


IBM Hursley Laboratory

IBM

Communication Skills Crossover Project University of Sheffield

Mandy Chessell FREng CEng FBCS
IBM Senior Technical Staff Member
Master Inventor

Graham Charters PhD MBCS CEng CIP
IBM Senior Software Engineer
Senior Inventor



IBM Hursley Laboratory

IBM

Agenda

- Hints and Tips on Communication Skills (20 Mins)
- Lightning Talks and set up of Team Exercise (10 mins)
- Team Exercise (30 mins)
- Team Lightning Talks and Judging (45 mins)
- Discussion and closeout (15 mins)

Page 2 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

IBM

The value of Communication Skills

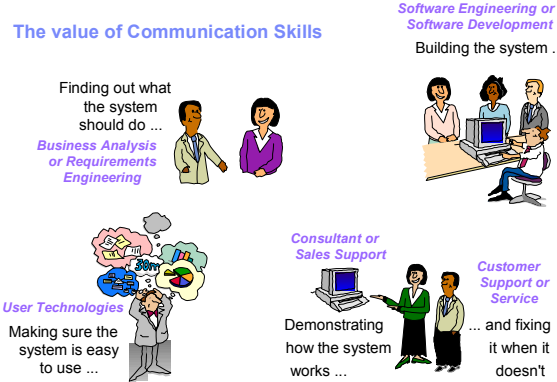
Business Analysis or Requirements Engineering
Finding out what the system should do ...

User Technologies
Making sure the system is easy to use ...

Software Engineering or Software Development
Building the system ...

Consultant or Sales Support
Demonstrating how the system works ...

Customer Support or Service
... and fixing it when it doesn't



Page 3 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

IBM

Types of Communication

- Face-to-Face Discussion
 - Inform
 - Sell
 - Negotiate
- Presentation
 - Lecture
 - Q&A
- Telephone call
 - One-to-one
 - Conference Call
- Written
 - Web
 - Paper


Page 4 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

IBM

The secret to a successful communication

"Giving a presentation is an opportunity to tell the audience what they need to know ...
... It is NOT an opportunity to tell them all that you know"
Chris Winter, IBM Distinguished Engineer, 2004




Page 5 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

IBM

The audience

- Remember why they are listening
- Think how to introduce yourself (their context)
- Choose the appropriate starting point
- Choose appropriate jargon (preferably none ☺)
- People have different preferences
Pictures, data/facts, visions, detailed plans, impacts/consequences
so include a variety of information styles



Page 6 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

What are your goals ...

- For every encounter ...
 - What am I trying to achieve
 - What are the 2-5 key messages I want the audience to leave with today?

- Audiences like presenters that tell them something interesting
- If you are clear about your key messages you can adapt the presentation style, length and use of props
- Preparation and practice make presentations easier

- Is this all they need to know?
- What do I want to happen next?

Page 7 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

Presenting a message

- To communicate clearly, it is important to understand how the reader/listener perceives and processes information.
- In 1971, David Kolb observed that there are four stages to understand and process information
 - WHY (do I need to know), WHAT (is this about), HOW (do I use it), CONSEQUENCES & OPTIONS (what do I do next).
- You can use these questions as a guide to structure written text or speech. The questions should be asked with respect to the audience rather than yourself.
- This will improve your communication skills

Page 8 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

Attention curve

(a) Tell them what you are going to tell them – (b) tell them – (c) tell them what you told them

Page 9 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

Dealing with nerves

- Case the joint before hand
- Breathe
- Smile
- Look up
- Squeeze your toes
- Imagine what it will be like when you succeed
- Turn fear into excitement

Page 10 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

Nightmare audiences

- No-one turns up
- Audience is not who you expected
 - Words, style, messages
- Difficult questions
- Saboteur
 - Know-it-all
 - Noisy
 - Chatting
 - Another agenda

Page 11 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

Dealing with questions


- Listen
- Summarize
- Respond
 - Give answer
 - Offer to get back to them

Page 12 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

What to do next ...

- Follow up with those who asked questions
- Distribute any presentation material and documents
- Take the next steps in your plan ...



Page 13 Mandy Chessell © 2005 IBM Corporation


IBM Hursley Laboratory

Negotiating

Getting "them" to agree to what you want for "their" own reasons

- Understand their point of view
- Start with the end in mind
 - Sign the deal
 - Complete the project
- Test the Relationship
- Agree the process
- Aim for a single message
- Act with integrity
 - Honest, Open, Credible

"The most expensive deal is the one that fails",
Tom Finn, VP, Procter and Gamble



Page 14 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

Summary

- Audiences like presenters that tell them something interesting
- If you are clear about your key messages you can adapt the communication style, length and use of props
- Preparation and practice makes communication easier




Page 15 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

Lightning Talks

- Typical format
 - Short talks (5 minutes or less), many speakers
 - Immediately clap when the time's up
- Key to success
 - Prepare – know what you're going to say
 - Make your point – most details don't matter
 - Slides – avoid if possible
- Today's format
 - 2 minutes
 - Clap
 - + 1 minute for questions



Page 16 Mandy Chessell © 2005 IBM Corporation

IBM Hursley Laboratory

Team Exercise

Acme Toys Inc. (ATI™) are looking for new designs for the Christmas season. You are a budding new design team looking to break into the toy industry and this is your big chance.

ATI have given you just 30 minutes in which to prototype your toy and prepare for a 2 minute presentation.

The brief is brief; they want the toy to be colourful, and want it to fit well with other toys being considered.


ATI have provided you with scissors, coloured paper, glue, sellotape, stapler, and a pen, but unfortunately they do not have enough to fully equip every team.



Page 17 Mandy Chessell © 2005 IBM Corporation


IBM Hursley Laboratory

The End

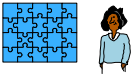


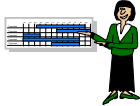
Questions?


Page 18 Mandy Chessell © 2005 IBM Corporation


IBM Hursley Laboratory 


Software Development

Architecture 


Project Management 


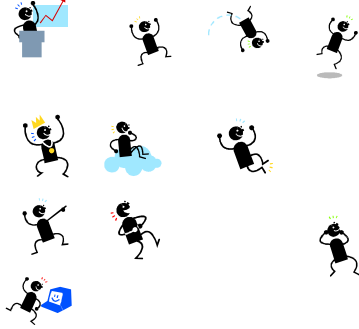
Design 

Testing 

Coding 

Page 19 | Mandy Chessell | © 2005 IBM Corporation

IBM Hursley Laboratory 



Page 20 | Mandy Chessell | © 2005 IBM Corporation