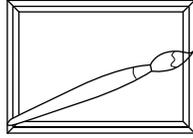


Melissa Monson, one of our previous speakers, is sharing tips with a regular column "Communicating Effectively." Hope you find it helpful. - Jack Wong



Communicating Effectively:

Word Pictures

by Melissa Monson

If I had lived in the 18th century I would definitely have liked being in Benjamin Franklin's circle of friends. He was obviously a cool guy for he was one of the most influential of America's Founding Fathers (a signer of the Declaration of Independence and the Constitution) a prolific writer, inventor, musician, leading diplomat in Franco-American relations and a persuasive speaker.

From his writings it appears he grappled with some of the same communication issues we face today. A quote – perhaps first articulated by Confucius, but today credited to Benjamin Franklin is one I use often to illustrate the importance the mind and emotions play in understanding and comprehension.

*Tell me and I will forget
Show me and I might remember
Involve me and I will understand
-Benjamin Franklin*

(continued on pg. 2)

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www.monsoncommunications.com | melissa@monsoncommunications.com | 415.297.8100

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Communicating Effectively: Word Pictures

by Melissa Monson

(continued from pg. 1)

Never assume that if you have important information to convey that someone will listen and remember. To engage and persuade long term you must make an emotional connection to an audience. Why? Because eyes and ears have lousy memories.

Experienced speakers know that simple story telling is a terrific way to engage the “gut” and support their message. Connecting with an audience is probably most effectively done through humor, but if you can’t manage that then paint word pictures for a lasting visual image. ■

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DELIVERY COACHING. TRAINING. PUBLIC RELATIONS. FINANCIAL PRESENTATIONS. Melissa Monson is based in San Francisco, California. She develops roadshows, and coaches management teams who are raising equity in the private and public markets. In addition to her column “Communicating Effectively,” you can learn about her communications perspective on her blog, *Notes Into Images* (www.notesintoimages.com).

www.monsoncommunications.com | melissa@monsoncommunications.com | 415.297.8100
www.melissamonsoncoaching.com

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