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Communication:
What makes a great
communicator?

Warm Up

You have 1 minute to sell your pen to the person sitting next to you.

Then swap roles and feedback to each other at the end.

Who do you think is a great communicator? Why?

Spend 5 minutes discussing with the person next to you who you think is a good communicator and why.

It could be a politician, actor, or other famous person. It might be a friend, family member or even a teacher!



What makes a great communicator?

Watch this TED talk about effective communication. Make notes about the key concepts, in particular:

- The 7 deadly sins of talking
- The HAIL Approach
- Top tips for communication

Following the video, discuss your findings with your partner.

[Click here to watch a TED talk on How to Speak so People Want to Listen by Julian Treasure \(10 mins\)](#)

What makes a strong communicator?

- Builds strong relationships
- Communicates confidently and effectively with individuals of all ages and positions
- Makes a strong personal impression on others
- Adapts communication style to suit audience
- Uses appropriate tone of voice and speed of delivery for audience
- Communicates information to groups in an exciting and interesting way

Now try it again...

You have 1 minute to sell your pen to the person sitting next to you.

Then swap roles and feedback to each other at the end. Was your sales pitch better the second time around?

Unifrog Communication Activity

- Go to the Competencies tool and add an example for Independence/Communication from when you have effectively demonstrated skills in this area.
- EC: Write a 50 word post about a time you needed to persuade someone of the benefits of an idea you had- You could record this in Competencies as Resilience.

Make sure you add as much detail as possible. Structure your answer:

- Situation
- Task
- Action
- Result

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