



Communication and presentation techniques

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... What is a presentation?

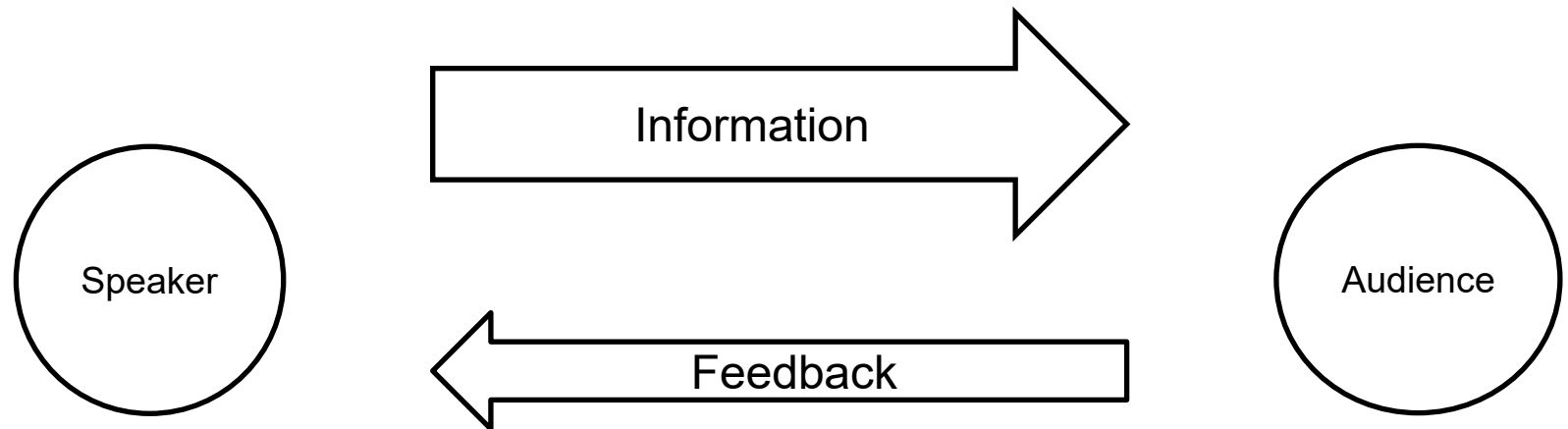
... How to communicate convincingly

... How to adress and communicate with political decision-makers

- Unlike a lecture, a presentation does not exclusively serve to pass on information
- Its goal is to evoke a certain decision in the audience
- By a goal-oriented and clarifying presentation of the available information, the advantages of the intended decision should be shown to the audience

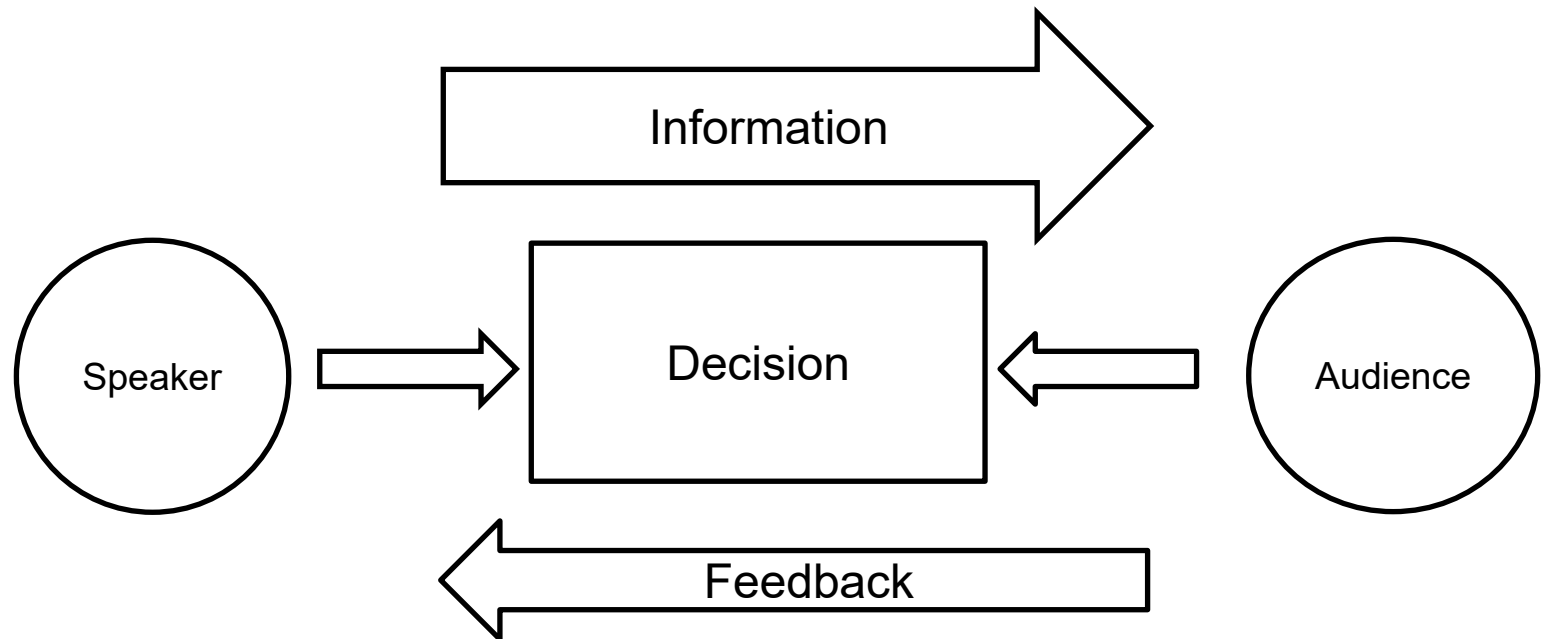
What is a presentation?

Lecture



What is a presentation?

Presentation



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A presentation must always:

- pursue a goal
- be adapted to the audience
- present those aspects that should convince the audience of the desired decision

- Develop clearly defined and **measurable** objectives
 - What do we want to achieve?

SMART!!!

Specific! Related to specific outcomes (direction of intended outcome: to increase, develop, decrease, minimize ...)

Measurable: quantified

Actionable: realistic

Relevant: in line with the organization's trust

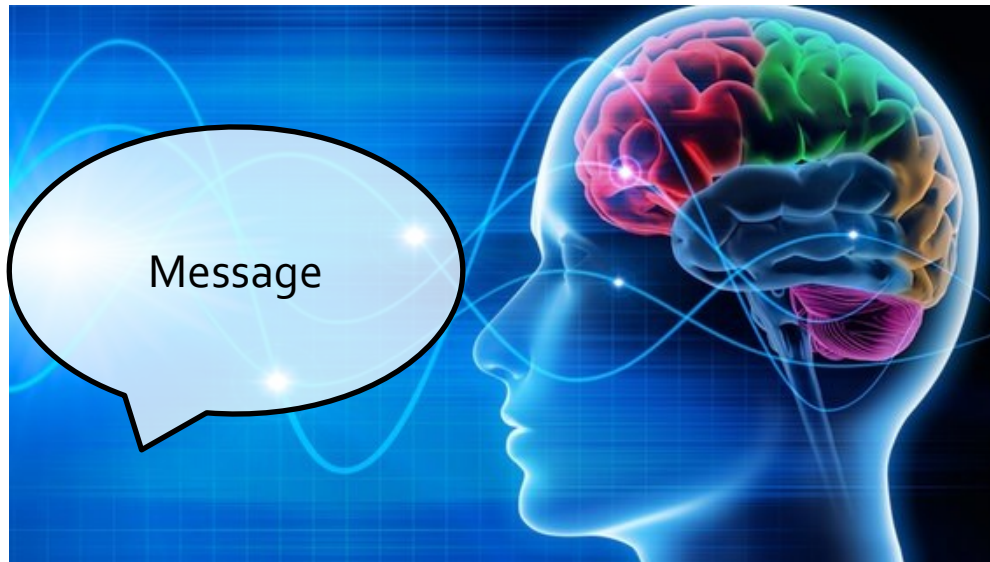
Timely: related to time frames

Internal defined and external communicated objectives

- Although good communication is called a "soft skill", it is central to the success of an organization and much more than "just talking"
- It is important to realize that communication is not something you can start or end. It always takes place
- Communication is always a cycle. We send information and then receive further information → Two skills are required:
 - Listening skills: Being able to listen and to ask the right questions is a basic requirement to be informed about the social and task-related situation
 - Speaking skills: The ability to communicate visions, goals and other things is the foundation for being able to lead in a task-oriented manner

- Successful communication depends on accepting that it is the recipient who interprets what is said with his or her existing knowledge
- Something said is not automatically heard and something heard is not automatically understood
- The better you adjust your communication to your audience, the better it interprets the message in the intended way
- Furthermore, understanding does not automatically mean agreement. Management communication is not only about listening, but also about involving

Every communicated message has 4 different aspects



Self-
statement

Subject
Aspect

Relationship
aspect

Call

The audience learns 4 different things from one message

- Self-statement
 - What does the speaker reveal about himself?
- Subject Aspect
 - What topic is the speaker talking about?
- Call
 - What does the speaker want from me?
- Relationship aspect
 - How does the speaker relate to me?

A convincing message must be adapted to the audience on all four levels

- But the possibilities for adapting to the audience are not infinite
 - It is important that communication is authentic and without contradictions between communication and action
 - Only if one is credible it can be assumed that the recipient of communication decodes a message in the way intended by the sender
- Therefore, it makes sense to think about communication not only in the short term and in terms of specific topics, but also in the long term and with the aim of creating stable relationships.

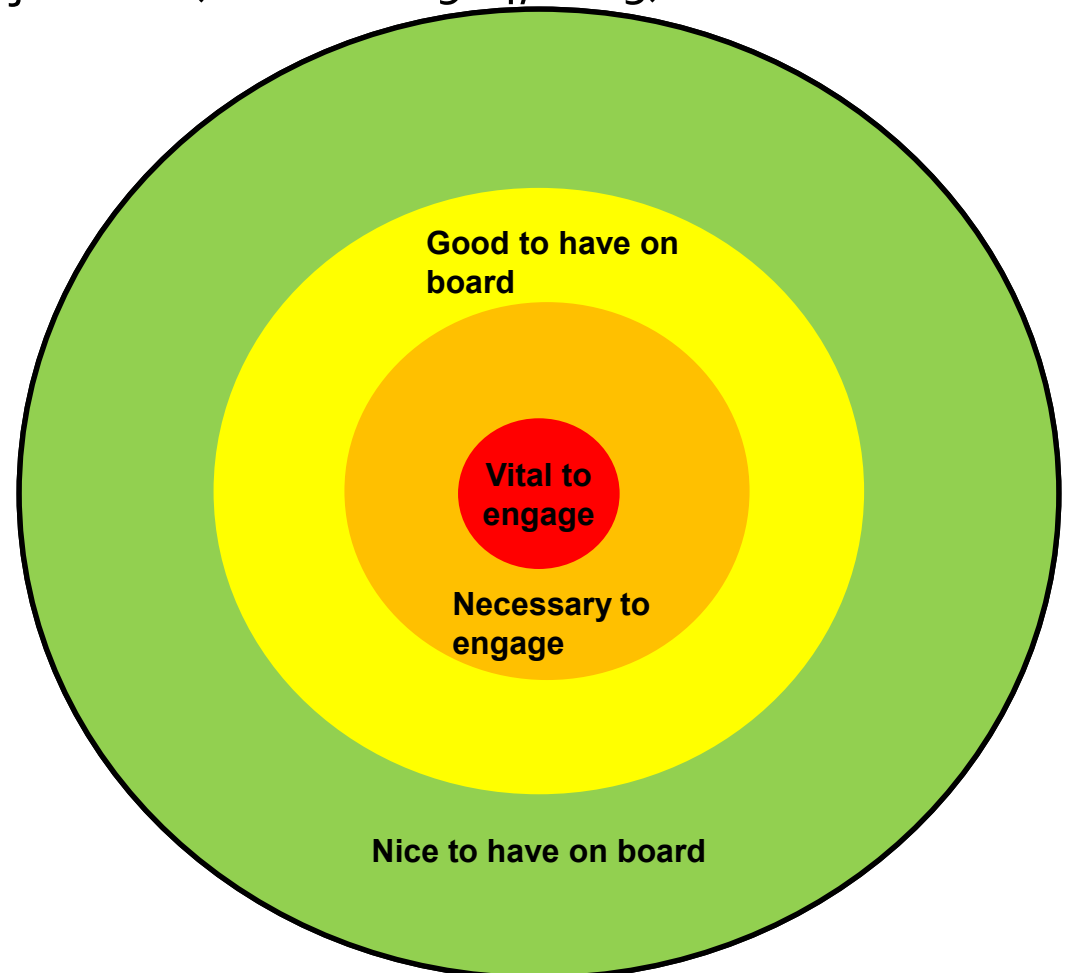
Whom would we like to address?

Identification of the publics

- Community
- Party members
- Potential party members
- Voters
- Potential voters
- Opinion leaders and formers
- Others...

How to adress and communicate with political decision-makers

Stakeholder: Any group or individual who can affect or is affected by the achievement of the firm's objectives (Freeman 1984, S. 25).

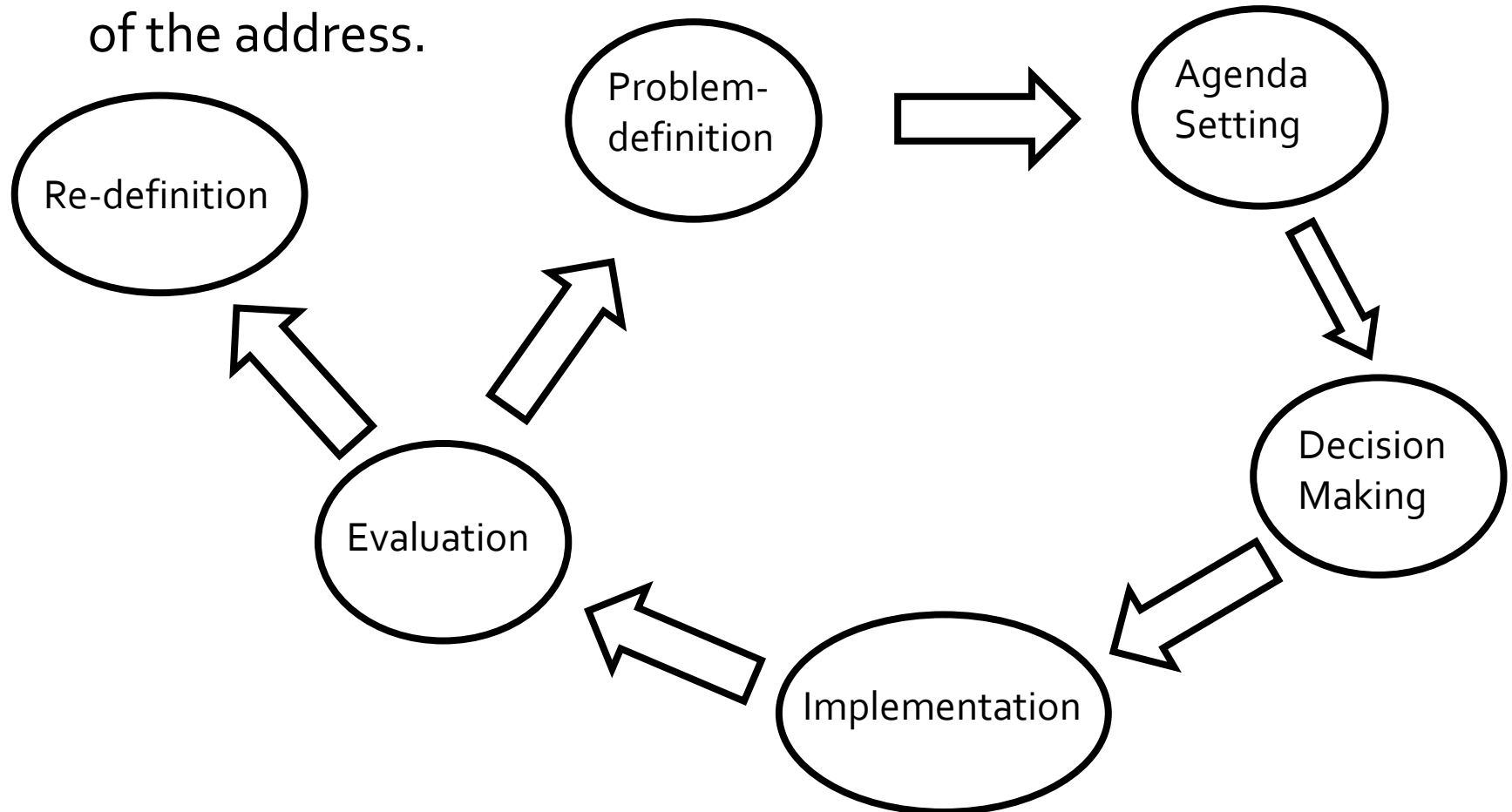


Narrow views of stakeholders in general attempt to define relevant groups in terms of their direct relevance to the organisation's core interests. For example, several scholars define stakeholders in terms of their necessity for the organisation's survival.

The broad view of stakeholders, in contrast, is based on the empirical reality that organisations can indeed be vitally affected by, or they can vitally affect, almost anyone. But it is complex to apply. The idea of comprehensively identifying stakeholder types, then, is to equip organisations with the ability to recognize and respond effectively to a disparate, yet systematically comprehensive set of entities who may or may not have legitimate claims, but who may be able to affect or are affected by the organisation nonetheless, and thus affect the interests of those who do have legitimate claims.

How to adress and communicate with political decision-makers

The relevance of the different stakeholders depends on the time of the address.



How to address and communicate with political decision-makers

Problemdefinition:

How to turn an issue into a political issue that reaches the attention of policy-makers?

Agenda Setting:

How must a topic be presented so that it becomes a political problem that is recognized and addressed by politics?

Decision Making:

How can I create the majorities I need?

Implementation:

How can I assure, that the policies are implemented in the way intended?

Instruments for direct communication with political decision-makers

- Events (personal meetings, parliamentary evenings, briefings, panel discussions and other debate forums)
- Written instruments (Policy Paper)

Instruments for indirect communication with political decision-makers

- Agenda-Setting & Framing (media relations, grassroots-lobbying, Alliances, digital public affairs)