

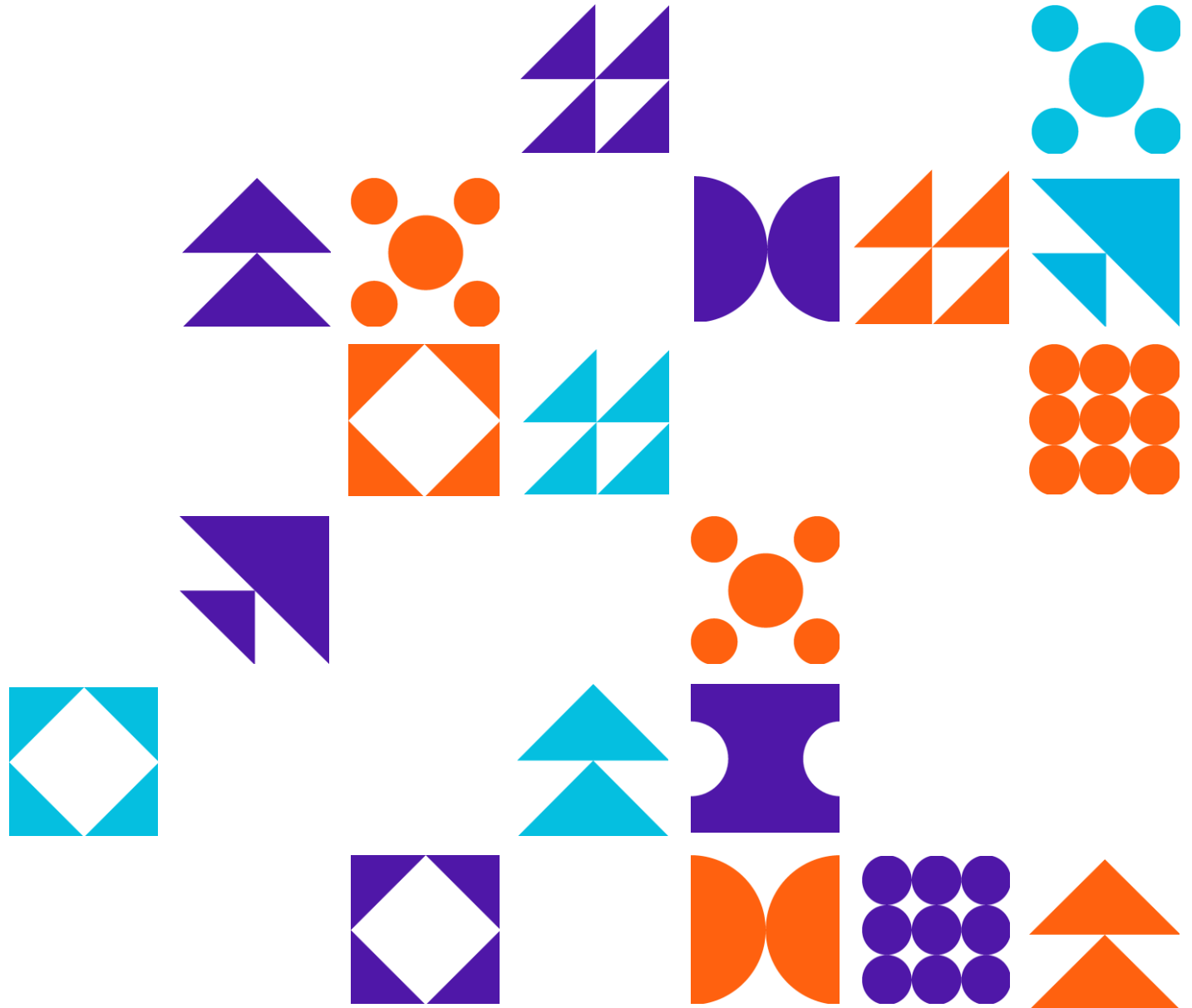
The Power and Strength of Being a Great Communicator

David R. Shostak, PMP, ATP, DTM

Caltech CTME Instructor

PDD 2024 | PMI-OC

02 24 2024



Guaranteed Learning Objectives... 1 hour that will change your life!!!



At the conclusion of this session, participants will:

- Gain techniques and presentation skills
- Understand how to handle obstacles and deal with people
- Demonstrate professional tricks of the trade
- Use informative and amazing evaluation techniques

People Communicate in Funny Ways

- You need to know how to say the right things, the right way, in the right place at the right time
- Communication provides the glue to each of the blocks in Project Management
- Communicate, communicate, communicate, over-communicate
- I never want to hear from a team member “You didn't tell me that” at the end of a project



Inspiring Presentation Skills

- Have a Hook – Why should I listen to you, grab their attention, first impressions
- Know the mind of the audience you are presenting to



Communication Skills

1. Know your material
2. Speak clearly
3. Practice what you want to say before you say it
4. Look up – never down
5. Stand with your feet planted
6. Being nervous is okay at the beginning
7. Know the room
8. Over exaggerate
9. Dress matters



Vocal

Use your human voice to develop a voice that is:

- Pleasant, conveying a sense of warmth
- Natural, reflecting your true personality and sincerity
- Dynamic, giving the impression of force and strength – even when it isn't especially loud
- Expressive, portraying various shades of meaning and never sounding monotonous or without emotion
- Easily heard, thanks to proper volume and clear articulation



Non-Verbal

The Body

- Posture, Attitude, Movement, Grooming

The Eyes

- Hold and Indicates Attitude
- Communicates
- Personality Projection

The Face

- Communicates
- Projects Personality

The Hands

- Stimulates, communicates, relaxes presenter, emotional projection



Punch, Pitch and Pace

Punch - The ability to get your point across with vocal force

Pitch - Using the tone of your voice that is pleasant

- You want to produce the genial, cheerful, and gracious tones that characterize a good speaking voice

Pace - The speed in which you speak

- Too slow
- Too fast
- Audiences can comprehend at a relative fast speed



Communication Emotions and Obstacles

1. Dealing with Anger
2. Dealing with Emotion
3. Dealing with People who Present Obstacles
4. Dealing with Stress
5. Ineffective Listening
6. Noise in the Transmission
7. Noise in the Receiving



Obstacles In Project Management

Things to deal with...

1. Difference of opinions
2. Goals and objectives not understood
3. Lack of team motivation
4. Culture of the company
5. Lack of respect for the Project Manager
6. No executive management support
7. Lack of documentation
8. Lack of well-understood requirements
9. Budget too small
10. Schedule too short



Dealing With People

1. Who needs the information
2. Who are the influencers and SMEs
3. Who impacts the project
4. Who are the stakeholders outside the project team
5. What did he/she say and what did he/she mean
6. English as a second language
7. Did he/she speak clearly
8. Did I understand he/she
9. How is his/her grammatical skill
10. Does he/she use the English Language and punctuation correctly
11. Is he/she able to relate?
12. Can I get through to them?



Informative Evaluation Techniques – Giving and Taking Feedback

How I heard you!



How I saw you!



How I reacted to you!



Make Words Sound Like They Mean

The Sensual Category - Five Sensors

1. **Visual:** I see how you think this is fabulous
2. **Auditory:** I hear what your saying
3. **Kinesthetic:** That feels right to me!
4. **Taste:** That situation left a good taste in my mouth
5. **Smell:** That smells good to me

The Emotional Category of Words

- Hate
- Love
- Happy

Image Substitution

- Substituting one image for another - downplay or emphasize
- I spent 500K last mouth, or I spent a half a million dollars last month



Communication and Emotional Intelligence

Meaning: The ability to recognize, understand, and manage one's own emotions and influence the emotions of others



In any workplace, being able to navigate relationships effectively is crucial

Building emotional intelligence and your communication skills you can:

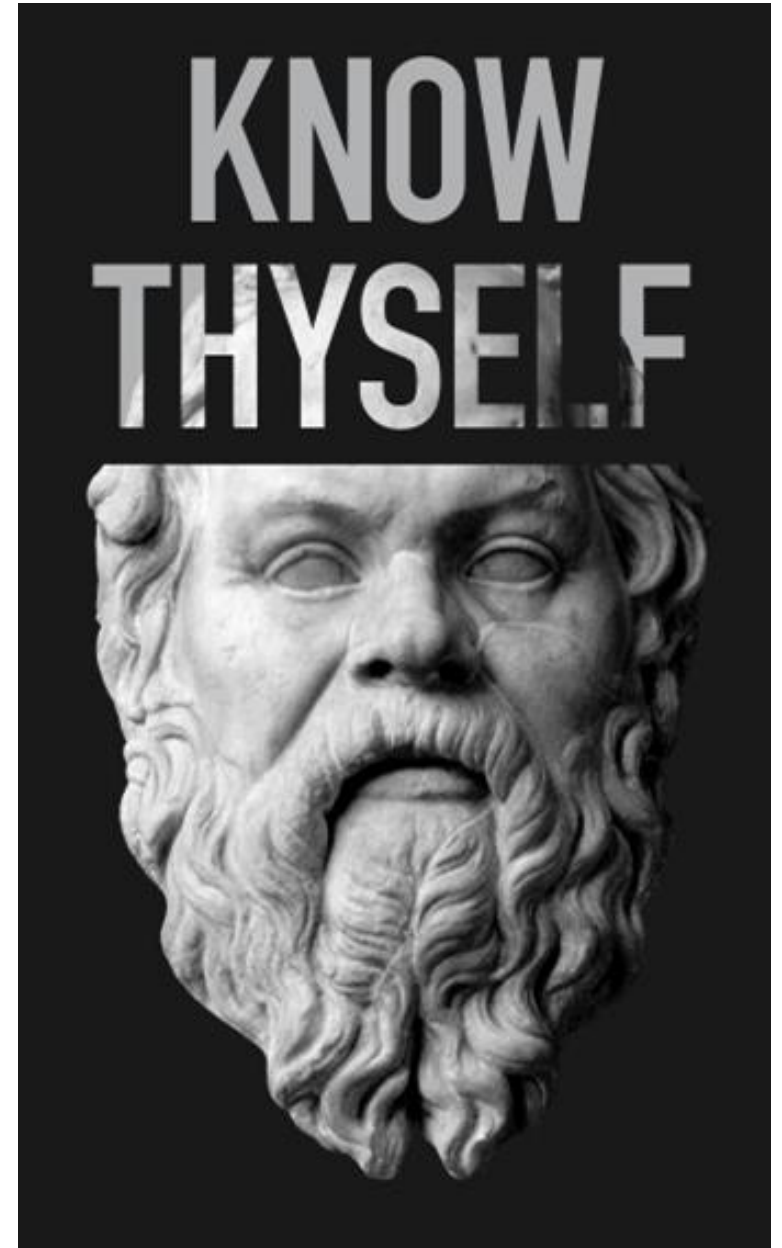
- Improve your professional, and personal, relationships.
- Achieve greater work satisfaction and happiness.
- Facilitate collaboration on your team.
- Enhance your leadership development

Well-managed emotions can become a powerful tool for achieving organizational results

[To be an effective leader, emotional intelligence should be a top priority](#)

Know Your Strength and Weaknesses

- How do you feel about your communication skills?
- To communicate well with people, you need to help them get to know you
- It is a mutual process – the more we know about each other, the better our communication can be
- To be an effective project manager, you need to have great communication skills



Trust – A Vital Thing to Have

- Trust is a must
- If you do not have trust, you have nothing
- Trust but verify – Ronald Reagan
- Remember, when you speak your words, they should be impeccable



Professional Dynamic Tricks of the Trade

Point - Reason - Example - Point (PREP)

See it in your head

Brevity, brevity, brevity

Look up, never down – a weak vs. strong position

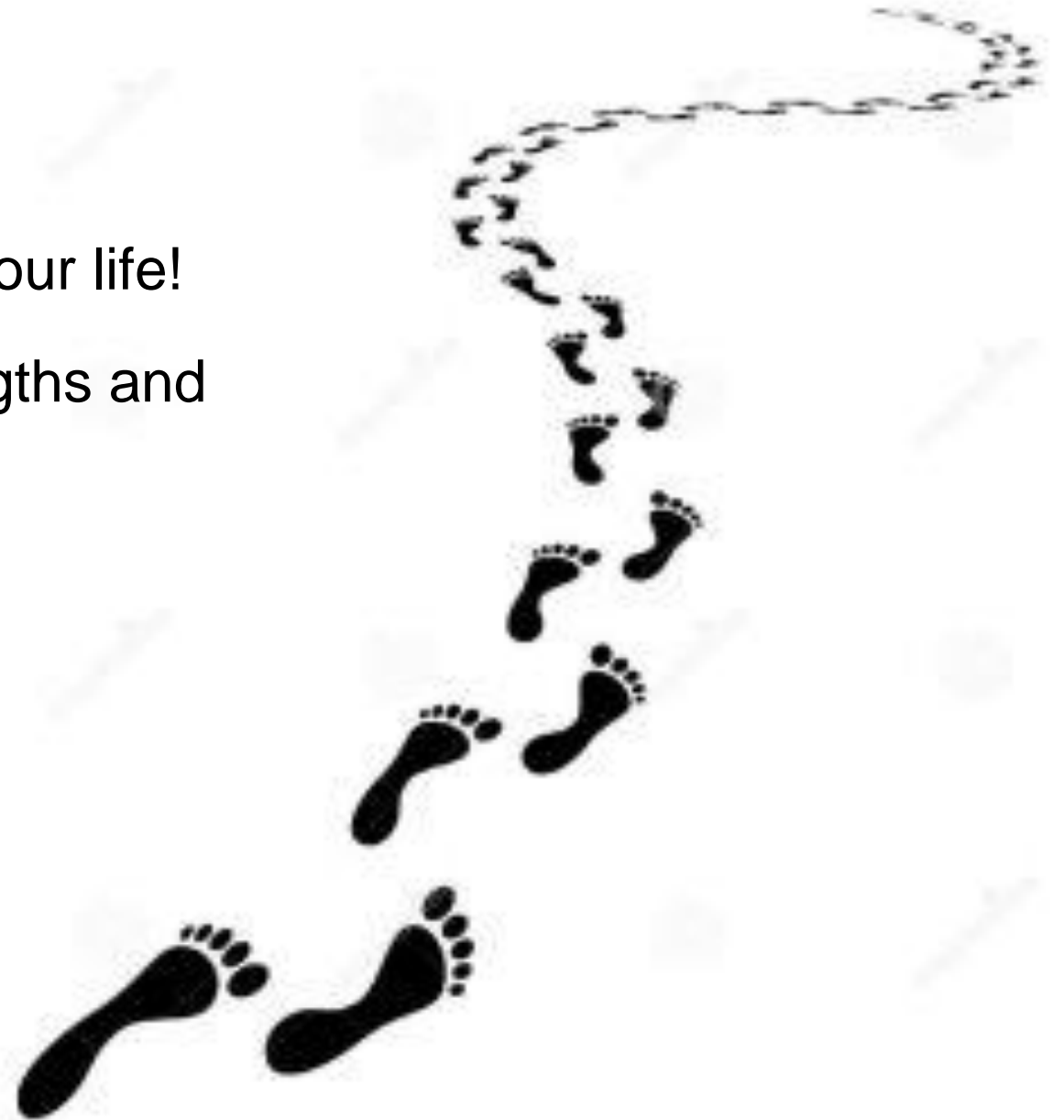
Maintain a positive posture



In The End

Practice these skills – they will change your life!

They will increase your power and strengths and make you a great communicator



A Noble Profession

Not easy, but worth it...Something worth it doesn't come easy - David Shostak





THANK YOU

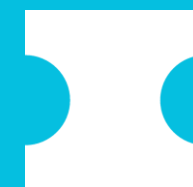
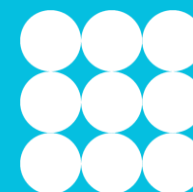
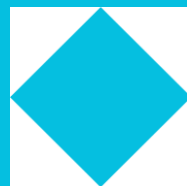
David R. Shostak, PMP, ATP, DTM

Senior Program Manager – Contractor

Caltech CTME Instructor

davidrshostak@gmail.com

714-696-4293



**Please scan QR code
to get PDU credit and
provide feedback.**

