

The Art of Communication

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ABSTRACT

The art of effective communication is one of the most powerful skills we can ever develop, and yet 75% of the population struggle to develop strength and confidence in this area. It is a strategic skill that can make the difference between a successful business outcome and healthy relationships across all areas of our lives, not just professionally but personally as well. This presentation explores why being a strong communicator is so important for surveyors. It discusses how to deliver a compelling message, how to craft messages that are suitable for the various channels we use professionally (including email, texting, face-to-face meetings and addressing the media), and the ultimate fear for many, presenting confidently at a meeting or event.

KEYWORDS: *Communication, strategy, relationships, professional.*





What do
75% of the
population
fear?



75% of the population have
Glossophobia

The Fear of Public Speaking



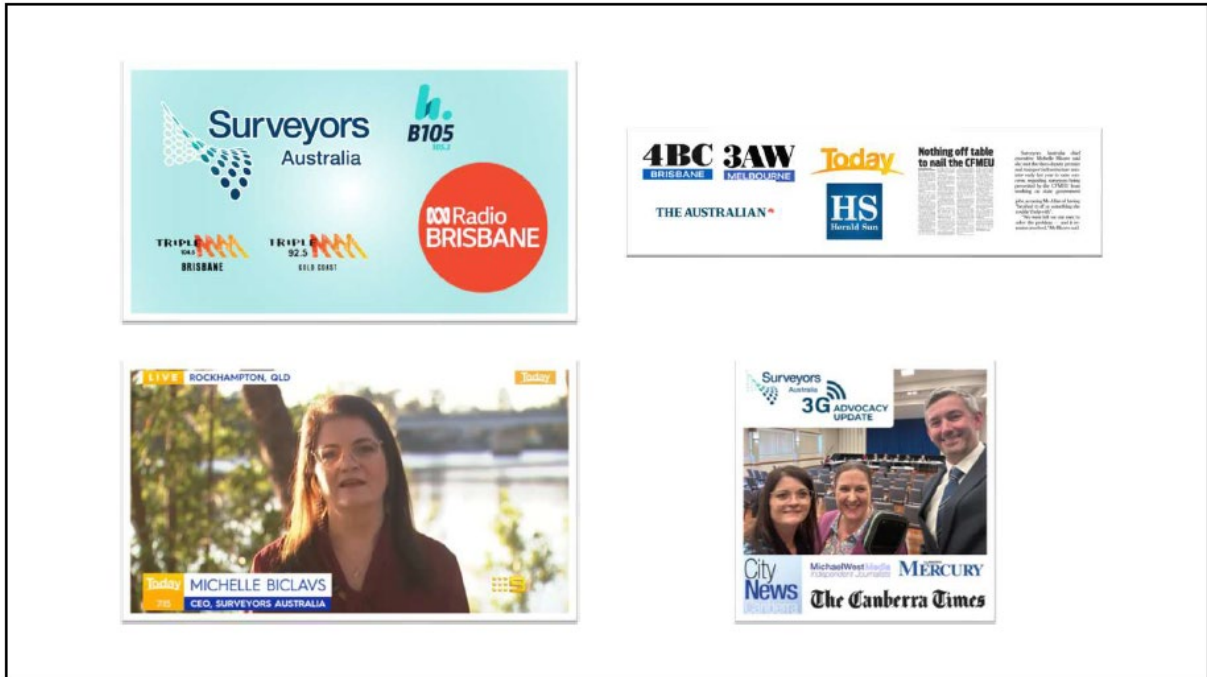
Top 10 Phobias

10. Trophophobia – the fear of holes
9. Aerophobia – the fear of flying
8. Mysophobia – the fear of germs
7. Claustrophobia – the fear of small spaces
6. Astraphobia – the fear of thunder and lightning
5. Cynophobia – the fear of dogs
4. Agoraphobia – the fear of open or crowded spaces
3. Acrophobia – the fear of heights
2. Ophidiophobia – the fear of snakes
1. Arachnophobia – the fear of spiders





Speaking Opportunities


- Conference Presentations
- Team Meetings
- Pitch Meetings
- Client Meetings
- Performance Reviews



Understand Your Fears

 Examine: How does it make you feel?








Context: What's the worst thing that could happen?

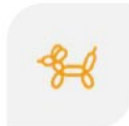


Rationalise: What are the odds of that actually happening?


Understand Your Fears



CALM YOUR NERVES:
STRETCH, BREATHING,
WATER, POWER POSE

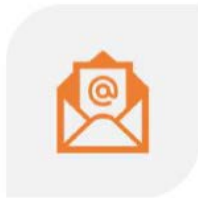


ACCLIMATE: PRACTICE!



Mindsets that invoke fear

- Public Speaking is inherently stressful
- You need to be perfect to succeed
- Trying to cover too much material
- Having the wrong objectives
- Trying to please everyone
- Trying to copy others
- Being arrogant and proud – a know-it-all
- Expecting the worst
- Being overprepared
- Thinking the audience will be as critical of you as you are of yourself!





EMAIL



TEXT




MEETINGS







Plan your presentation

Know your audience
Prepare purposeful content




Present with power

Use your voice – volume, tone, inflection, pace,
pause, emotion
Include storytelling – head, heart, feet
Read body language – eye contact, facial
expressions, posture, movement, hands, dress



1. Hook – Introduction
2. Book – Content
3. Took - Conclusion



What could go wrong?

- Wardrobe malfunction
- Mind goes blank
- Voice falters
- Offensive statement (by accident!)
- Nervous stutter
- Trip or fall
- Tech doesn't work
- Lights go out
- Hecklers
- No one knew you were coming to speak!



The Value of Surveying

- Nothing is built without surveyors
- Surveyors underpin the national economy
- Surveyors are problem solvers and the land administration experts
- Surveyors are Vital to Australia's Development
- Surveyors must FIRST appreciate and acknowledge the value they bring to:
 - their business and their clients
 - their staff
 - their community and their government
 - their territory, state, jurisdiction and country





Future of Surveying

- A great career path which may include business ownership and entrepreneurship
- A good salary as a professional
- Rarely a shortage of work
- Exchange programs for graduates
- Embracing new technology
- Increasing recognition of the important role of surveyors and geospatial professionals
- Expertise admired and sought after for major infrastructure and other projects
- Engaged in building a sustainable future for every community



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