



Communication

Jorge Garrido

Session content

A. Looking and saying better

1) Why?

2) Social Communication Principles

3) How to communicate better

B. Communication 2.0 and HIV

C. Stigma & Communication

D. Improve your communication skills: role-playing – pitching a project





A.
**Looking
and
saying
better**



“If you hire people just because they can do a job, they’ll work for your money. But if you hire people who believe what you believe, they’ll work for you with blood, sweat and tears.”

Simon Sinek



1. Why is it important to communicate better?

- To achieve your goals with community
- To become a stronger tool / resource
- To strengthen your own structure / programme
- To coordinate better your actions
- To understand better your audience
- To evaluate and plan your actions
- To be known by community
- To lead the agenda beside main stakeholders
- TO GROW...



1. Why is it important to communicate better?



SENDER



MESSAGE



SENDER

Think every time about **who the sender is, what the message is, and who the receiver is.**

And ask yourself **WHY you communicate.**

2. Social Communication Principles

- Make sure and consistent with your **message**
- Make sure you communicate with the **right person / audience**
- **Different** (cultural) **backgrounds**: Think about the positive aspects of people and try to make use of those.
- You should put yourself in the place of the other (**empathy**)
- **Trust** is the basis of any relationship
- It is **not important to be right**
- Become an **engaged listener**
- Pay attention to **nonverbal signals / 2.0 trends**
- **Assert** yourself



3. How to communicate better?

The most powerful way to engage a person's interest is to tell a story.

But:

- It can be confused
- It can be difficult to explain
- It can be incomplete or inconsistent...

So we need to explain our organization or project as a story...

HOW?



3. How to communicate better?

THE WHY, HOW, WHAT MODEL

THE GOLDEN CIRCLE by Simon Sinek

“Every person and organization on the planet knows WHAT they do. Some know HOW they do it...but very few know WHY they do what they do.

The leaders who inspire us all think, act and communicate the exact same way and it's the complete opposite to everyone else. Those who inspire are not driven with what they do, they are driven with why they do it.

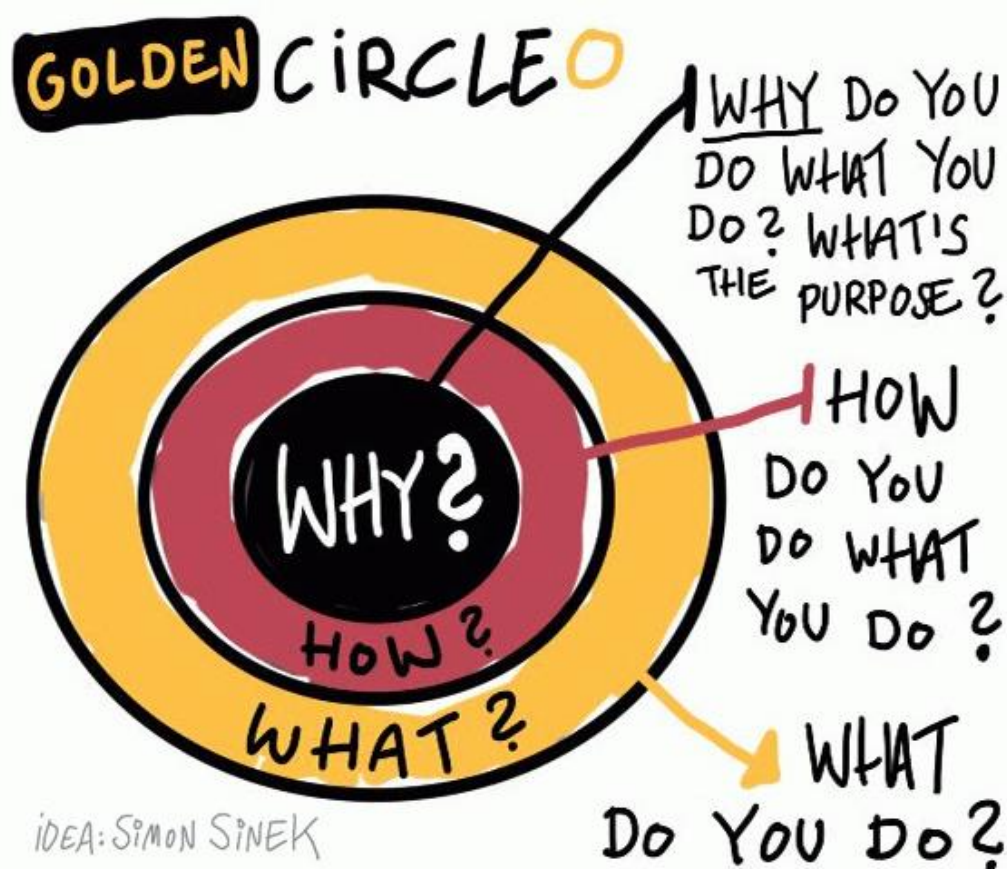
The ability to inspire starts with why.”



3. How to communicate better?

THE WHY, HOW, WHAT MODEL

THE GOLDEN CIRCLE by Simon Sinek



WHY

What is your cause? What do you believe?

Apple: we believe in challenging the status quo and doing this differently

HOW

Specific actions taken to realize the why

Apple: our products are beautifully designed and easy to use

WHAT

What do you do? The result of why. Proof

Apple: we make computers



So for looking and saying better...

- Take care of the sender: who and how
- Be sure about the message
- Know your audience
- And start with the WHY, and then TRUST

Then is when you can tell other stories beside the WHY.

“Stories communicate in the way human used to think and communicate before we discovered science”, Annette Simmons

Your organization has a story to tell about its work. Or your project has something to tell about you and your purpose. **Make a plan of it!**



So for looking and saying better...

Communication objectives and goals

Identify your audience

Find your message

Determine your materials and activities

Implement your communication plan

Evaluate and update your plan

My Plan



B. Communication 2.0 and HIV

Web 2.0 and HIV

“The potential of social media and mobile technologies to re-energize the AIDS movement is clear. We need nothing less than an HIV prevention revolution, with social media and mobile technology at its core.”

Michael Sidibé



Web 2.0 and HIV



- New ways of communication
- Open participation: empowering patients
- New challenges
- Improving resources
- Engagement community

It's not only a new tools' issue. We talk about a new way of communicate, a different attitude.

Web 2.0 and HIV



**RAISING
AWARENESS**



PREVENTION



ASSISTANCE



**HEALTH & WELL-BEING
PROMOTION**



C. Stigma and communication

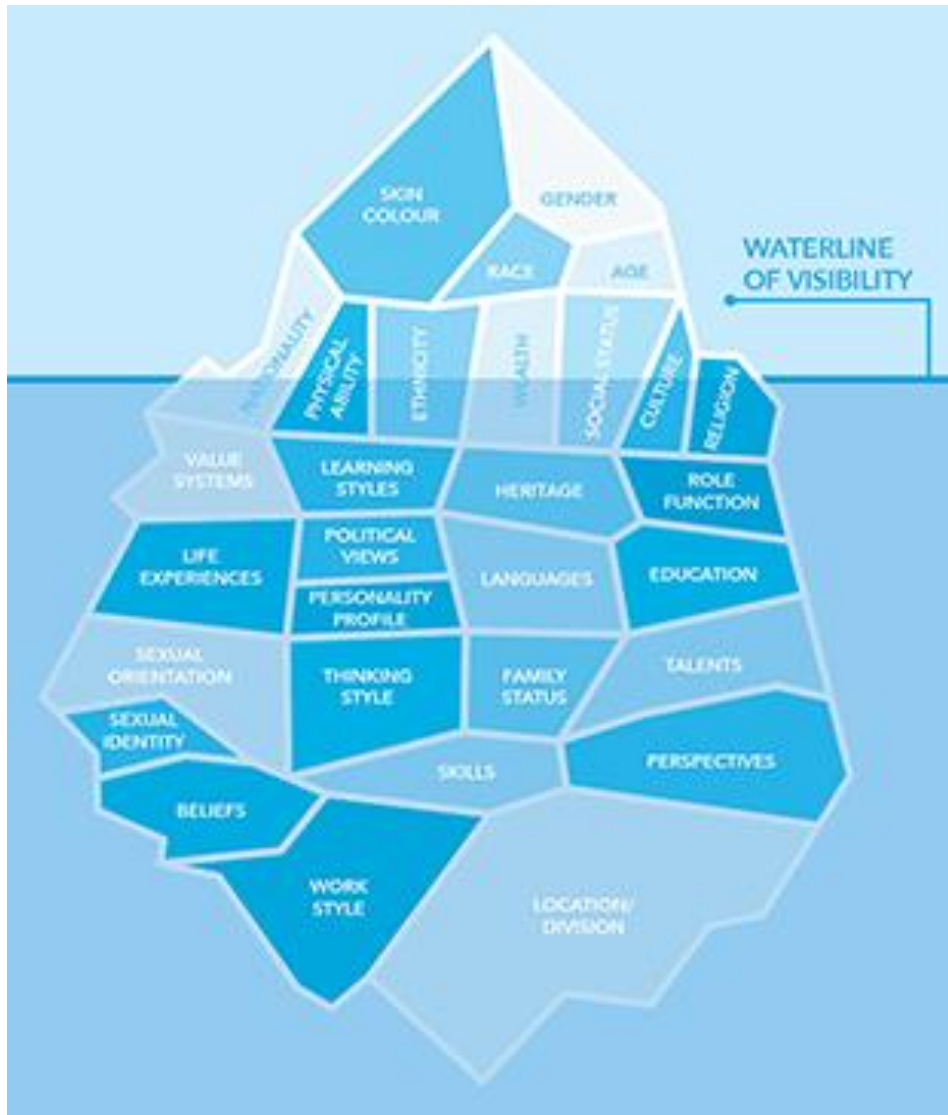




The fear of stigma leads to silence, and when it comes to fighting AIDS, silence is death

Kofi Annan





Labels are not false, but they are not the only truth.

We are an “iceberg of diversity”.

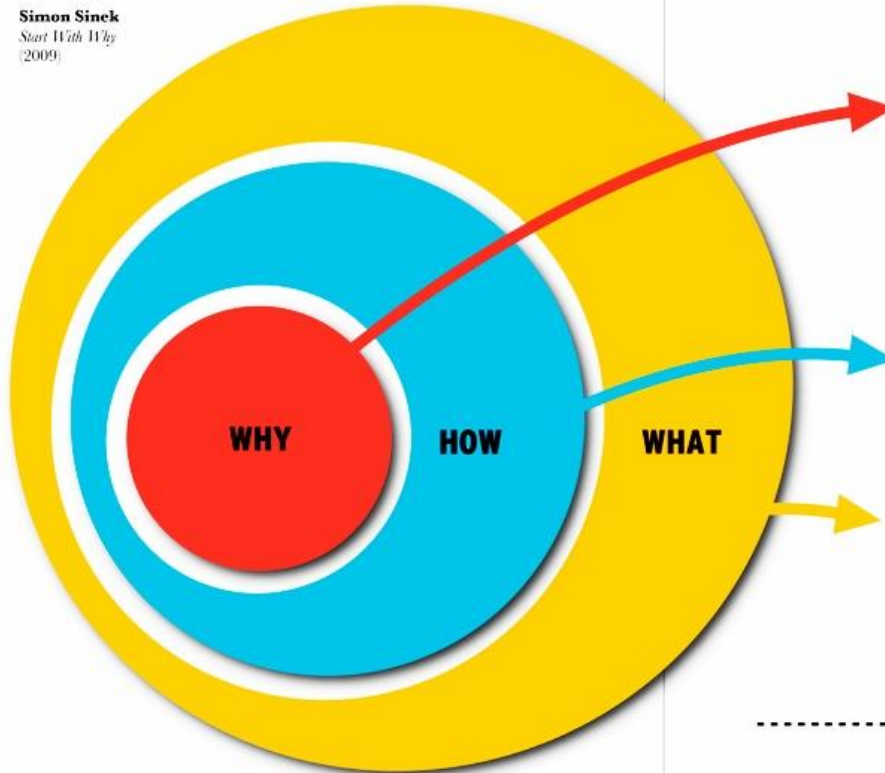


Globalization help us to recognize better diversity and avoid prejudices because of a mayor visibility

THE GOLDEN CIRCLE

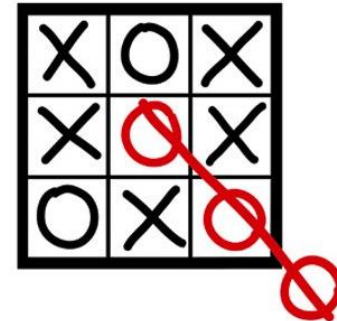
"Those who inspire are not driven with what they do, they are driven with why they do it."

Simon Sinek
Start With Why
(2009)

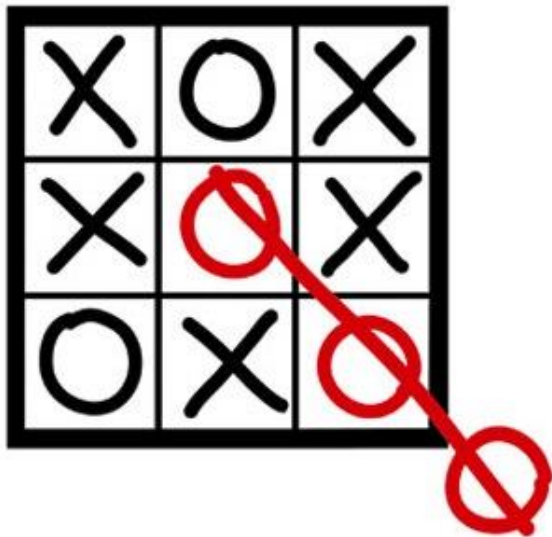


Why are we still communicating from some specifics labels or stigmas?

**THINK
OUTSIDE
THE BOX**



THINK OUTSIDE THE BOX



- Associative and creative thinking
 - Pay attention on what others are doing
 - Stablish new networks
 - Use **DIVERSITY** and its intersectionalities as an opportunity to communicate in a different way.
-
- **START with the WHY**
 - **Build your story**
 - **Use your diversity in a positive way**
 - **And create a communication plan for your project, your organization or campaign, thinking out of the box!**



D. Improve your communication skills

- Watch your body language
- Get Rid of Unnecessary Conversation Fillers
- Have a Script for Small Talk and Other Occasions
- Tell a Story
- Tailor Your Message to Your Audience
- Be Brief Yet Specific
- Up Your Empathy
- LISTEN, *REALLY* **LISTEN**



Listening skills

Good listening skills:

- Open body language
- Reflecting back
- Appropriate eye contact
- Genuine interested responses verbal and non verbal
- Exploration questions
- Clarification questions
- Open questions
- Accepting silence (don't jump in if they stop talking)
- Go at their pace – allowing meandering space
- Not interrupting

Bad listening:

- Interrupting
- No eye contact
- Finishing sentences
- Making assumptions
- Disinterested
- Not acknowledging difficult environment

Elevator pitch

An **elevator pitch** is a brief, persuasive speech that you use to spark interest in what your organization does. You can also use them to create interest in a project, idea, or product – or in yourself.

To craft a great pitch, follow these steps:

- Identify your **goal**: the objective of your pitch.
- Explain **what you do**: what your organization does
- Communicate your **USP**: unique selling proposition. To highlight what makes your proposal unique.
- Engage with a **question**: think about which questions audience can do.
- Put it all **together**: It should be no longer than 2 minutes.
- **Practice**.



Reading

The NGO communication guide:

https://www.msh.org/sites/msh.org/files/ngo_communications_guide_final_version_may_15_2013_0.pdf

Just saying (Looking good): <http://www.cisv.org/resources/running-your-na-chapter/profile-raising/looking-good/>

Start with Why!: <https://www.startwithwhy.com>

Communication Plan for NGOs: <https://www.fundsforngos.org/civil-society-2/how-to-create-a-communications-plan-for-your-ngo-2/>

Guide for pitching a project: [http://www.elinet.eu/fileadmin/ELINET/Redaktion/Awareness_raising/Guideline Elevator Pitch.pdf](http://www.elinet.eu/fileadmin/ELINET/Redaktion/Awareness_raising/Guideline_Elevator_Pitch.pdf)

