

The 7 Steps to Effective Communication

7. End Strong

Provide a clear outline of the take home message and use an illustrative concept that will resonate with the audience.



1. Define/Refine Topic

Minimize the topic down to a few key points centered around a theme.



6. Be Confident & Persuasive

Integrate strong, impactful words to help the audience understand the importance of the message.



2. Prepare

Become a content expert.



5. Use Visuals

More information will be retained as you compliment your words with visuals.



3. Develop Structure

Frame the topic like a story including a beginning, middle and end. Put the topic in context.



4. Be Concise

Keep it simple. Use words everyone can understand.

