











Check in 1. Speed dating 2. Key messages

9h00





3. Story telling Lunch





4. Visuals Closing



# Skills training 1:

**SPEED DATING** 

With Policy makers

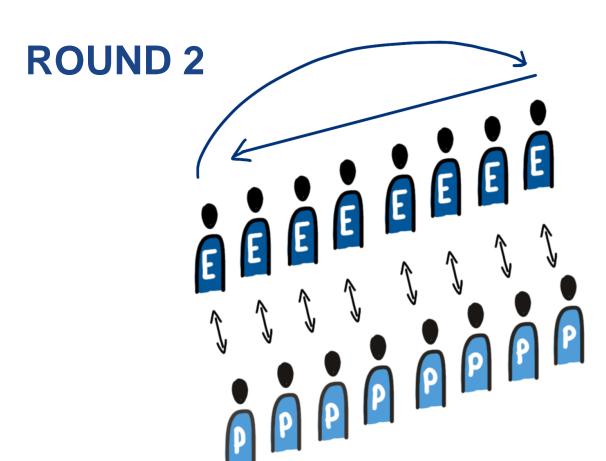




#### **ROUND 1**

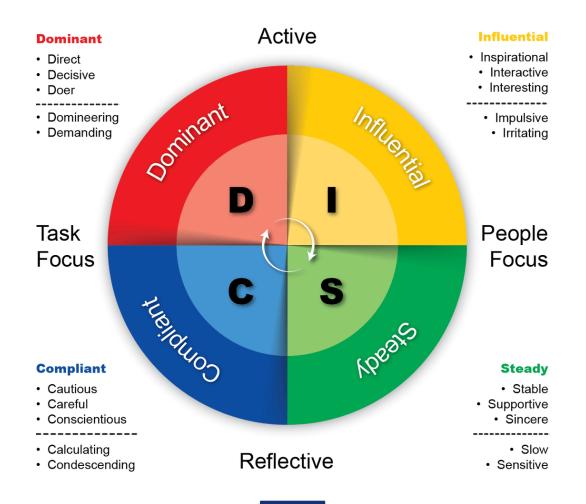








#### **DISC** Model

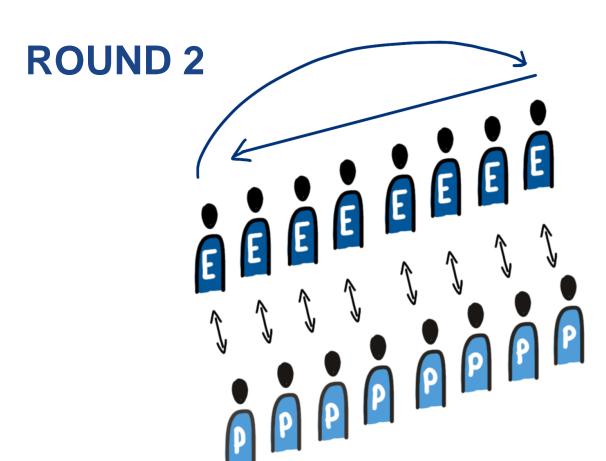




#### **ROUND 1**





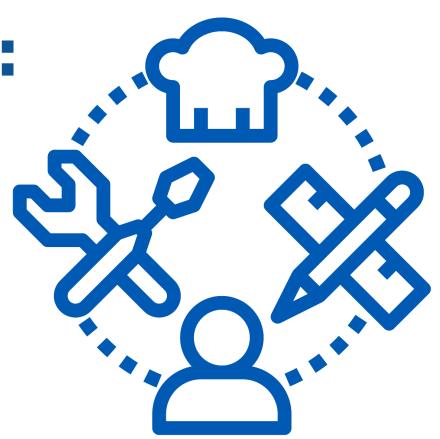






Skills training 2:

Finding your KEY MESSAGE



# The **INFORMATION NEEDS**







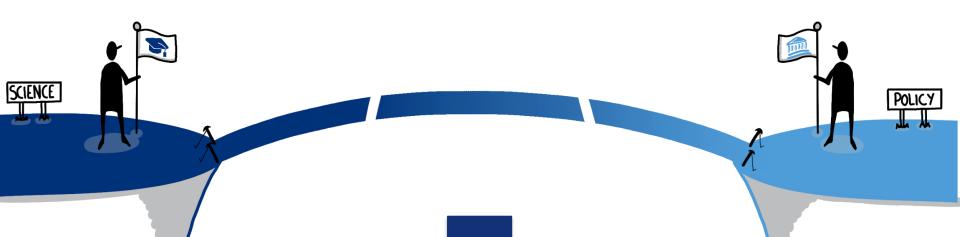
# What do policymakers WANT FROM US?







# what should we do?



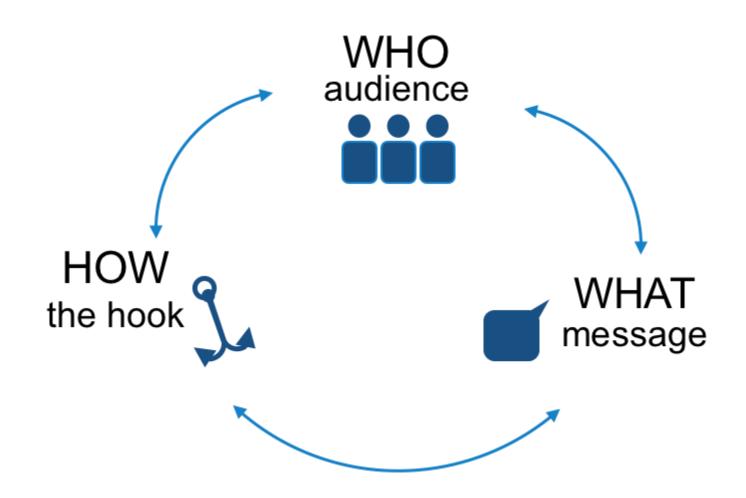


# Have a clear **KEY MESSAGE**











### **Audience analysis**

How can I **solve** their **problem**?

Why are they here?

How can you best reach them?

What are they like?

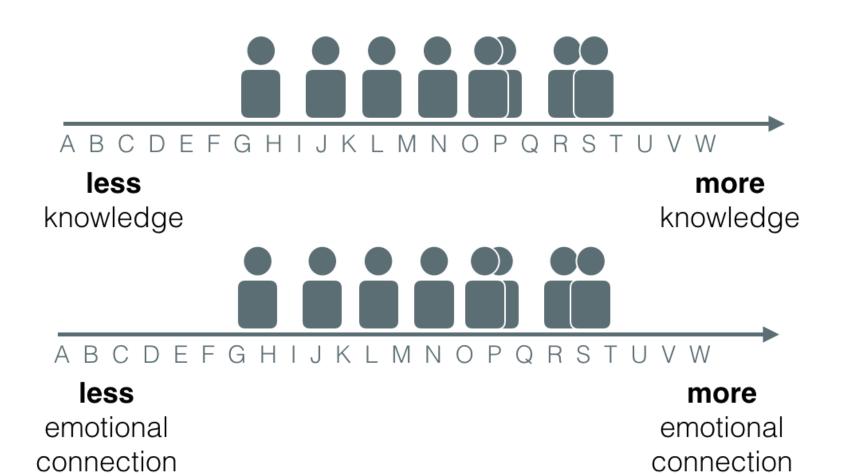
How might they **resist**?

What **keeps** them **up** at **night**?



know your audience







#### **Prioritize**

RED LINE

INTRO

point 1

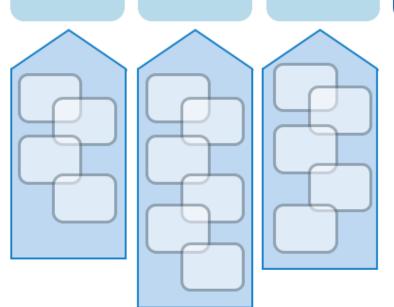
point 2

Point 3

END

0

Supporting data, graphs & anecdotes





# The inverted pyramid

Your key messages

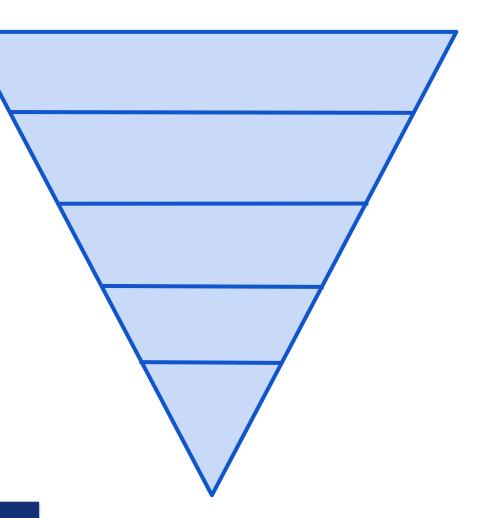
**Supporting information** 

(key quotes)

Additional facts & information

**Background** 

Methodology





#### The Kiss-U method

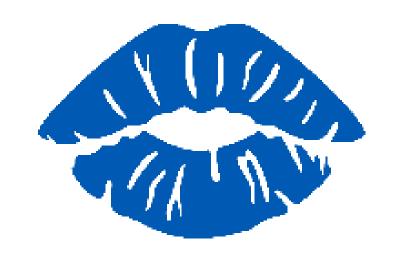
KEEP

lт

SHORT &

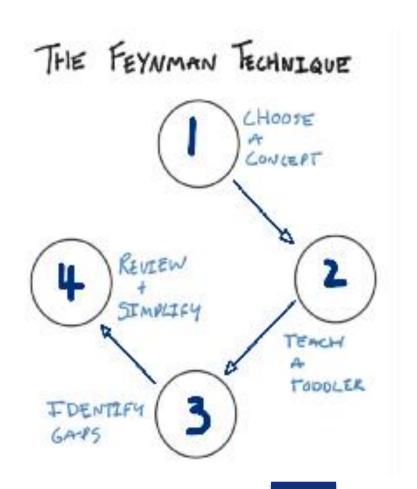
SOPHISTICATED (SEXY, STUPID)

UNDERSTANDABLE





### **Feynman Technique**





### Intro = key message = tweet

 Key messages are the core messages you want your target audience to hear and remember. They create meaning and headline the issues you want to discuss.a

If your audience could only remember one thing from your presentation, what should it be?





# Be a born **STORY TELLER**

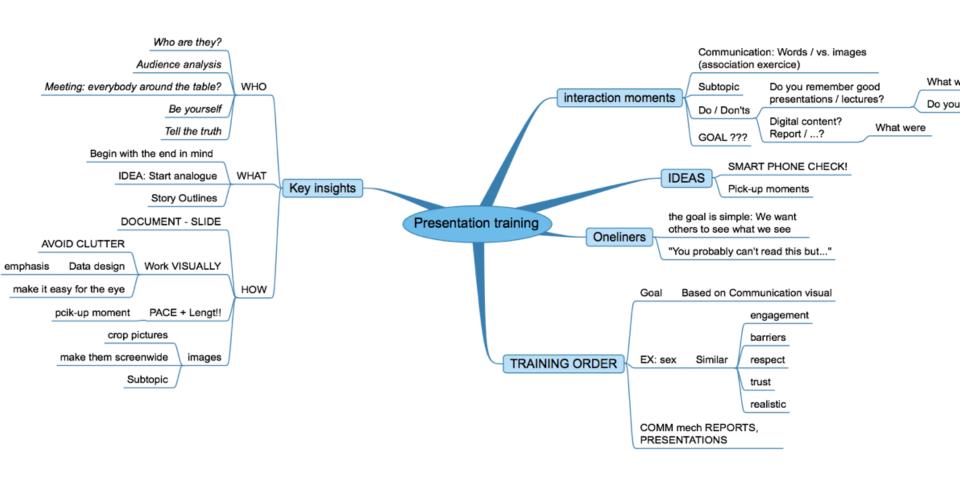






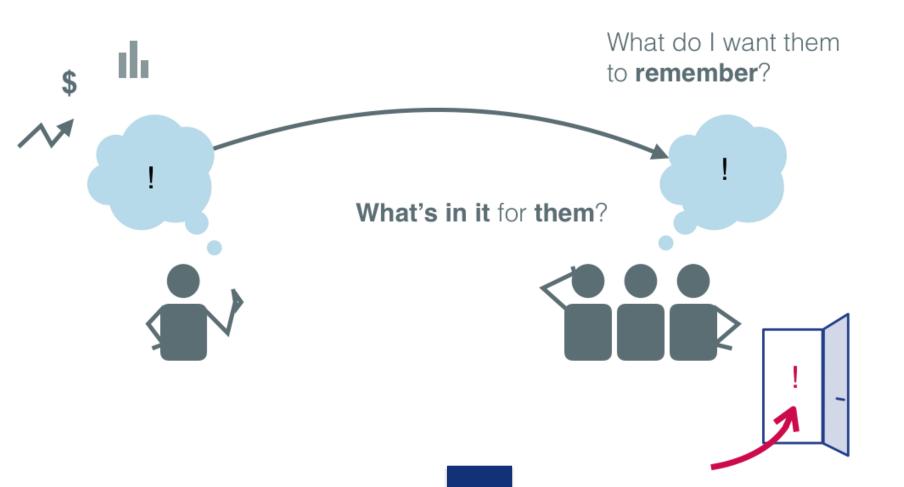


## Structure your ideas



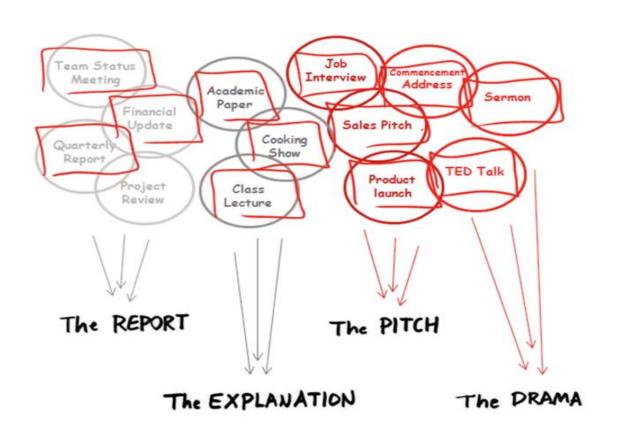


### Story line with the end in mind





# 90% of all presentations can be made with just four storylines:

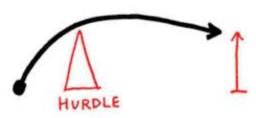






### The REPORT

Conveys the facts.



#### The PITCH

Recommends a new action or solution.



#### The EXPLANATION

Teaches new insights or abilities.



#### The DRAMA

Inspires a new way of looking at the world.



# **Exercise 3: What is your story line**



#### PRACTICE MAKES BEARABLE

...if you don't practice...





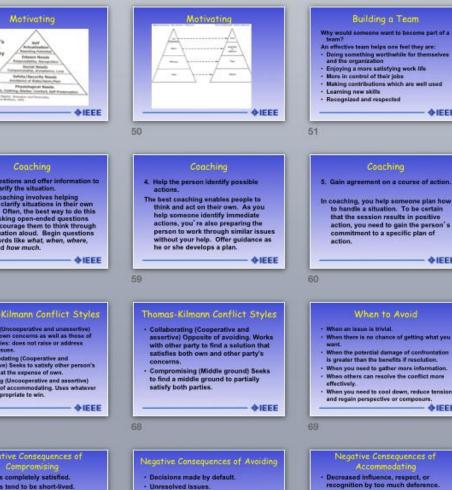
# **VISUALS**Can make all the difference



DIAGRAM OF THE CAUSES OF MORTALITY IN THE ARMY IN THE EAST. APRIL 1855 TO MARCH 1856. APRIL 1854 TO MARCH 1855. JUNE JULY JULY APRIL 1854 CRIMEA The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex. TERUNANT. The blue wedges measured from the centre of the circle represent area for area the deaths from Preventible or Mitigable Zymotic diseases, the red wedges measured from the centre the deaths from wounds, & the DECEMBER black wedges measured from the centre the deaths from all other causes. The black line across the red triangle in Nov." 1854 marks the boundary of the deaths from all other causes during the month. In October 1854, & April 1855, the black area coincides with the red; 2281 YAAUNAL in January & February 1856, the blue coincides with the black.

The entire areas may be compared by following the blue, the red & the

black lines enclosing them.



· Self-doubt created through lack of

· Anger and hostility generated in

subsequent discussions.

· Creative input lost.

· Lack of credibility.

· Listening to others

than defensive

discussions

· Supporting their efforts to do well

· Participating equally in group

· Differing with others when necessary in

*<b>ФIEEE* 

a manner that is constructive rather

dimate: perception by both hat it is a "sellout."

sues, principles, long-term

ity of implementation.

nd the welfare of the company

est by focusing on trivia or the

istic Decision Making

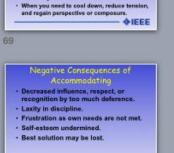
the premise that when people orlive of one another and rational sequence of activities g with a problem, they can beyond the sum of their al resources.

decision making requires

nal processes.

tion in effective interpersonal

*<del>OIEEE</u>*</del>



Building a Team

Coaching

that the session results in positive

When to Avoid

When there is no chance of getting what you

When an issue is trivial.

commitment to a specific plan of

action.

effectively.

action, you need to gain the person's

**ΦIEEE** 

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· Analyzing the situation

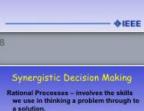
goals)

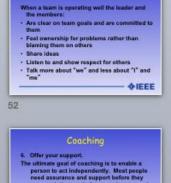
· Identifying objectives (ie., aims or

· Considering alternative strategies

· Discussing adverse consequences

**ΦIEEE** 





can reach that goal. As a coach, you need to let the person know you're available to give further assistance – or further

coaching- when it is needed. Coaching isn't a quick fix or a one-time shot, it's an

When to Accommodate

. When the issue is much more important

· When you need a future favor (credit).

Use accommodating style to allow the other person to resolve the issue.

triggering event is unlikely to occur.

· Strengthen the barriers that inhibit the

Synergistic Decision Making

Reaching a consensus is the hallmark of "acceptance" in the effective decision

Effective Decision = Quality X Acceptance

places acceptance of the decision and

Lack of agreement regarding a decision

its execution in jeopardy.

· Structure the interaction so that a

· Avoid dealing with the person with

expression of conflict.

whom you are in conflict.

· When you realize you are wrong.

to the other person than you.

learn from our mistakes.

*<b>ФIEEE* 

extended relationship.

Building a Team



When to Compete

When quick, decisive action is

· On important issues for which

when you know you are right.

people who take advantage

noncompetitive behavior.

unpopular courses of action need implementing.

· On issues vital to the group welfare,

When protection is needed against

Building a Team

· Understand and use each others know-how

· Know about each other's personal lives

+ Recognize and deal with differences and

· Encourage development of other team

· Are loyal to the group, its members, the leader and the organization

- Give each other help and support

disagreements

. Show appreciation for help received



When both sets of concerns are too i

When it is necessary to test your assumptions or better to understand viewpoint of the other party.

When there is a need to combine ide people with different perspectives.

When commitment can be increased

incorporating the concerns of everyo

· When there is a history of bad feeling

Steps for Confronting Co.

Agree on what each person will resolve the issues.

· Try to agree on the problem. If t

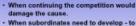
Building a Team

Make decisions based on facts n

· Play a variety of roles - serve as

emotion or personalities

teacher or coach

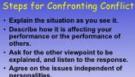


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#### Conflict Control Use avoidance to ignore the issue.



Explore and discuss the issues, without

Synergistic Decision Making

reference to the problem.



#### · Explore possible solutions.







solve the problem.

· Agree on what each person will

Synergistic Decision Ma E1E 2E 3E4





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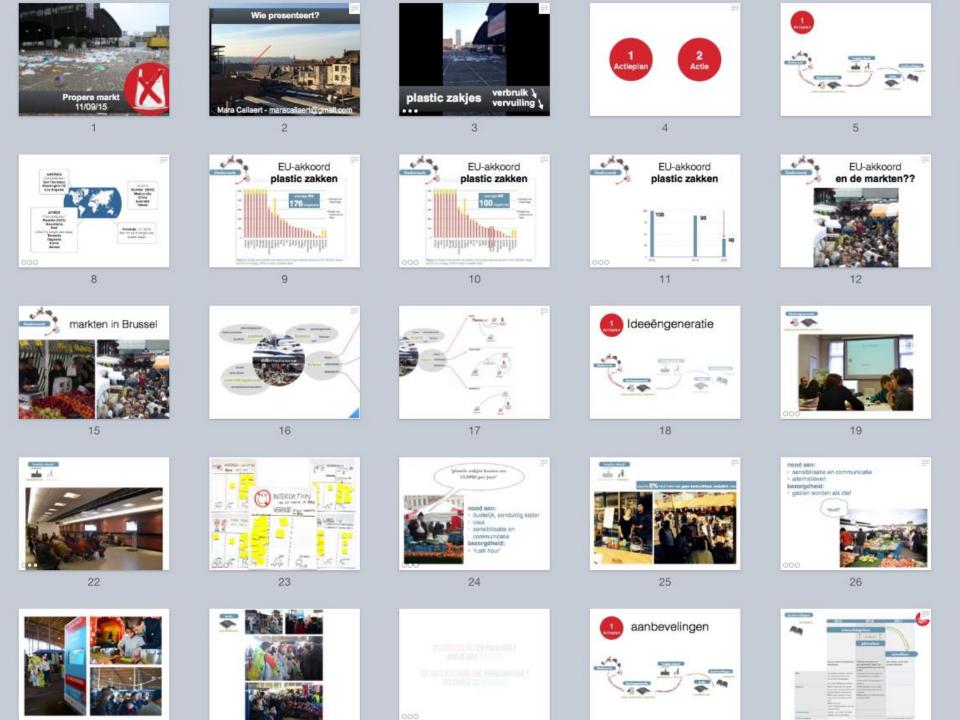
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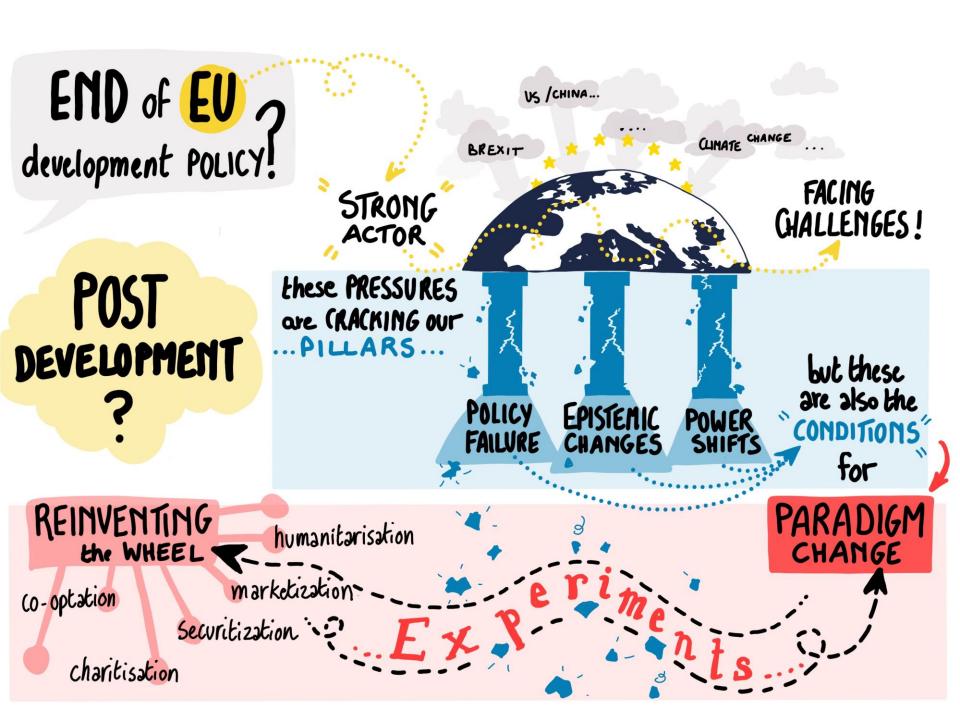
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Survival Exercise

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no agreement, discuss issues so





### 2. Elevator pitch

#### Two themes:

Disappearances & Sexual abuse of children

#### **Double mission:**

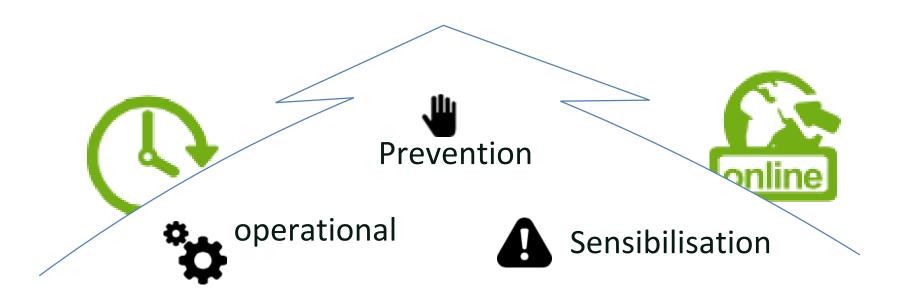
Operational

Prevention, expertise, sensibilisation and lobbying

Both online and offline 24/7
Across borders



# PREVENT **Disappearances & Sexual abuse**Of children







## SLIDE VS. DOCUMENT

- max. 40 words
- titles: max. 2 lines, no 3
- NO tables
- NO paragraphs < 28pt.



header

introduction

sections

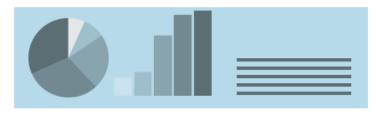
charts

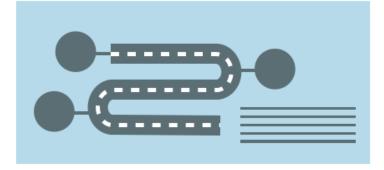
icons/graphics

text

footer

#### TITLE

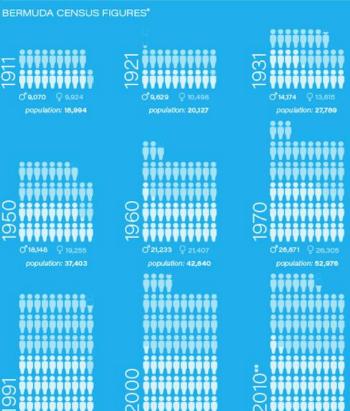






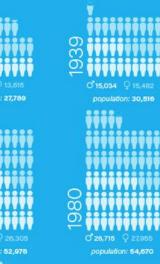


#### 1911-2010 BERMUDA POPULATION GROWTH



population: 62,960

population: 59,324





Data pulled from: www.bermuda.io Source: Bermuda Digest of Statistics

\*includes the institutional population \*\* includes 2,551 persons for which there is no data. For more details, see Technical Note in the 2010 Population and Housing Census Report.

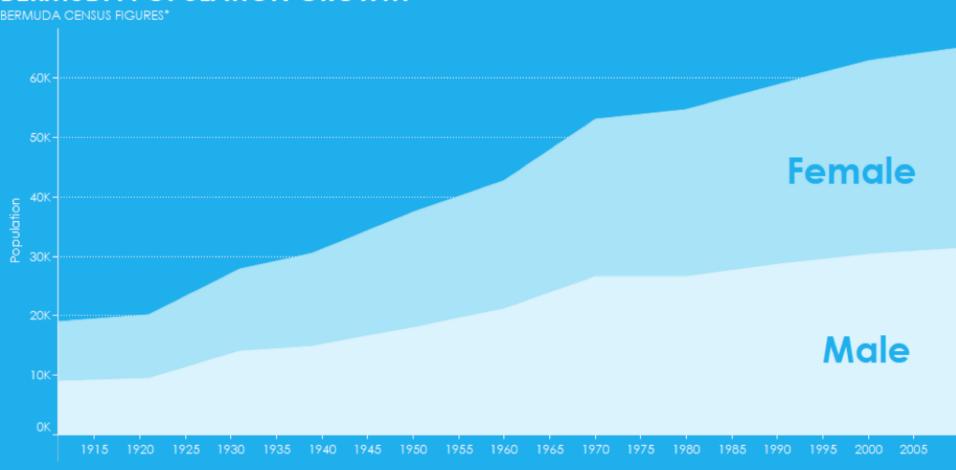
population: 65,059

THEFTOOL SON BHINNING SERVINA



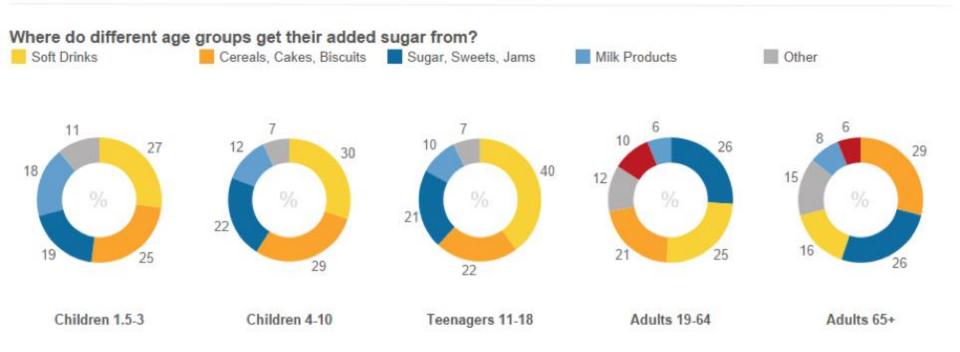
### 1911-2010

#### **BERMUDA POPULATION GROWTH**

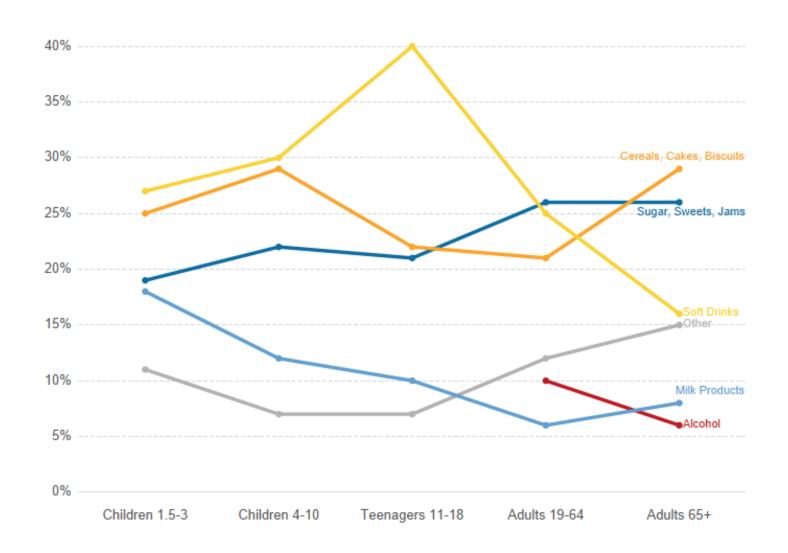


Data pulled from: www.bermuda.io. Source: Bermuda Digest of Statistics \*Includes the insitutional population. A #MakeoverMonday project by @acotgreave







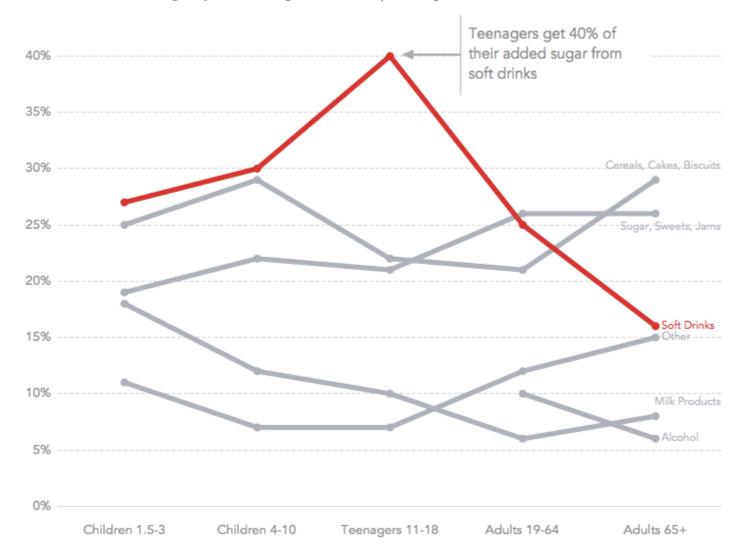




#### Will a sugar tax have an impact on childhood obesity?

Sugar Source Soft Drinks

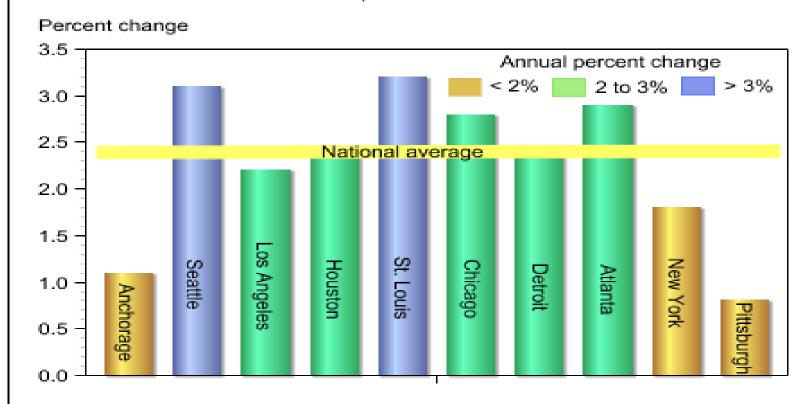
Short of a ban, a tax is arguably the next toughest measure open to a government





#### Annual grocery store inflation by city, 2014

In 2014, food price inflation was higher in Seattle, St. Louis, Chicago, and Atlanta than in other metropolitan areas

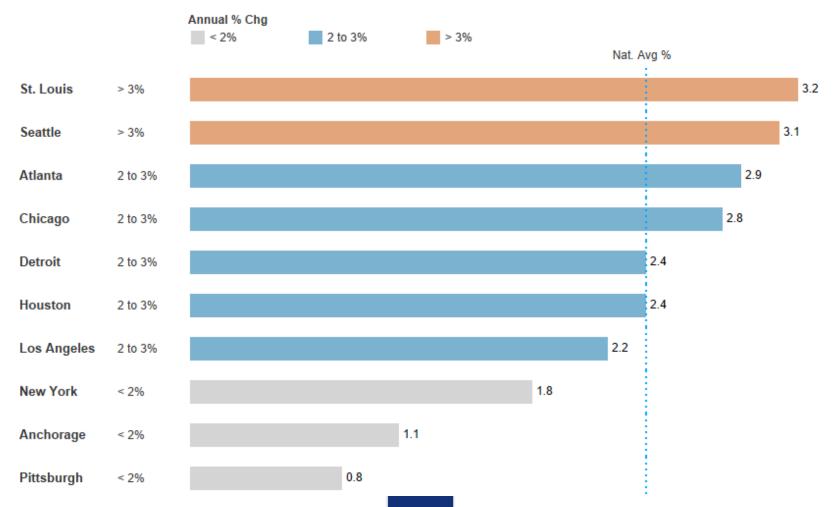


Source: Calculated by ERS, USDA, using Bureau of Labor Statistics (BLS) data.



#### 2014 Annual grocery store inflation by city

Food price inflation was higher in Seattle, St. Louis, Chicago, and Atlanta than in other metropolitan areas



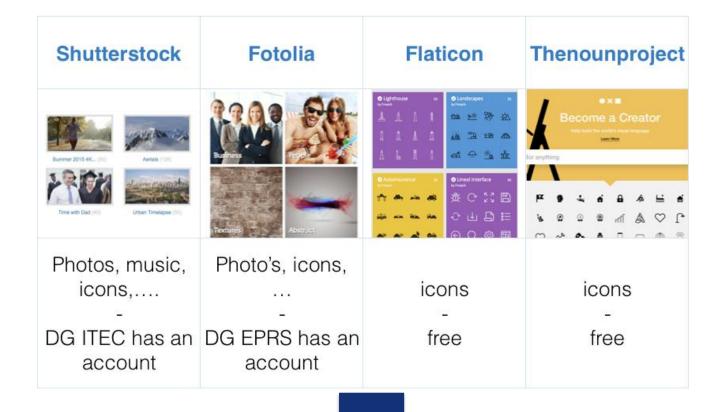


### Less is more... so think about...

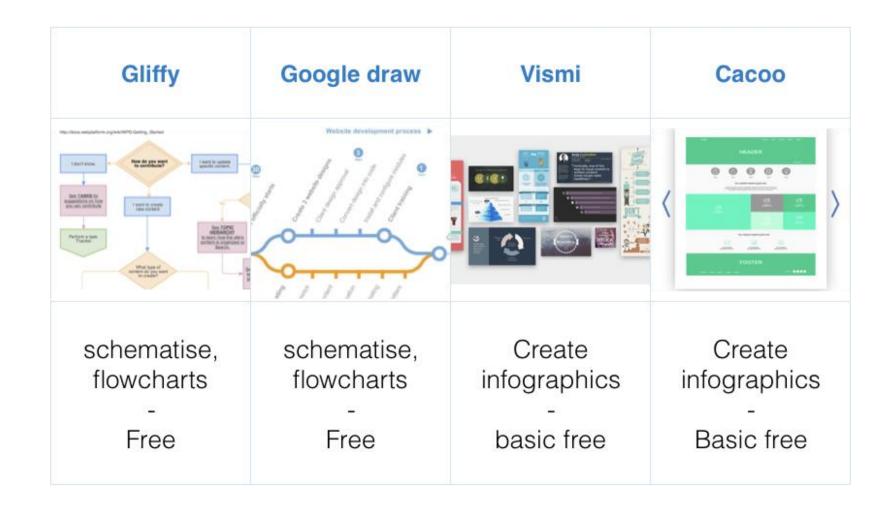
- Getting rid of superfluous information.
- Horizontal versus vertical sorting?
- Labelling data directly.
- Getting rid of **shade**.
- Getting rid of colours.
- Getting rid of axis.
- Getting rid of borders.



# Visual storytelling: tools - photo & icons -





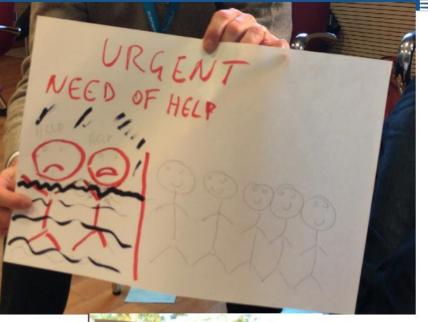






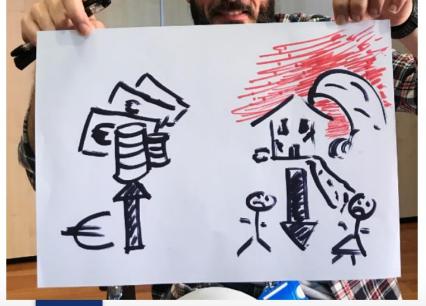


# Exercise 4: Make a slide design including a visual





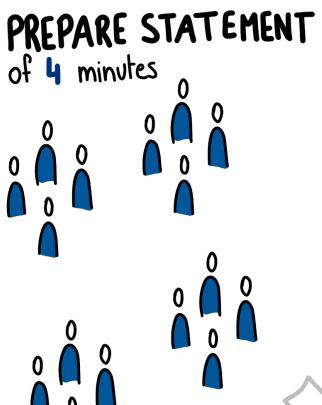








### **EXERCISE 5**









#### Eight skills to support evidence-informed policies







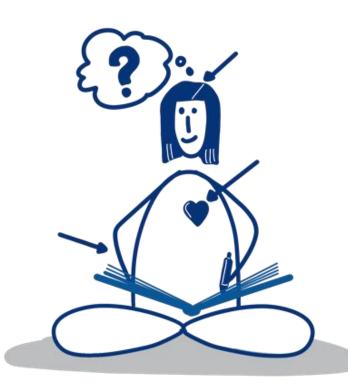




# Closing Session



# Logbook









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- Slide 8: "DISC Model", source: <a href="https://salesbox.com/identify-lead-behavior/">https://salesbox.com/identify-lead-behavior/</a>
- Slide 26: "Feynman Technique", source: <a href="https://icanread.org/2017/04/try-the-feynman-technique/">https://icanread.org/2017/04/try-the-feynman-technique/</a>
- Slide 29: "Be a born storyteller", source: <a href="https://en.wikipedia.org/wiki/The\_Boyhood\_of\_Raleigh">https://en.wikipedia.org/wiki/The\_Boyhood\_of\_Raleigh</a>
- Slides 43: "Diagram of the causes of mortality in the army in the East", source: <a href="https://commons.wikimedia.org/wiki/File:Nightingale-mortality.jpg">https://commons.wikimedia.org/wiki/File:Nightingale-mortality.jpg</a>