

RES.TLL-004 STEM Concept Videos, Fall 2013

Transcript – Communication Strategy

Any time you begin a communication, whether face-to-face, in writing, or over the phone, it's important to think about why you've opened that line of communication, what the goal of your interaction is, and how you're going to deliver your message.

In this video, we'll watch 3 segments of a presentation created by MIT students. You will analyze the strategy used to develop the message, and hear how and why the presenters chose this strategy.

This video is part of the Communication video series. Successful professional communication begins with the ability to analyze situational variables and make strategic decisions.

Hi, my name is Joanne Yates, and I'm a Sloan Distinguished Professor of Management and Deputy Dean in the Sloan School of Management at MIT.

After watching this video, you should be able to use a strategic approach in order to communicate effectively. This means that you will be able to

- * Analyze your audience, context and purpose
- * Examine and build your own credibility with the audience
- * Decide on content, structure, channel, and style, and
- * Evaluate your own and other's messages for sound arguments and effective strategy.

As we watch the student presentation, think about the following elements:

- * Purpose: what is the objective of the presentation?
- * Credibility: Do the speakers have credibility with the audience when they start the presentation? If not, how do they establish it? For example, do they build an argument that shows expertise?
- * Content: Does the material support the objective? Is the argument sound? Does the content

answer the audience's questions?

* Structure: Does the organization of the presentation support what the speakers are trying to achieve?

* Channel: What methods (demos, schematics, animations, text, narration) were used to convey the points, and were they effective?

* Style: Did the style fit the context? For example, were the speakers projecting a formal or informal style? Were they poised and confident?

What was the purpose of the presentation?

Would the audience have found the presenters credible? What did they do to convince the audience that their arguments were sound?

Let's continue watching the video.

How did you decide what material to include in your presentation?

What if you were giving a presentation to a group of investors? What content would you add?

Why did you structure the presentation the way you did?

What channels of communication were used and were they effective?

If you were to give advice to students doing a similar presentation, what would you tell them?

To Review, formulating a strategic communication requires that you:

Analyze your audience, the purpose of the communication, and the context in which the communication will occur.

Evaluate your credibility with the audience and think about how you are going to build it.

Decide on the content, structure, channel, and style that will best help you convey your message.

After developing your message, ask yourself: Is the strategy effective? Is the argument sound?

Your answers to these questions might require you to go back and restructure your

communication to make it as effective as possible.

Best of luck with your future presentations!

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