

COMMUNICATION: FAST-TRACK YOUR SUCCESS WITH THE RIGHT TOOLS & MINDSET

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Enterprising
Futures at LSBU



South Bank

WORKS



SimVenture

Communication

FAST-TRACK YOUR SUCCESS WITH THE RIGHT TOOLS & MINDSET

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Business communication is so difficult

Why is this
and how
do we
create
change?





Underpinning written and verbal communication is the issue of trust. What is trust and why is our understanding and appreciation of this issue so critical whenever we communicate with anyone?



Think back to school. Think about the best friend you made and how over time your trust in this person changed the way you communicated. Make any notes you wish ahead of a discussion with the group.



Three Critical Components

People think they understand communication because writing and/or talking is a skill they apply daily. But unless we fully grasp the three critical components of communication, we have little chance of mastering the subject. What are the three critical components, why are they so important and how do we master them?



Exercise 2 – 20 mins

You will be given an object and some instructions. Your job is to sell the object to Peter who is interested in buying it from you. After the exercise Peter will reflect on communication lessons learnt with the whole group.



For startups, communicating with potential customers appears easy but it is very difficult to do and do well. Why is this and what fundamental rules can we all apply to develop effective two-way communication?



Google the book 'Made to Stick'. Find out the 6 principles of 'stickiness' and why each principle matters. Be prepared to share your findings with the group.



Startups create new businesses to change the status quo. Inevitably, for any business to become sustainable it must change the way people (customers) think. How do you develop communication skills that better able you to persuade and influence how others think and behave?



Language is beautiful and people appreciate beauty.

How can you develop your creative communication skills in such a way that people want to listen to you and read what you write?

Why is the following phrase so memorable?

See it

Say it

Sort it



Valuable resources

'Building a Storybrand' - Donald Miller

'Influence, Science and Practice' - Robert Cialdini

'Made to Stick' - Chip and Dan Heath

'Elements of Eloquence' – Mark Forsyth

'Startup Survival Podcast' – Peter Harrington



If this presentation has resonated...

Finally...

Thank you

Curious, then let's keep talking...