The information provided here is for informational and educational purposes and current as of the date of publication. The information is not a substitute for legal advice and does not necessarily reflect the opinion or policy position of the Municipal Association of South Carolina.

Consult your attorney for advice concerning specific situations.



#### QUICK INFO **BROOKLINGREEN.COM**

- Teach Communications UNCW & UMO
- Public Speaking, Business professional, Interpersonal
- MA Leadership/Comm -Gonzaga University
- International Speaker Communications & Leadership
- Improviser The Second City Chicago
- Commercial writer
- Stand-up Comedian- Nick @ Nite Funniest Mom

# SCAN ME



#### COMMUNICATION

- LOCK BOX
  - **HOW I LOOK WHEN**

  - I HAVE TO PRESENT IN FRONT OF A GROUP OF PEOPLE
- Nonverbal Communication & Energy
- Listening & Know Your Audience
- Your Message: Clear and Direct
- Crisis and Conflict Management Situations





NONVERBAL       • Nonverbal cues: Posture, gestures, facial expressions, eye contact, vocal variety (pitch, pace)         • Impact: Reinforce message, build trust, project confidence, connect with audience         • High energy: Enthusiasm is contagious, keeps audience engaged, demonstrates passion for the topic         • Authenticity Discussion Discussion Discussion		Speak Louder Than Words
connect with audience High energy: Enthusiasm is contagious, keeps audience engaged, demonstrates passion for the topic	NONVERBAL	
engaged, demonstrates passion for the topic		
Authoritisity Nerverhal aver that align with words areas		
a genuine connection		<ul> <li>Authenticity: Nonverbal cues that align with words create a genuine connection</li> </ul>

### 2



#### Games

Uncross

- Stranger danger, YES! People you don't know.
- 3 min Mingle (Goal how many people can you meet in 3 min & retain one thing)

Tips:Warm up communication skills,

Strategy- Observe nonverbals, energy, timing, exit strategy. Focus on goal of the game.

#### NONVERBAL

### CONTROLLING MY TONGUE IS NO PROBLEM. ILISIMY FACE THAT NEEDS DELIVERANEE

### Anxiety Body Language, Tone, and Facial Expressions Smile, Breathe, Big body

Give & Take

Stop on a dime

One person

#### Warm up communication skills

Tips/Strategy- Raise your awareness. Instincts. Observe nonverbals, energy, timing, exit strategy. Focus on goal of the game.

### LISTENING & YOUR AUDIENCE

READ A ROOM

#### LISTENING & AUDIENCE

Who are you talking to? (Age, background, knowledge level, interests)

What are their needs? (Why should they care about your topic?)

What language do they understand? (Use familiar terms, relatable examples, and relevant references)

What hooks their attention? (Facts, stories, humor relevant to them)

Listen to their body language. (Adjust pacing, tone, and content based on feedback)

By understanding your audience, you can craft a message that resonates, is informative, and keeps them engaged.



#### • Red Ball, Blue Ball

Telephone- 2 TeamsI'm a candle

Tips/Strategy- Use previous game strategy focus on nonverbals. Clearly use body language, eye contact, slow & direct communication. Listen to each other to add to the whole.

## YOUR MESSAGE CLEAR AND DIRECT

WHAT I SAID WAS....!

#### MESSAGE MONROE'S & ARISTOTLE

Attention
 Need
 Satisfaction

Monroe's

- Visualization
- Call to action

#### Aristotle's

#### • Ethos- Ethics-Credability

- Logos- Logic- Audience language
- Pathos- Emotion-Empathy



Commercial



Tips/Strategy- Use previous nonverbals. Clear body language, slow & direct communication. Listen to each other for group work & for crafting message.

## CRISIS & CONFLICT MANAGEMENT

YES,AND...

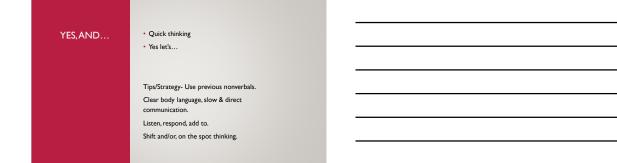
5 C-'S CRISIS Concern Commitment



ClarityConfidence



Quilty, D. (2024, June 4). Effective crisis communication starts with this. Firstup. https://firstup.io/blog/effectivecrisis-communication/







# ADDITIONAL RESOURCES

#### Good Leaders make you feel safe

https://www.ted.com/talks/simon\_sinek\_why\_good\_leaders\_make\_you \_feel\_safe

How to Lead in Crisis https://www.ted.com/talks/amy\_c\_edmondson\_how\_to\_lead\_in\_a\_cris is/up-next

Hidden Power of Smiling https://www.ted.com/ailds/ron\_gutman\_the\_hidden\_power\_of\_smiling? utm\_campaign=tedspread&utm\_medium=referral&utm\_source=redco mshare

Amy Cuddy- More confidence in 2 minutes

https://youtu.be/r7dWsJ-mEyl?si=BUzErteu9UdfEdzl