

Delivery

Presentation skills

Build trust and credibility; use eye contact; spontaneous plain language and humour; enthusiasm; involve audience

Design and Framing

Learning-based engagement tools

Connect with previous experience and knowledge; motivation; metaphors; surprise;

↑ personal; real situations ↑

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Content

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Values; experience; knowledge; beliefs

Audience

Goals

Audience-based communication (ABC) pyramid

Modified from Pearson, Barriault, Cochrane 2010