

# Communication. It's a skill.

You already know how to communicate.

Most of us do it, in one way or another, every single day.

But what makes someone a great communicator?

Is it natural talent or a skill that can be learned?

Or something in between?

This talk explores communication techniques, strategies and skills. Some that are simple, and some that need practice. Wherever you are on the communicator skill spectrum, you should find something new to put in your comms toolbelt. Come along and be prepared to talk to other members of the audience, share your own ideas and strategies for getting your point across, and for listening and understanding your colleagues, friends, and family.



# DRUPALCON VIENNA

Communication Skills  
for Everyone





Photo by Boris Baldinger

Donna  
Benjamin  
@kattekrab

- Project lead  
Catalyst IT
- Board member  
Drupal Association

Stagecraft

To Know  
Thyself



# Know Thy Audience

By Marko Ercegović,  
[EXIT Festival Audience](#)  
CC BY-SA 3.0  
Wikimedia Commons






By Petar Milošević (Own work)  
[Fountain pen writing \(literacy\)](#)  
CC BY-SA 4.0  
Wikimedia Commons

Listening





By TigTab  
[Shepard Fairey in Hosier](#)  
CC BY-SA 2.0  
Wikimedia Commons



“As many as five generations with  
diverse communication appetites  
make up today’s workforce.”

C.M.Bell Communications

[cmbell.com/blog/2017/4/26/internal-communication-infographic](http://cmbell.com/blog/2017/4/26/internal-communication-infographic)



The What

The How

The Why



By Tony Webster  
[BNSF Communications Tower](#)  
CC BY-SA 2.0  
Wikimedia Commons

How do we  
communicate?



By MIKI Yoshihito  
[Message Board](#)  
CC BY 2.0  
Flickr



listen, hear, understand, grasp, comprehend,  
observation, read, question, speak, gesture,  
facial expressions, tone of voice, clarity,  
concise, friendliness, confidence, honesty,  
respect, empathy, open minds, enthusiasm,  
precision, acknowledgement, reaction,  
response, appropriate language,  
feedback, constructive critique.

The medium is  
the message.




Marshall McLuhan

Speeches, presentations, emails, chat, text,  
phone calls, video, audio, books, newsletters,  
conversations, dialogues, monologues,  
performances, blogs, websites, social media,  
signs, banners, billboards, notice boards,  
white boards, art, design, graffiti, stories,  
film, tv, radio, podcasts.

What makes  
someone a great  
communicator?



What makes  
someone a great  
communicator?



“If you want to make a difference instead of make a point, make sure you have a call to action.”

Decker Communications  
[decker.com/blog/top-10-communication-moments-of-2016/](https://decker.com/blog/top-10-communication-moments-of-2016/)



What? Listening

How? Daily practice

Why? Have more impact



Questions?

# References

<https://www.thebalance.com/communication-skills-list-2063779>

<https://decker.com/blog/category/top-10-best-and-worst-communicators/>

<http://www.learninginfo.org/study-skills.htm>

<http://bettermindbodysoul.com/effective-communication-techniques/>

<http://www.maximumadvantage.com/nonverbal-communication/non-verbal-communication-demonstration.html>

<http://work.chron.com/ineffective-communication-styles-4530.html>

<http://eloquentwoman.blogspot.com.au/2016/11/famous-speech-friday-australian-mp.html>

<https://psychcentral.com/blog/archives/2013/10/22/6-strategies-to-become-a-better-communicator/>

<https://www.cmbell.com/blog/2017/4/26/internal-communication-infographic>

<https://theatreanddance.appstate.edu/students/prospective-students/25-life-skills-learned-theatre>



JOIN US FOR  
CONTRIBUTION SPRINT  
Friday, 29 September, 2017

Mentored  
Core Sprint

9:00-18:00  
Room: Stolz 2

First time  
Sprinter Workshop

9:00-12:00  
Room: Lehar 1 - Lehar 2

General Sprint

9:00-18:00  
Room: Mall



#drupalsprints





## WHAT DID YOU THINK?

Please evaluate this session

[events.drupal.org/node/18829](https://events.drupal.org/node/18829)

Take the survey!

<https://www.surveymonkey.com/r/drupalconvienna>



THANK YOU!

