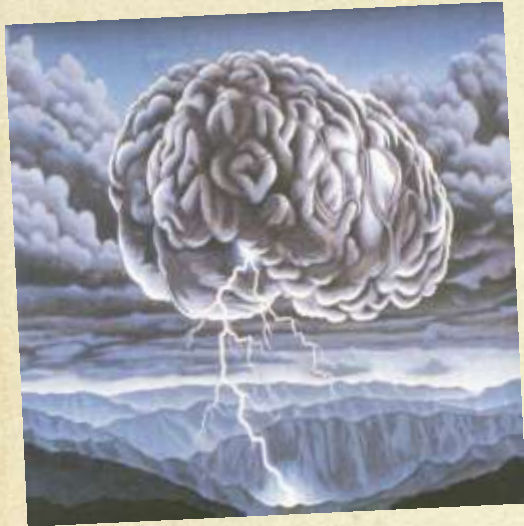




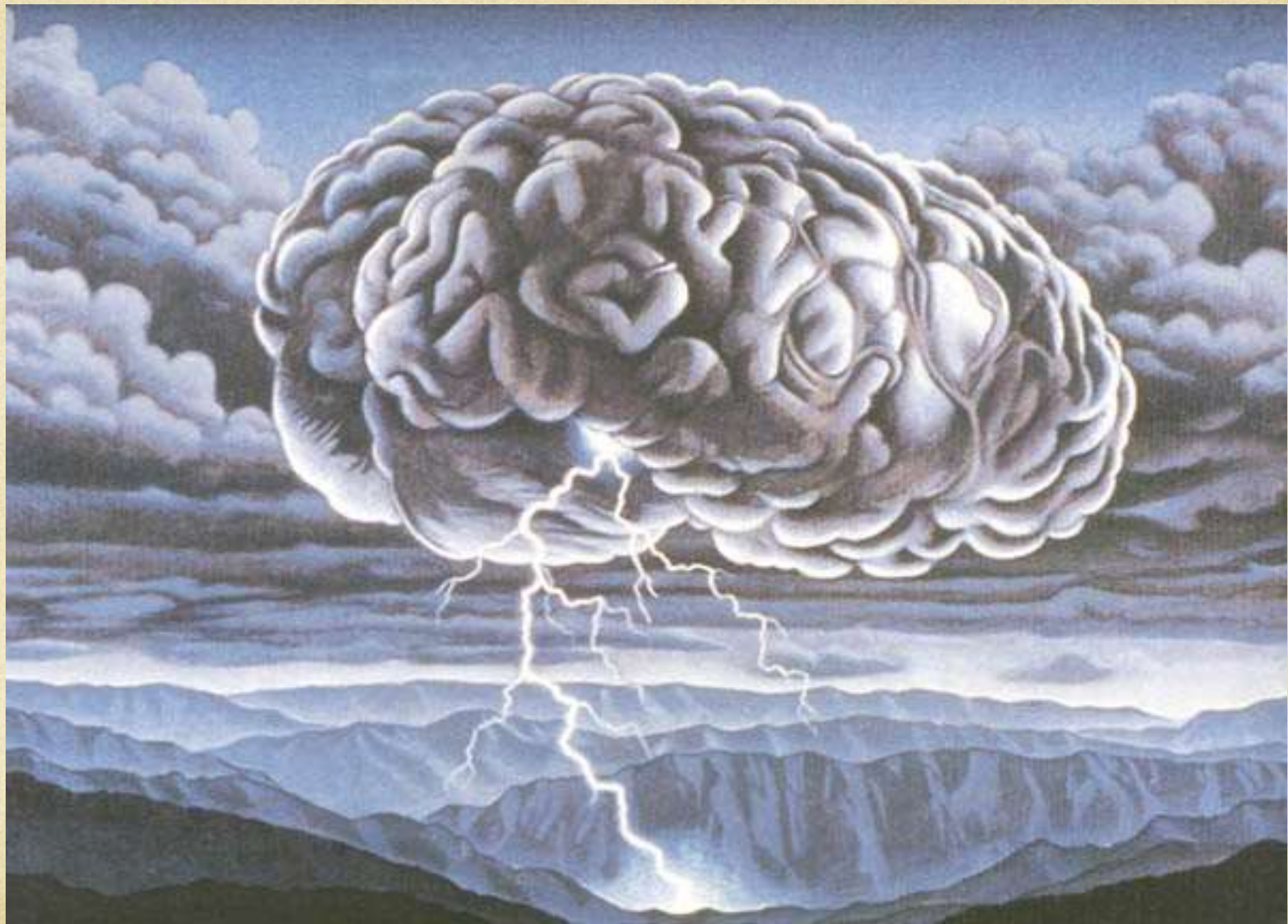
# Effective Communications Across Companies

Ken Cameron  
Brave Communications

# What I'm Going To Tell You









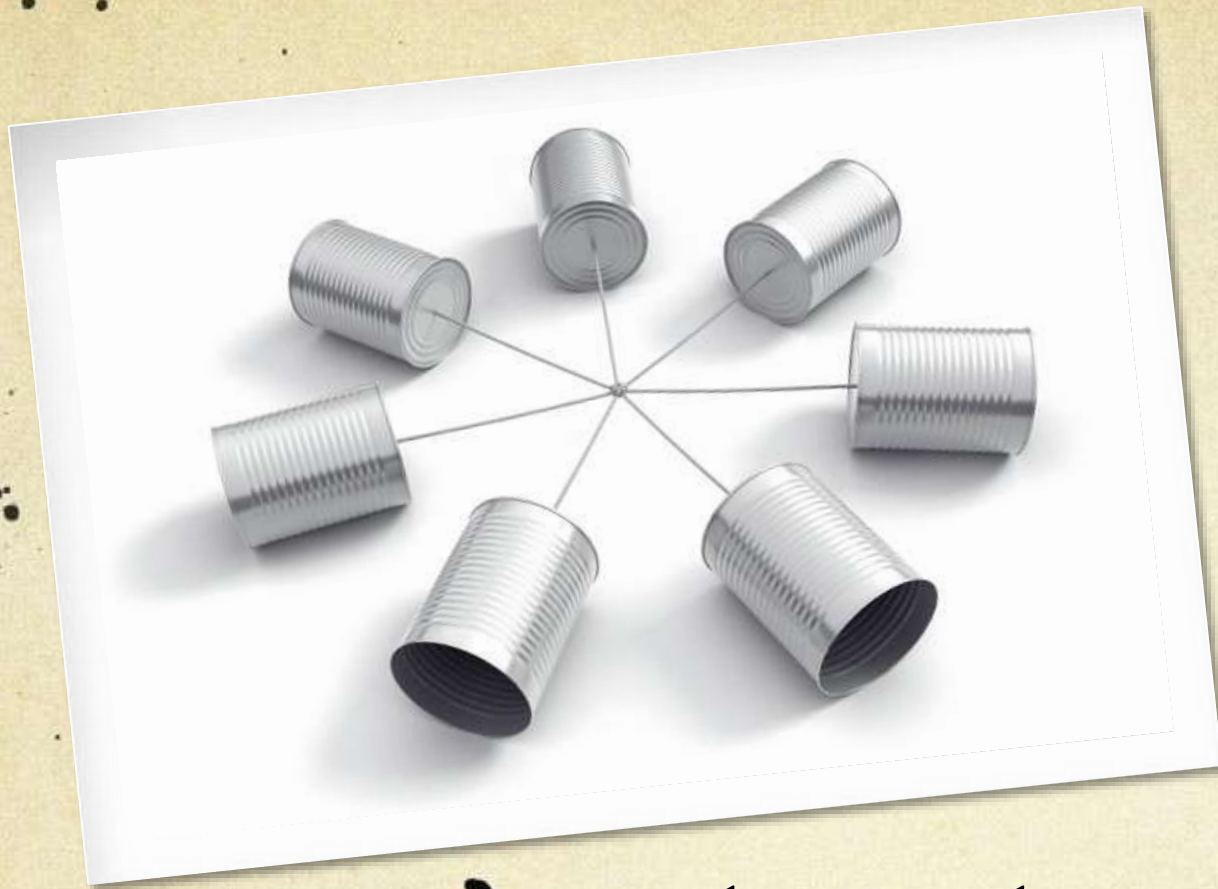
**Rule #1:**  
**Use the Right Tool for  
the Job**





# IBM Gives Birth to Amazing Email-less Man!

Luis Suarez stopped using email in 2008 so he could get something done.



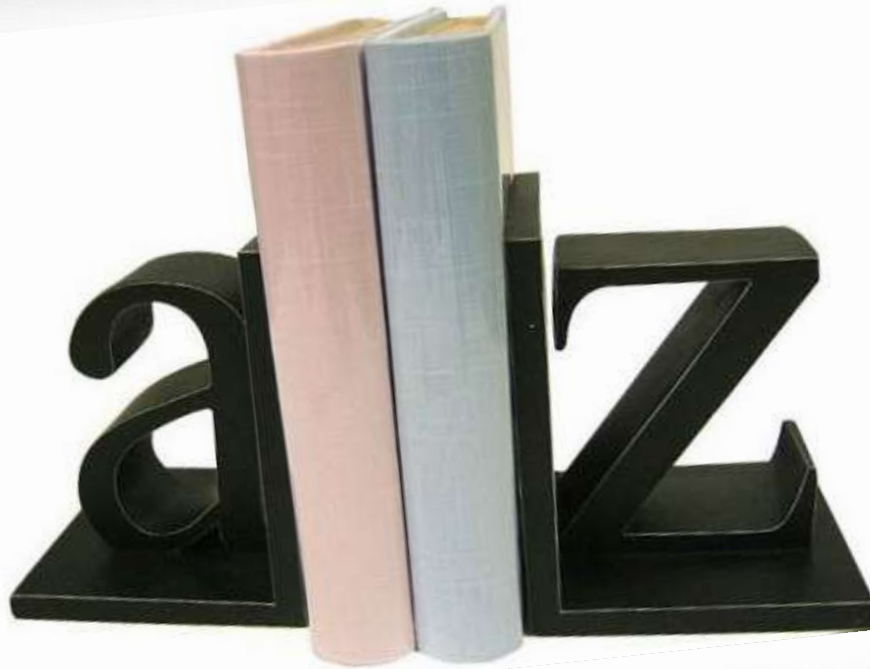
What other  
communication tools  
do you have?





“If the only tool you have is a hammer, you tend to see every problem as a nail.”

-Abraham Maslow



**Rule #2:  
Bookend your  
communications**





How much of an email do  
you read?

How much of a presentation  
do you listen to?



**Rule 2A:  
Open with your key  
message.**





Rule 2B:  
Close with a Call To  
Action



- Most communication makes the mistake of starting with how great your product is or how good your idea is ...





- Effective communication must be geared towards solving their pain and/or making them the centre of the story...



Remember ... you're never so  
interesting as when you're  
talking about me...

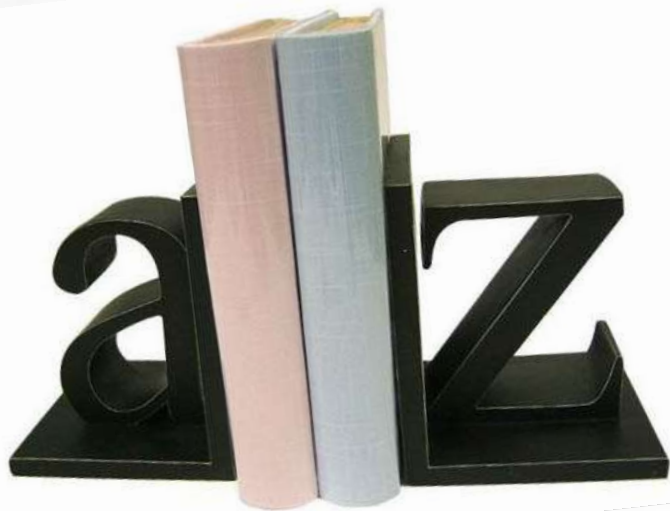




These Three Rules  
can be scaled to  
apply to all your  
communications









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Ken Cameron & Kelly Schuler  
Brave Communications  
[www.bravecommunications.ca](http://www.bravecommunications.ca)