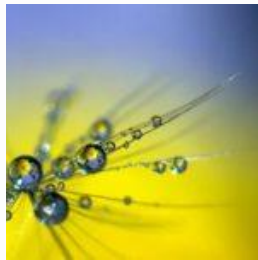


Wednesday 5<sup>th</sup> December – University of Birmingham:

## Afternoon session Communicating with impact



Dr Paul Gentle Invisible Grail  
<https://www.invisiblegrail.com/>

### Engage, motivate, inspire

People who succeed in winning the hearts and minds of their audiences choose their words with care. They bring alive their own values and convictions, so as to define the purpose behind their work. They create compelling images of the future which attract others and inspire them to contribute.

In this workshop, we'll use techniques which will help participants to engage others and to communicate key messages with clarity and originality. Colleagues should leave the workshop with a written output which they can use or adapt, and practices which they can apply more widely to their communication at work.

#### Session outline

1. Introductions; The name game
2. 6 words - the effect you'd like your communications to have on the workforce in your university: constraints are core to our principles
3. Automatic writing: what can writing do for my work?
4. 'The thing about staff development is...': 100 words; share/feedback in pairs
5. Capture this as a haiku; read out to group
6. Distil to one word
7. Discussion on how we convey our Why?
8. 2-word sentences, then rewrite your opening sentence
9. Rewrite a 100-word piece for impact; share/feedback in pairs