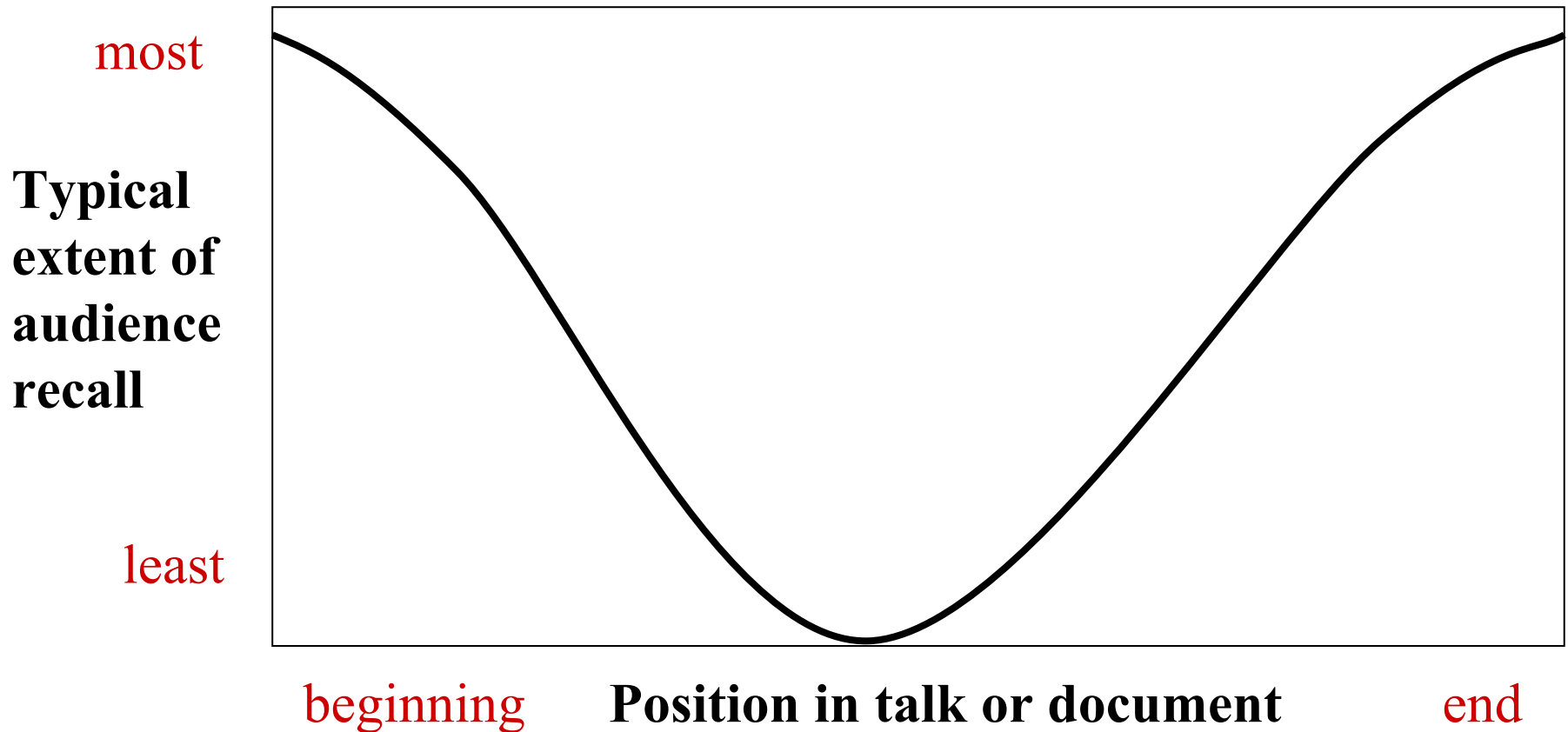
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# Deciding on an Structure: Cognitive Processing Constraints

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# Seven Ways to an Effective Presentation

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- Create a Strategy
- Respect the Medium
- Compose for the Ear
- Focus on the Introduction & Conclusion
- Polish Delivery
- Use Visual Aids Effectively
- Prepare for Questions