



Communicating with **IMPACT**

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Communication in general

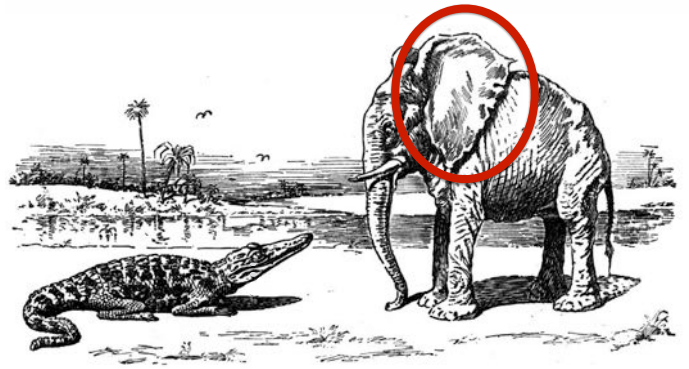
Define
your task.

1

- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ **CHANGE THE WORLD!!**

**Analyze your
target group.**

2



What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?

Know yourself.

3

*"To thine own
self be true"*

Hamlet Act 1, scene 3

**Understand
the limitations
at hand.**

4

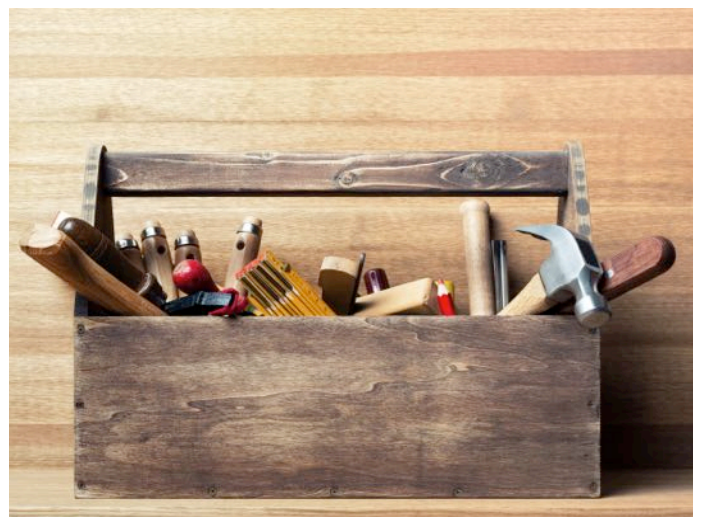


INFO TIME UNIT

- ▶ Present things in sequence.
- ▶ One item/slide.
- ▶ Watch the audience.
- ▶ Pause & summarise.

Seek inspiration
in all types of
communication.

5



Journalism

The inverted pyramid

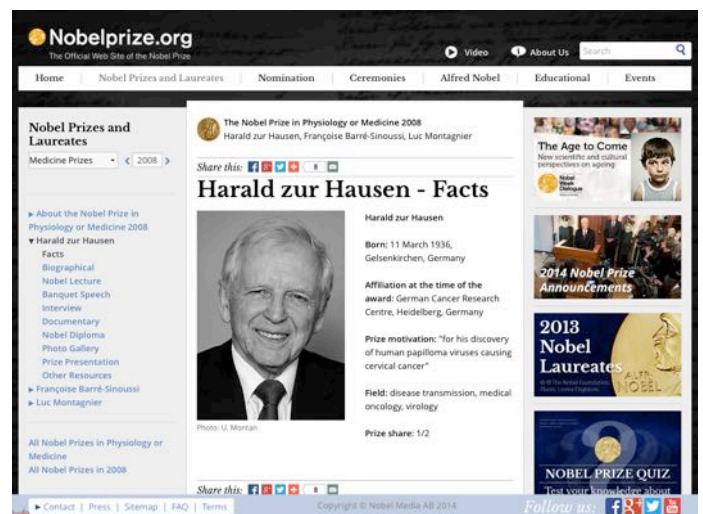
Really interesting stuff

Not so
interesting
stuff

5 Ws

- ▶ Who?
- ▶ When?
- ▶ What?
- ▶ Why?
- ▶ Where?
- ▶ How?

Storytelling

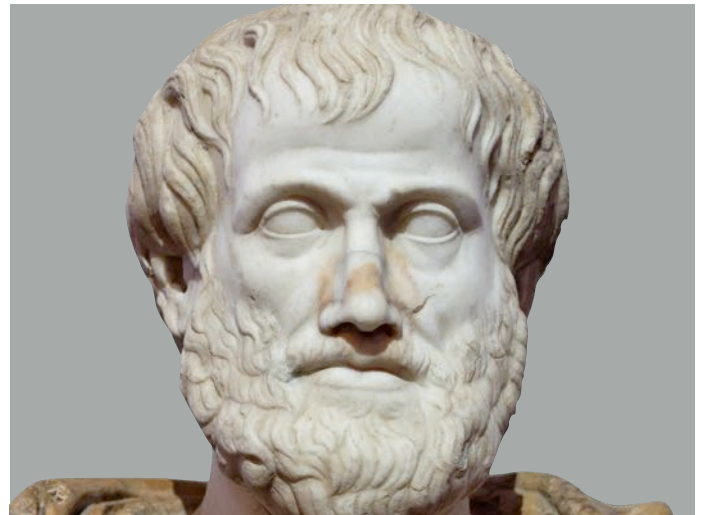




RHETORIC

- | | |
|---------------------|-----------------------|
| ▸ <i>Exordium</i> | ▸ <i>Introduction</i> |
| ▸ <i>Narratio</i> | ▸ <i>Background</i> |
| ▸ <i>Propositio</i> | ▸ <i>Thesis</i> |
| ▸ <i>Probatio</i> | ▸ <i>Proof</i> |
| ▸ <i>Refutatio</i> | ▸ <i>Refutation</i> |
| ▸ <i>Peroratio</i> | ▸ <i>Conclusion</i> |

- Title
 - (Abstract)
 - Introduction
 - Materials & Method
 - Results
 - Conclusions & Discussion
 - References
 - Acknowledgements
- # IMRAD



ETHOS



PATHOS

LOGOS

ETHOS
PATHOS
LOGOS

The noble art of
public speaking
& why nervousness is not the main issue

1

2

3

GOOD
ENOUGH

PRETTY
GOOD

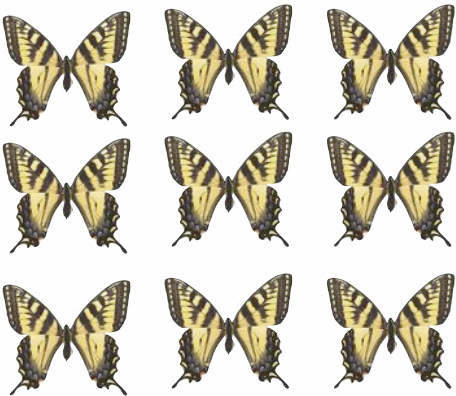
OUT-
STANDING

LEVEL

1

Good enough

Love your stuff
– and show it!



LEVEL

2

Pretty good

- Define your main messages.
- Follow a preparation protocol.
- Practice.

3

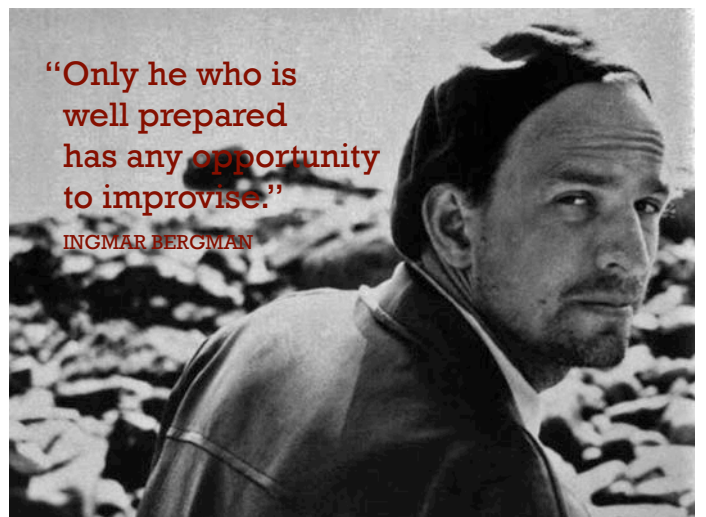
”But I’ll know my song well before I start singin’ ...”

Bob Dylan: A Hard Rain's A-Gonna Fall

1. Analyze the task.
2. Define your goal.
3. Pick your messages.
4. Analyze the target group.
5. Decide a strategy.
6. Compile your material.
7. Plan the delivery.
8. Structure & simplify.
9. Try out and practice.

“Only he who is well prepared has any opportunity to improvise.”

INGMAR BERGMAN





LEVEL

3

Outstanding

- Refine the delivery.
- Use humor & the toolbox of rhetorics.
- Build practical experience.



TED

Get out on
the floor.

Use the
space



Keep a straight
posture.

Move
(purposefully).

Gesture.

Project your
enthusiasm
towards the
listeners.

Get eye
contact.

Address your
listeners.

Change
the pace &
take breaks.

Use the
“B” key.

Have fun &
enjoy the
moment

PowerPoint





Pizza



?
**ride
elevator
an
is
long
how
But**

1. What do you do?
2. What problem do you solve?
3. How are you different?
4. Why should I care?

Carmine Gallo: *The Presentation Secrets of Steve Jobs*





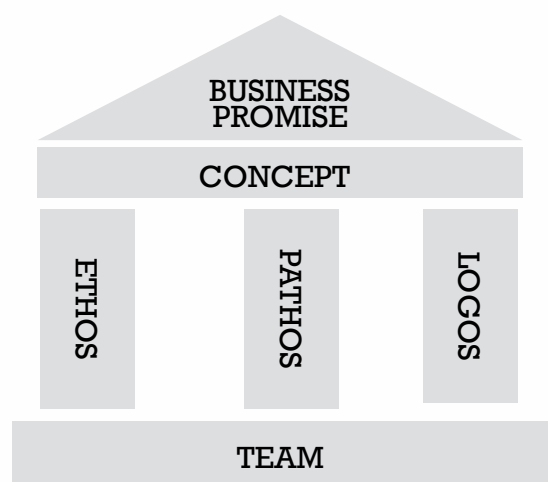
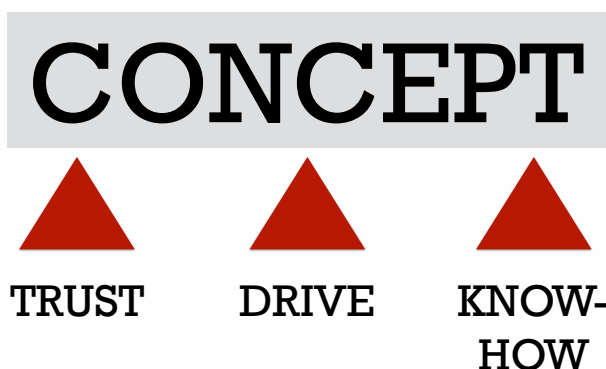
CLARIFY
your concept

SIMPLYFY
your message

ENGAGE
your audience

**Your audience
judges both
YOU
and
YOUR CONCEPT**

- Do they understand their own concept?
- Do they believe in their own idea?
- Is there a hidden problem?
- Do they agree with each other?
- Do they have the motivation it takes?
- Do they have the skills it takes?



**THE RIGHT
ATTITUDE:**
**personal
modesty
+
professional
boldness**



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