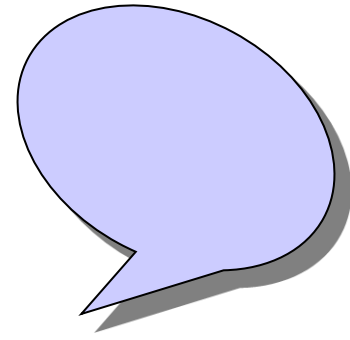




The Art of Noise

The Ability to Communicate

By Brad Steinke



Agenda

- Formalities
- Essence of Communication
- Common Communication Pitfalls
- Methods for Success
- Resources That Can Help
- Recap
- Questions/Comments



- **Brad Steinke**



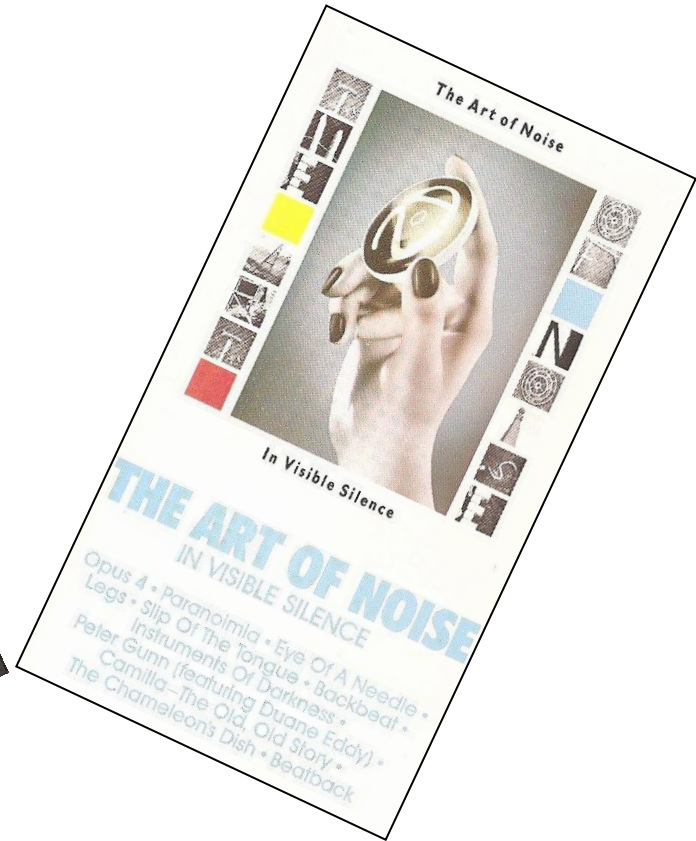
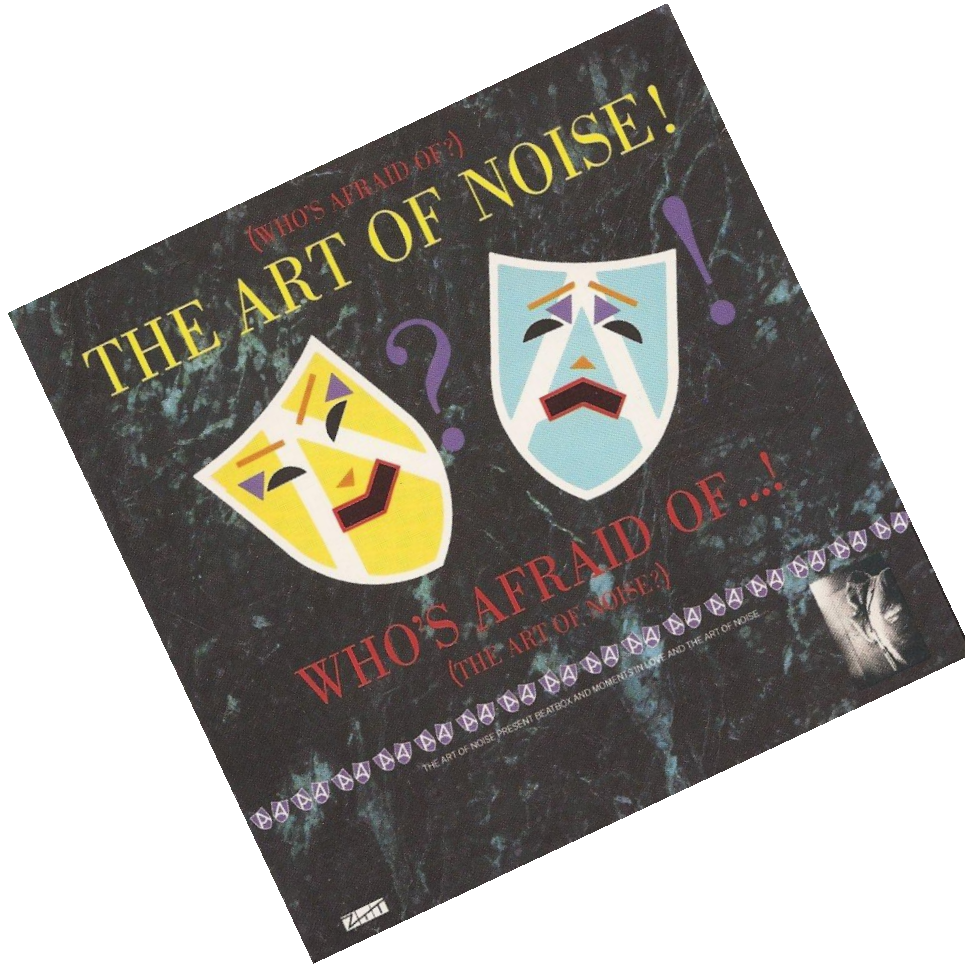
- CBAP[®], CBSA
- MBA, MMGT
- BA – German, International Studies, & Political Science

- **IIBA Member since 02/07**

- CBAP Item Writing Team
- VP of Event Services – St Cloud Branch
- Advisory Board – BA World Symposium

- **Creative Memories**

- Sr. Business Systems Analyst





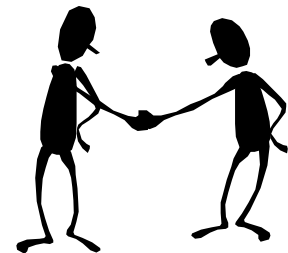
- Audience Needs

- Give your audience something of value



- ~~Presenter Needs~~

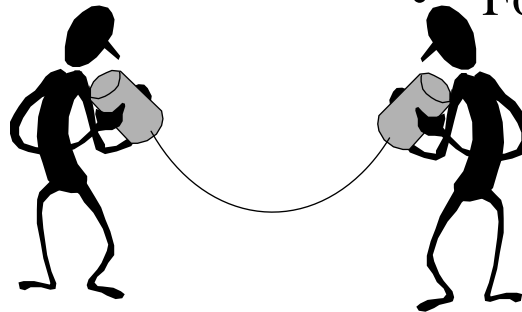
- ~~Not about you~~





- Instances of Communication

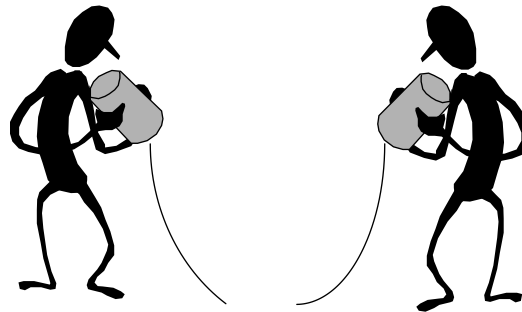
- JAD Sessions
- Blue Sky Sessions
- Brainstorming Sessions
- Focus Groups
- Requirements Presentations
- Requirements Walk-Throughs
- Requirements Workshops
- Watercooler
- Friends
- Interviews
 - 1 on 1's
 - 1 to Many
 - Many to Many
- Conference Calls
- Diagramming Sessions
- Formal Presentations





- Impact of Communication

- Verbal
 - What is said 7%
 - How it is said 38%
- Non-Verbal 55%
 - Body Language\Actions





•Pitfalls

- UM

- “Used to express doubt or uncertainty or to fill a pause when hesitating in speaking.” – Dictionary.com
- “Used to indicate hesitation.” – Webster.com



- UH

- “Used to indicate hesitation, doubt, or a pause” – Dictionary.com
- Not defined by Webster





•Pitfalls

- Reading

- Quotes

- Definitions

- Complex items

- Formula's / Chemical Composition

- $\text{HOOCCH}_2\text{CH}_2\text{CH}(\text{NH}_2)\text{COONa}\cdot\text{H}_2\text{O}$

- MONOSODIUM GLUTAMATE

- MSG

- Flavor Enhancer





•Pitfalls

- Everyone really loves coming to presentations where the information displayed on an overhead (who knows what that is?) or through a projector are read word for word.



- It is not like the audience cannot do that while the presenter displays....

- Keywords

- Touch Points





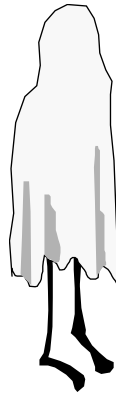
•Pitfalls

- Not knowing your audience

- Excess body language

- Speaking without conviction /confidence

- Lack of eye contact





•Pitfalls

- Fast Talker
- Slow Talker
- Close Talker
- Low Talker
- Deep Talker
- High Talker





•Pitfalls

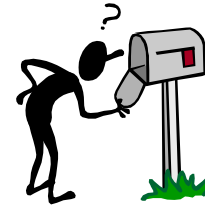
- Mumbling



- Dead Air



- Double Clutching



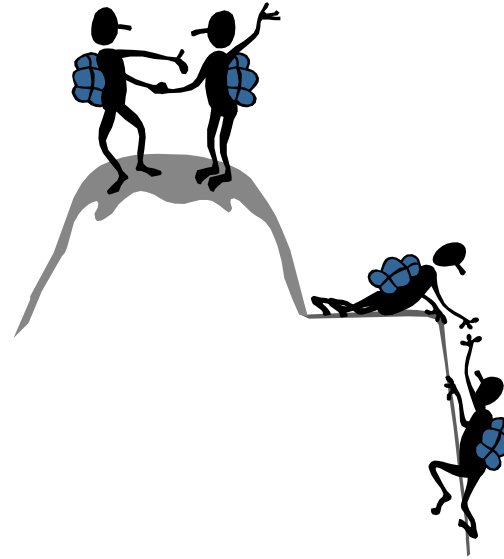
- Catch Phrases/Made Up Words/Acronyms

- “Like”, “Ya know”, “Know what I mean”, “Well”
- “Know what I’m saying?”, “Can You Hear Me Now?”
- “Conflustered”, “ Requirementish”, “Login Spiffyness”
- ”Post Implementation Support Services”
- “PKI”, “ABS”





- **CONFIDENCE**
- **Actively Listen to Others**
- **Leave Yourself a Message**
- **2 Minute Test**
- **Make a Sandwich**
- **Stand-Up Front**
- **CONFIDENCE**
- **PRACTICE-PRACTICE-PRACTICE**





- **Local Toastmasters Organization**
 - <http://www.toastmasters.org>
- **Insight Fusion Inc**
 - Dennis Stauffer
 - <http://www.insightfusion.com/index.htm>
- **How To Conquer Public Speaking Fear**
 - By Morton C. Orman, M.D.
 - <http://www.stresscure.com/jobstress/speak.html>
- **Presentation Tips for Public Speaking**
 - <http://www.aresearchguide.com/3tips.html>
- **Search Words ‘ Public Speaking Tips’**
 - www.google.com
 - www.cuil.com



- **Why I thought I should/could do this**
- **Essence of Communication**
 - **Give To/Receive vs. Get/Not Receive**
- **Common Communication Pitfalls**
- **Methods for Success**
- **Resources Than Can Help**
- **This**
- **Finally**





Questions/Comments ?



Thank You