INSPIRE CHANGE THROUGH EFFECTIVE COMMUNICATION

With Non-Scientific Audiences

30 May & 1 June, 2023
with Stephanie Ambrosia
SUMMARY OF WORKSHOP

You have strengths! Recognize them and remember even if you feel like the underdog, your contribution matters.

Key messages:

You can be confident that if your communication succeeds in provoking your audience to think, you're going to have a far better chance of making a difference.

Successful, provocative communication has a strong theme message, is easy to follow, matters to the audience, and is enjoyable to process (follows T.O.R.E.)
The convergence of these areas is the communication sweet spot.
According to the weight of much evidence, you can be confident that if your interpretation succeeds in provocing your audience to think, you're going to have a far better chance of making a difference...
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Source: Sam Ham's Making a Difference on Purpose
Evidence shows that professional T.O.R.E.-quality communication can and does make a difference by:

1. Enriching audience experiences
2. Impacting attitudes & promoting appreciation
3. Shaping behaviours which support custodianship
CONTACT

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