

# 5 S's for EFFECTIVE COMMUNICATION

Great communication isn't just what you say—it's how well you **prepare**.



## S

### SETTING

**Know where you will be speaking.**  
Understand the event, stage, room layout, technology, lighting, props—so you can show up prepared and confident.



## S

### SUBJECT

**Know what you are speaking about.**  
Go deep. Expand understanding. Organize your content to inform, clarify, and add value.



## S

### SPECTATORS

**Know who your listeners are.**  
Understand demographics, interests, and expectations so you can tailor your terminology, vocabulary, speed, and even language to connect and resonate.



## S

### SELF

**Know your relationship to the subject.**  
What's your perspective, passion, and purpose? Your authenticity builds trust and credibility.



## S

### STORIES

**Use stories to make your message stick.**  
Leverage experience, expert facts, and reliable information. Stories inspire, facts persuade, and together they leave a lasting impact.



Communication is preparation. Preparation is power.  
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