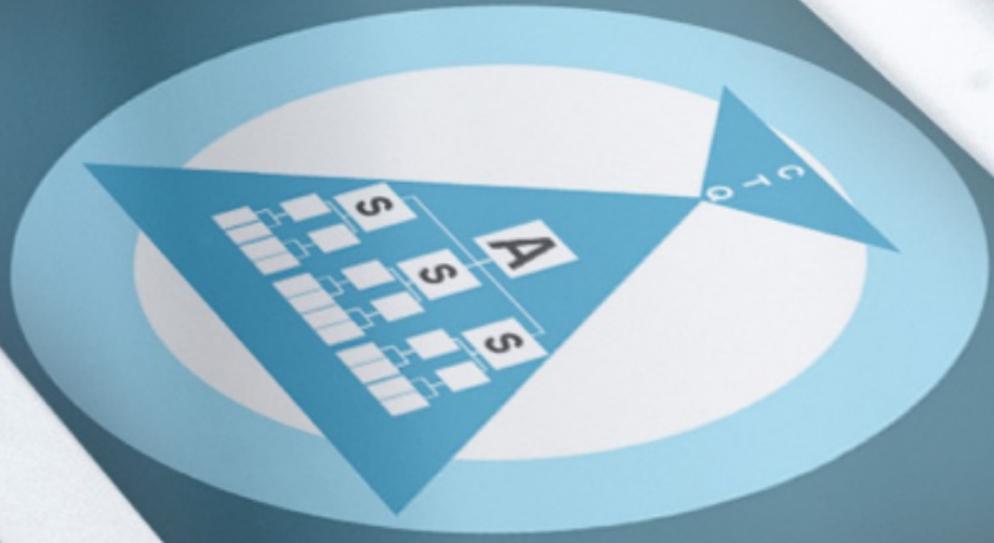


DISCOVERY WORKSHOP



Introducing structured thinking techniques to help you communicate complex ideas

Let's start *your journey toward clarity*



Introduce us and our approach



Build some foundations



Rework an email



Exploit ideas in your work



Davina Stanley, Clarity First

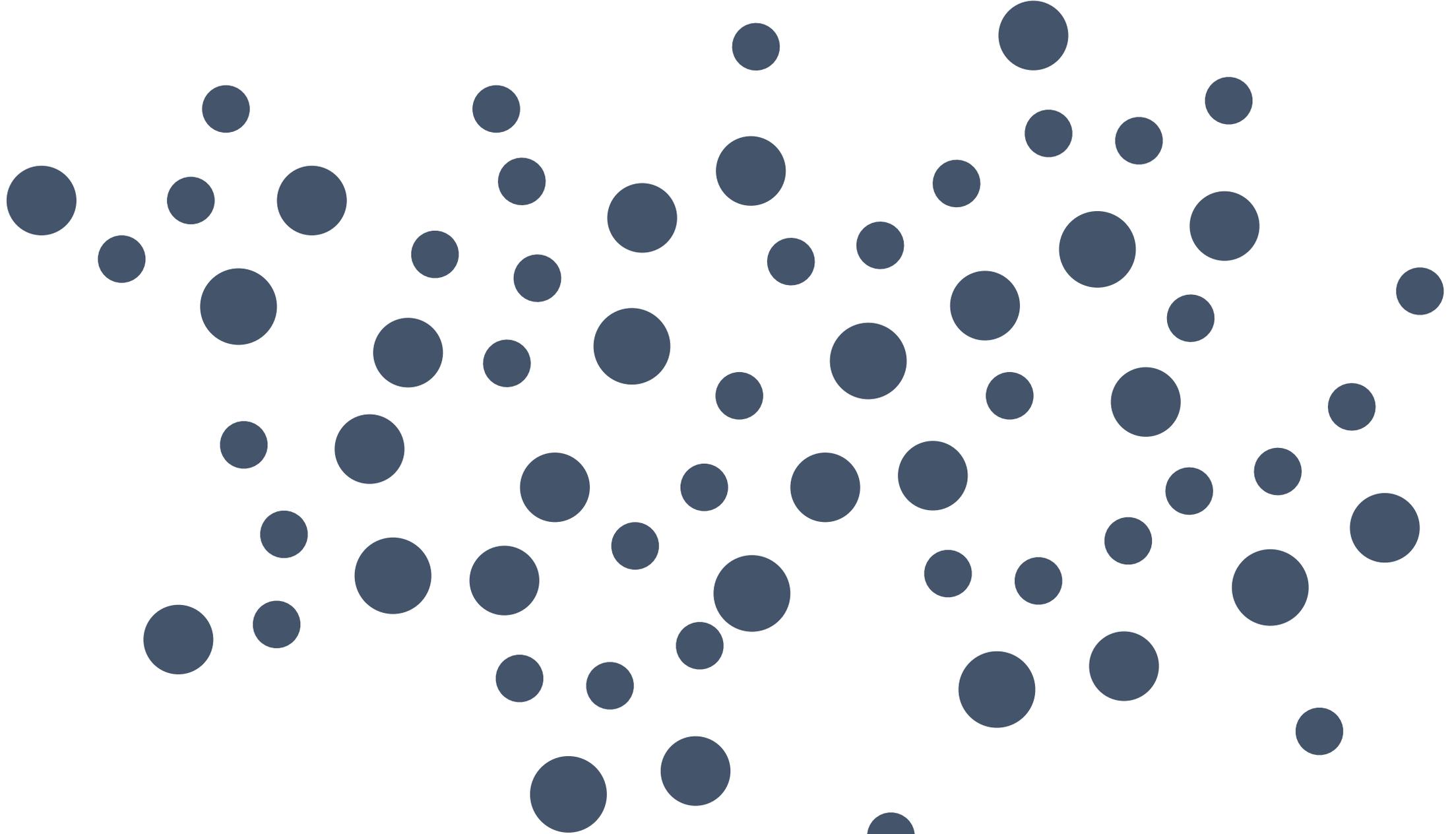
- > 25+ years' experience helping experts communicate complex ideas
- > Trained at McKinsey in Hong Kong
- > Approved by Barbara Minto
- > Lead a team of 7 structured communication experts
- > Based in Sydney



Great business
communication
uses synthesis to
drive progress

- > Provides clarity
- > Offers high-quality insights
- > Drives business velocity

Synthesis involves taking complex and varied ideas

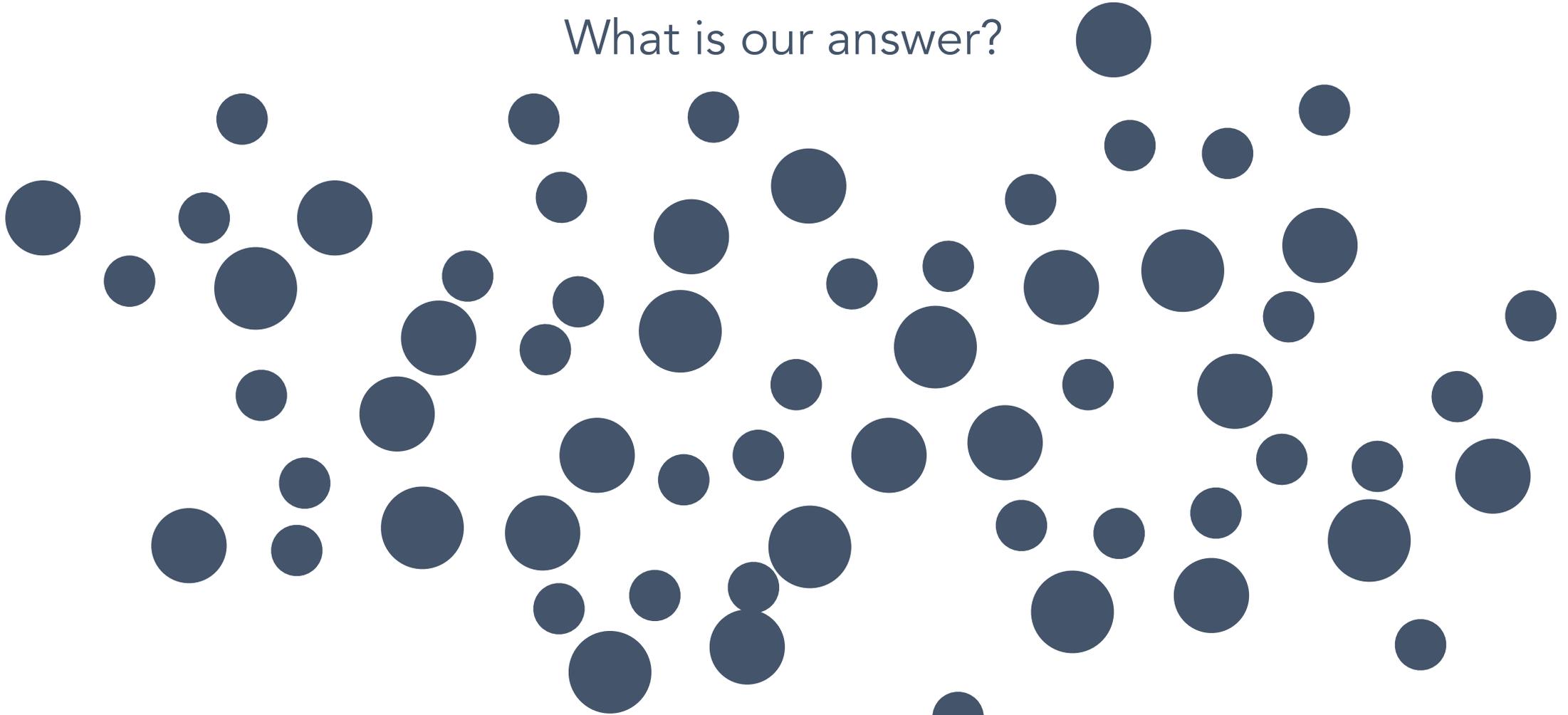


And asking **the right questions**

Why are we communicating?

What is the question?

What is our answer?

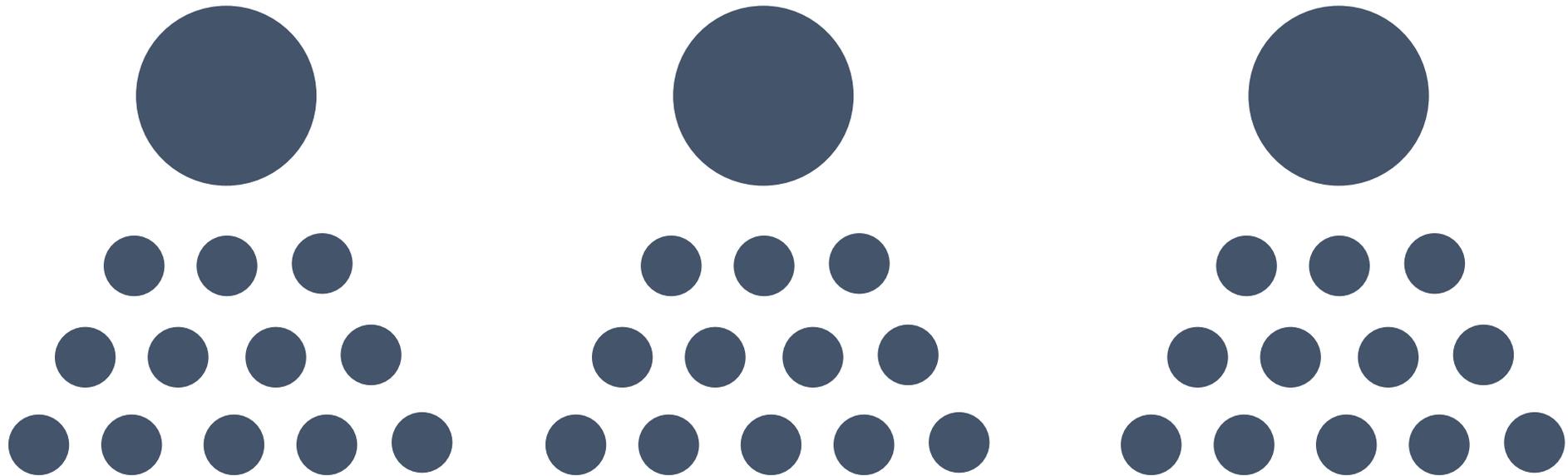


To offer a **clear and compelling story**

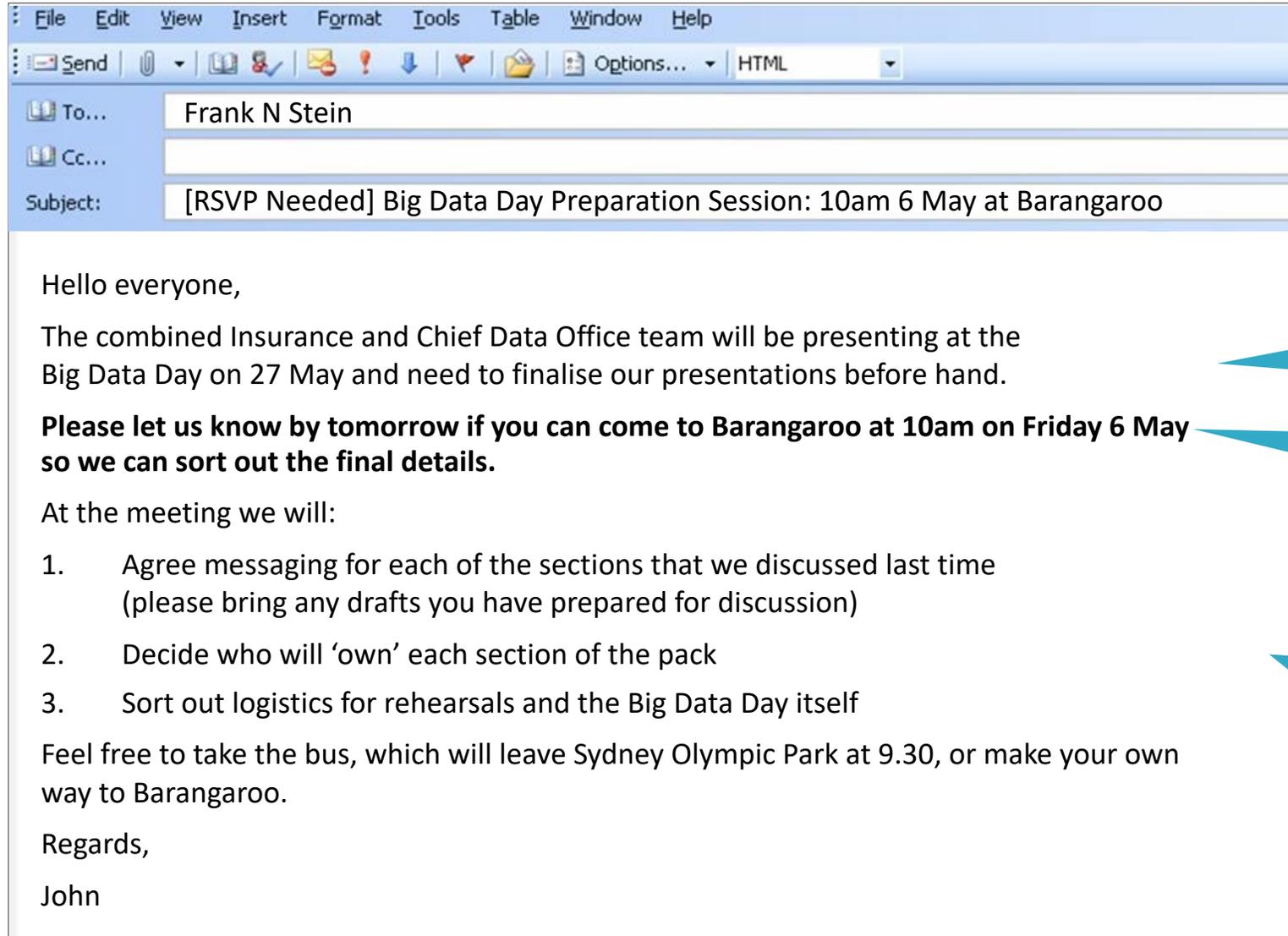
What we're communicating about
Why we're communicating about it

The answer that means the most.

Supporting points



Let's start with the small stuff



Provides (just) enough context

Focuses on one relevant idea

Organises supporting ideas logically

... and connect some theoretical dots

Context

The combined Insurance and Chief Data Office team will be presenting at the Big Data Day on 27 May and ...

Trigger

need to finalise our presentations before hand.

Question

How do we finalise our presentations?

Provides (just) enough context

Please let us know by tomorrow if you can come to Barangaroo at 10am on Friday 6 May so we can sort out the final details.

Focuses on one relevant idea

Agree messaging for each of the sections that we discussed last time (please bring any drafts you have prepared for discussion)

Decide who will 'own' each section of the pack

Sort out logistics for rehearsals and the Big Data Day itself

Organises supporting ideas logically

Storylining calms the Nervous Parade of Knowledge



Storylining helps us focus on what matters

AUDIT COMMITTEE | APRIL 2021 | HIGH RATED ISSUES SUMMARY FOR DISCUSSION

KEY MATTERS FOR CONSIDERATION AND INSIGHTS

5 - High Rated Issues, including tactical actions, related to Compliance Management Framework (CMF) Level 1 Risk Type

GA&A observe
Framework, (T
GA&A support
pertaining to t
Standard has r
Further, GA&A
enhancements
remove the Ce
The qualificati
closure of all-g
GA&A also not
To this end, th
obligations are
extant Issues i

Comments focus on minutiae

RI's Issue number				Target Issue closure date
IS-107438	APRA Observations Compliance Review Report	Nigel	10/02/2020	31/05/2021
IS-087628	Prudential Inquiry into Australia 2017/2018	of Matt	30/04/2018	30/06/2021

-  **Yogesh**
Will need to provide a couple of examples.
-  **Yogesh**
This needs some context. On the lines – while this work is via multiple initiative, this is not reflected and tracked as HRIs in the RIS.
-  **Yogesh**
Which time? Think Kylie mentioning the 3Q20 deadline to operationalise the standard?
-  **Yogesh**
Bit contradictory. First line says significant work is performed vs significant work remains to be completed. Also examples of key milestone can help.
-  **Yogesh**
Bit abrupt. May be because you have deleted earlier para.
-  **Yogesh**
Lovely word but Liz would call that jargon.
-  **Yogesh**
Consider stating on the lines – while there are two HRI which are currently on track for closure, they do not reflect the work being managed through BAU...managed outside of RIS.
-  **Yogesh**
Will put this para above table and then conclude the para by saying 'to this end there is no indication...'

Storylining requires us to 'communicate backwards'

We **arrive at the insight** by observing patterns during our analysis



We **communicate the insight** in reverse order



Let's start *your journey toward clarity*



Introduce us and our approach



Build some foundations



Rework an email

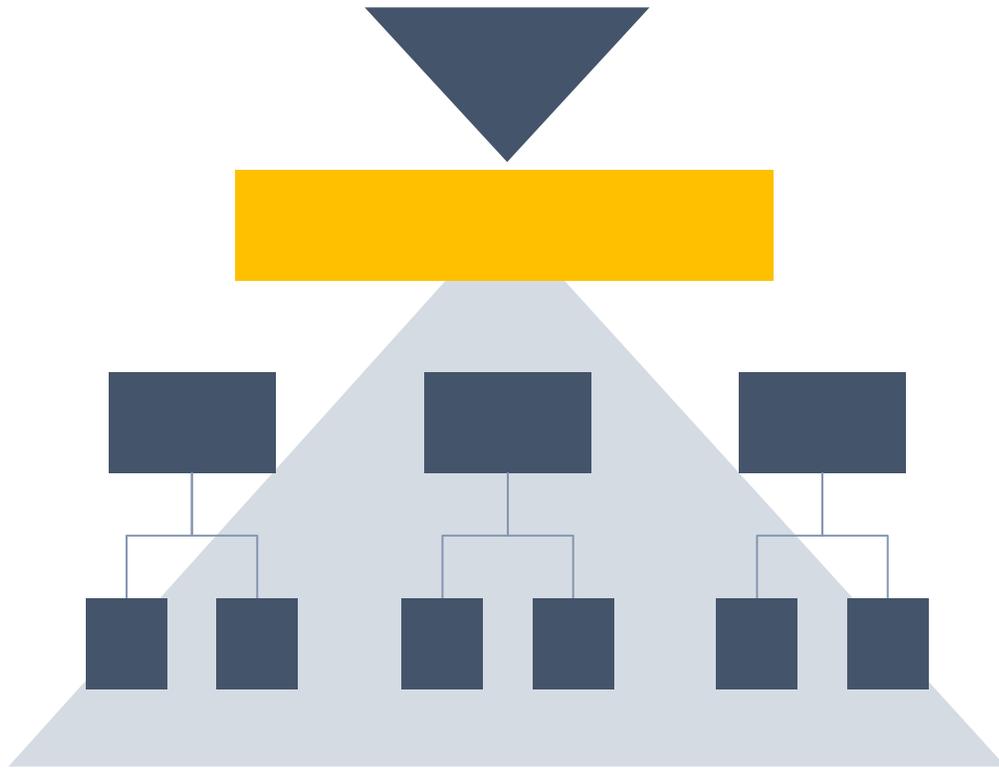


Exploit ideas in your work

We anchor our process around a 1-page 'storyline'



... that helps synthesize our ideas for us and our audience



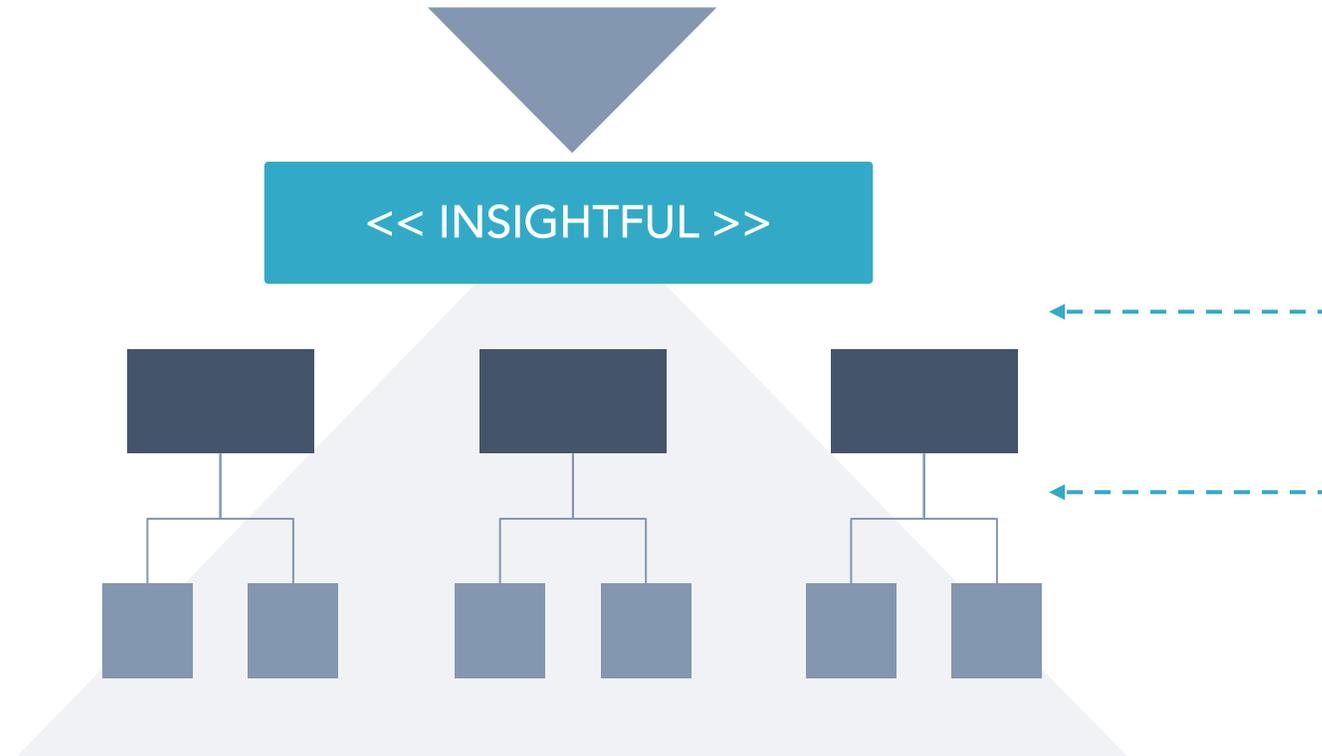
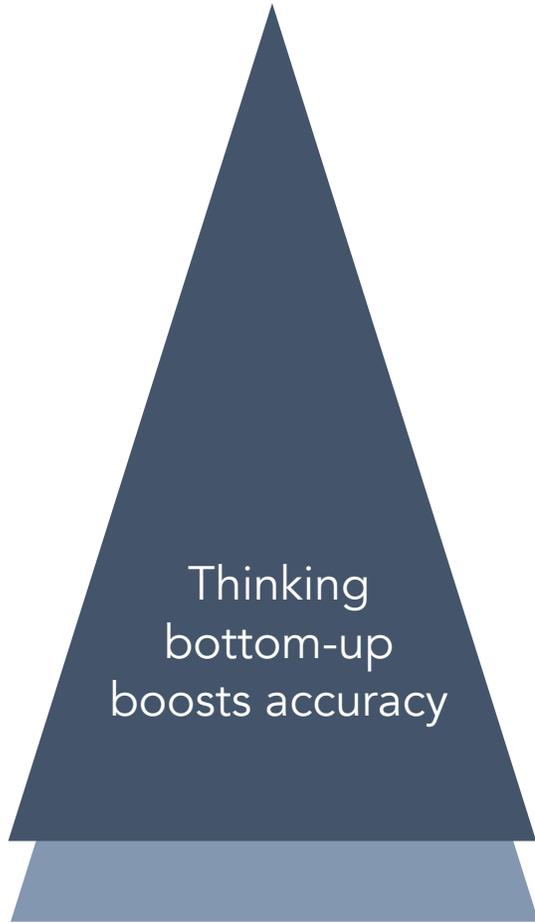
- ✓ Rely on logic and structure to help us clarify and convey our ideas
- ✓ Help us create order so both we and our stakeholders have confidence in our messaging
- ✓ Allow for limited short term memory capacity (holds max 3-5 items)

We use 3 distinct thinking techniques

- **Bottom-up thinking** to accurately synthesize ideas
- **Top-down thinking** to push our thinking and save time
- **MECE** to push us to find gaps and overlaps



Thinking bottom-up fuels accuracy and synthesis



So, what does that data mean?

Synthesis offers a clear point of view that adds value

Data

Offers **details**

*Thing 1
Thing 2 ...*

Topic

Describes what we are **talking about**

Options ...

Summary

Describes what a set of data points **says**

We have 3 options ...

Synthesis

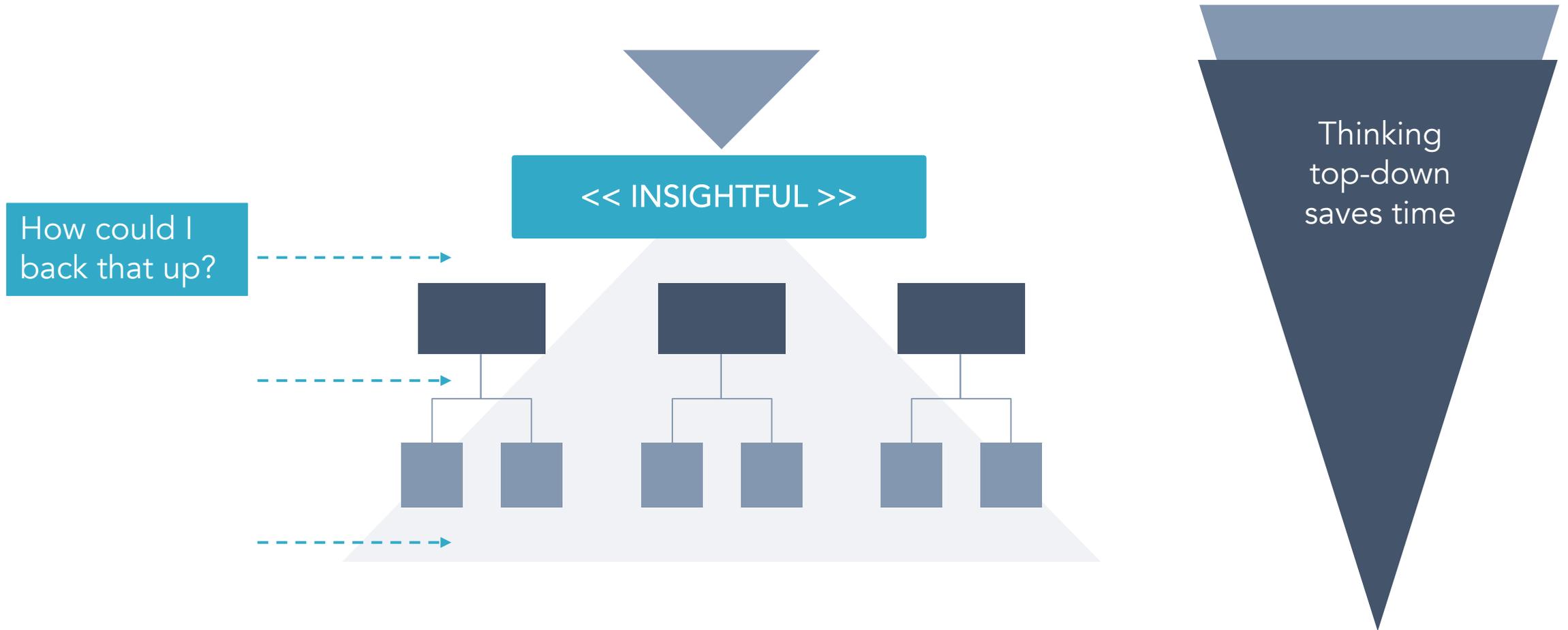
Describes what the data **means** to your audience

Option B is best ...

Synthesis offers more value than topics and summaries

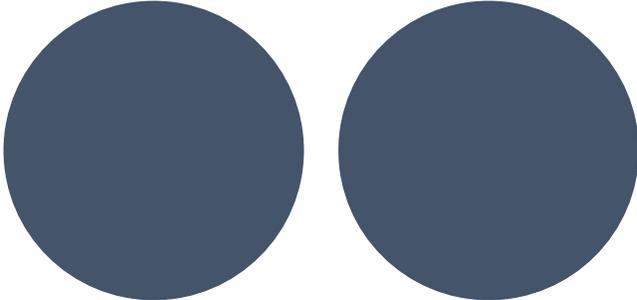
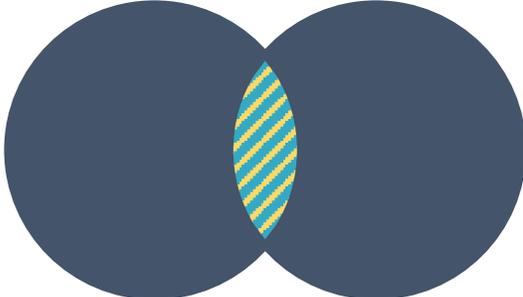


Thinking top-down pushes our thinking and saves time

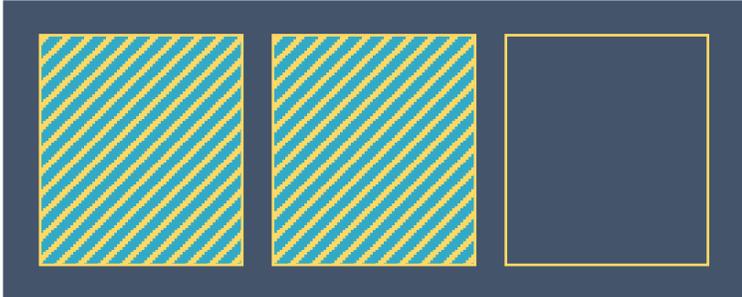


Together, the ideas pass the MECE test

Mutually Exclusive

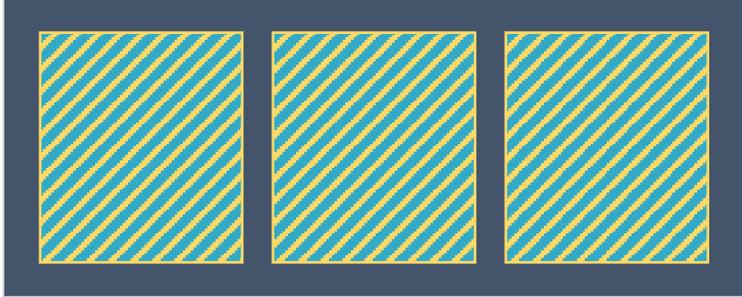


Collectively Exhaustive



Idea 1

Idea 2



Idea 1

Idea 2

Idea 3

Let's start *your journey toward clarity*



Introduce us and our approach



Build some foundations

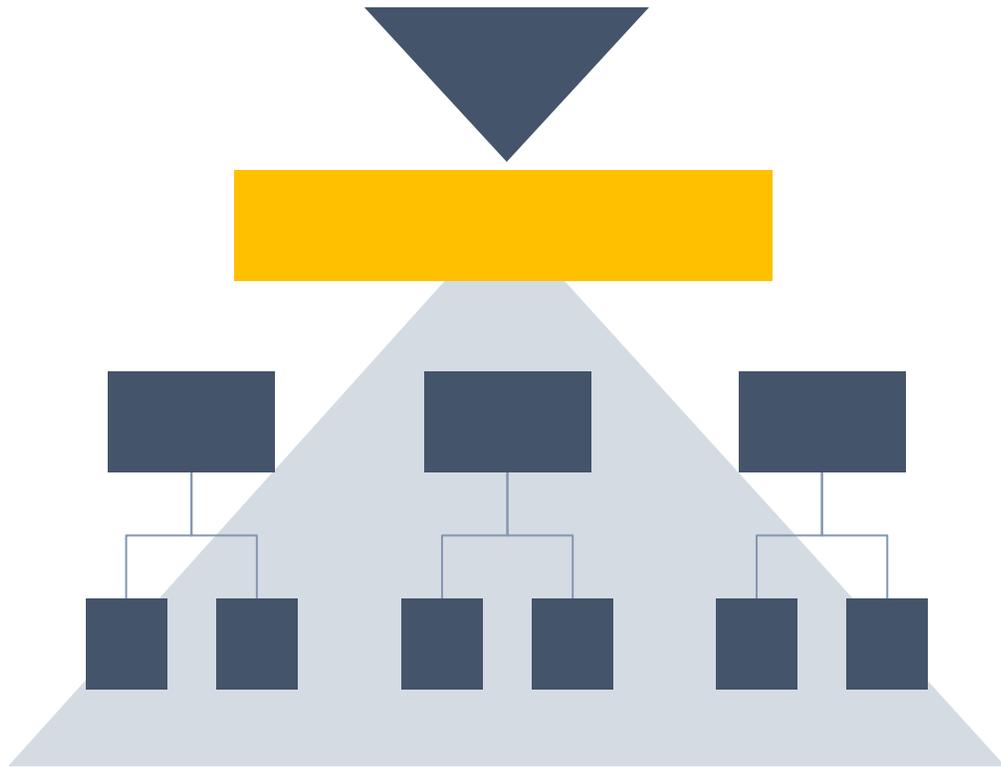


Rework an email



Exploit ideas in your work

Strong communication has 3 highly structured sections



- ✓ **Short introduction**
to draw the audience in
- ✓ **Single, powerful 'so what'**
to tie the whole story together
- ✓ **Logically ordered points**
to support the so what in a highly logical and insightful way

What's different?

Head of the River – Important information

Dear Parents and Carers,

As you would be aware, the School community has been invited to the Annual Head of the River Regatta (HOTRR), to be held tomorrow at the Sydney International Regatta Centre at Penrith.

The School is currently working with the AAGPS and Sydney International Regatta Centre (SIRC) to monitor the state of the facilities. When we have a better understanding of the conditions of the facilities a judgment will be made in conjunction with other AAGPS Schools as to any changes or cancellations.

Given the predicted inclement weather, which indicates ongoing showers that will be consistent and at times be heavy, please see important information below.

Uniform

The uniform expectation for all students has been changed from School uniform to Sports uniform.

This includes: School shorts, School polo, School tracksuit, School spray jacket, and School cap only. Any other uniform is not acceptable.

Transport

At this point transport arrangements remain unchanged with all timings as per previous communications.

If the event is changed or cancelled for any reason we will be sending out further communication.

Staying up to date

All updates will be published on the wet weather line (phone (02) 1234 5678) and the school sports website (<http://school.sports.HOTR.edu.au>). Please check this website often, ensuring you refer to the information contained within before contacting the Sports department. Your assistance in this matter is much appreciated. Our phones have been overloaded with people asking simple questions that could be answered by looking at the website or calling the wet weather line.

Kind regards

Mr Graham Smith
Director of Sport

304 words

292 words

HOTRR Going ahead with minor changes unless weather worsens

Dear Parents and Carers,

As you would be aware, the school community has been invited to tomorrow's Annual Head of the River Regatta (HOTRR) at the Sydney International Regatta Centre (SIRC) at Penrith.

Given the weather forecast is for heavy rain, we wanted to update you on some changes to the plans for the day.

Unless the weather worsens further, HOTRR will go ahead as planned with minor changes to uniform only. Here is what you need to know.

1. Boys may now wear sports uniform
2. Everyone needs to keep across the weather channel regularly
3. Everyone should assume transport arrangements remain unchanged

Boys may now wear sports uniform

Given the weather, the uniform expectation for all students has been changed from school uniform to sports uniform. This includes; School shorts, School polo, School tracksuit, School spray jacket, and School cap only. Any other uniform is not acceptable.

Everyone needs to keep across the weather channel regularly

The School, AAGPS and SIRC are watching for weather updates and monitoring the state of the facilities. When we have a better understanding of the conditions we, in conjunction with other AAGPS Schools, will decide whether any further changes or cancellations are made.

All updates will be published on the wet weather line (phone (02) 1234 5678) and the school sports website (<http://school.sports.HOTR.edu.au>). We will also email if the event is cancelled.

Please check this website often, ensuring you refer to the information contained within before contacting the sports department as our phones have been overloaded with questions.

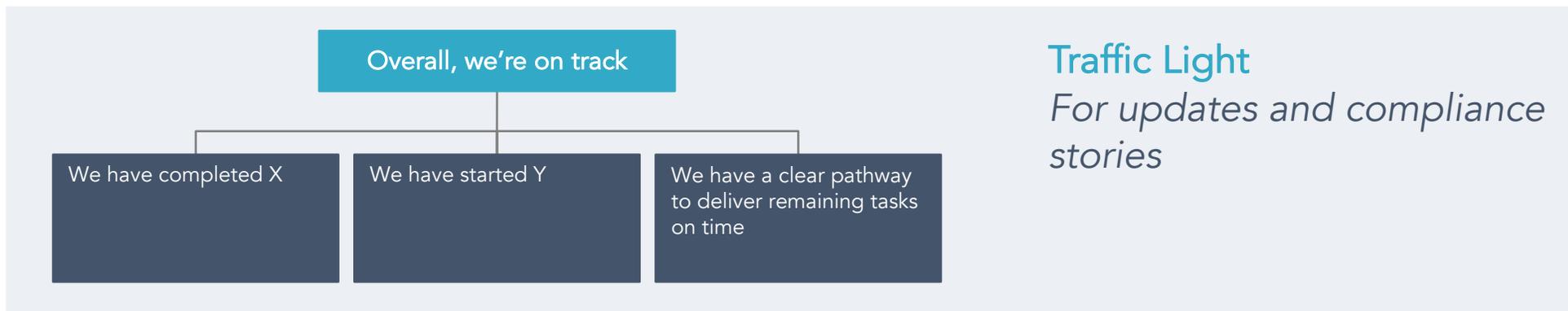
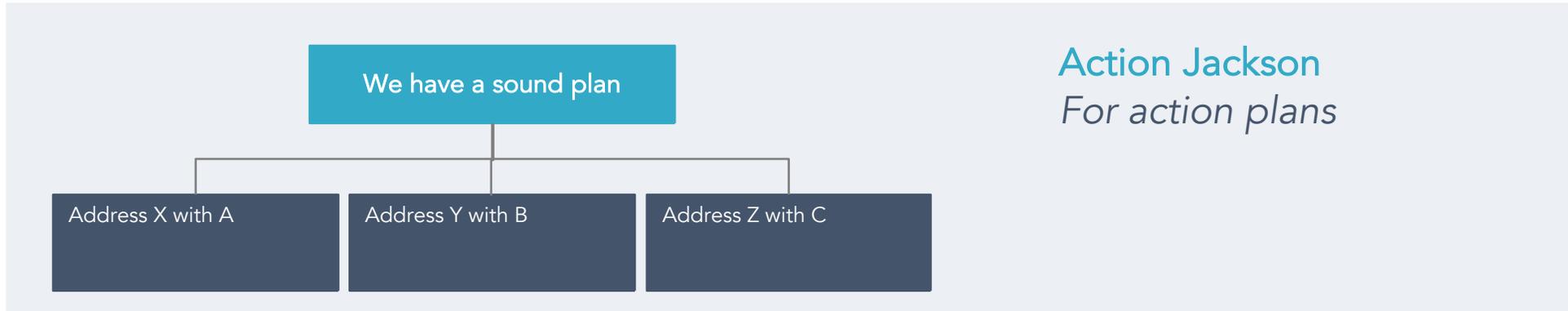
Everyone should assume transport arrangements remain unchanged

At this point transport arrangements remain unchanged. [Click here for more detail.](#)

Kind regards,
Mr Graham Smith
Director of Sport

EXERCISE

Our top 3 grouping patterns provide a powerful 'kick starter'



Our 4 top deductive patterns make storylining easier



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Rework an email



Exploit ideas in your work

Exploit the ideas in your own work

- > Share where you will use the ideas next
- > Complete the Mental Models course
- > Use [GO4CLARITY](#) to get started on Clarity First before 15 June



My Express course runs you through *The So What Strategy*

- ✓ 11 x 20-minute modules
- ✓ Notes
- ✓ Exercises
- ✓ Tools and templates
- ✓ Discount for joining Clarity First (that doesn't expire)

Clarity First Express

72% COMPLETE Last activity on January 26, 2022 4:04 pm IN PROGRESS

Course Content

EXPAND ALL

SECTION 0 - ACCELERATE YOUR UNDERSTANDING



Introduction to Storylining
1 CHALLENGE
View Lesson

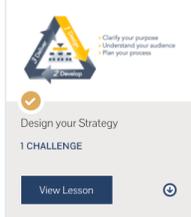


Thinking Skills for distilling more powerful insights
1 CHALLENGE
View Lesson



Strategies for 'hacking' templates
1 CHALLENGE
View Lesson

SECTION 1 - DESIGNING YOUR COMMUNICATION STRATEGY



Design your Strategy
1 CHALLENGE
View Lesson

SECTION 2 - DEVELOPING THE STRUCTURE OF YOUR STORYLINE



Introductions (Context, Trigger, Question)
1 CHALLENGE
View Lesson



The So What
1 CHALLENGE
View Lesson



Grouping Storylines
1 CHALLENGE
View Lesson



Deductive Storylines
1 CHALLENGE
View Lesson

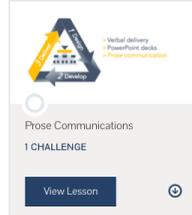
SECTION 3 - DELIVERING YOUR COMMUNICATION



Communicate Verbally
1 CHALLENGE
View Lesson

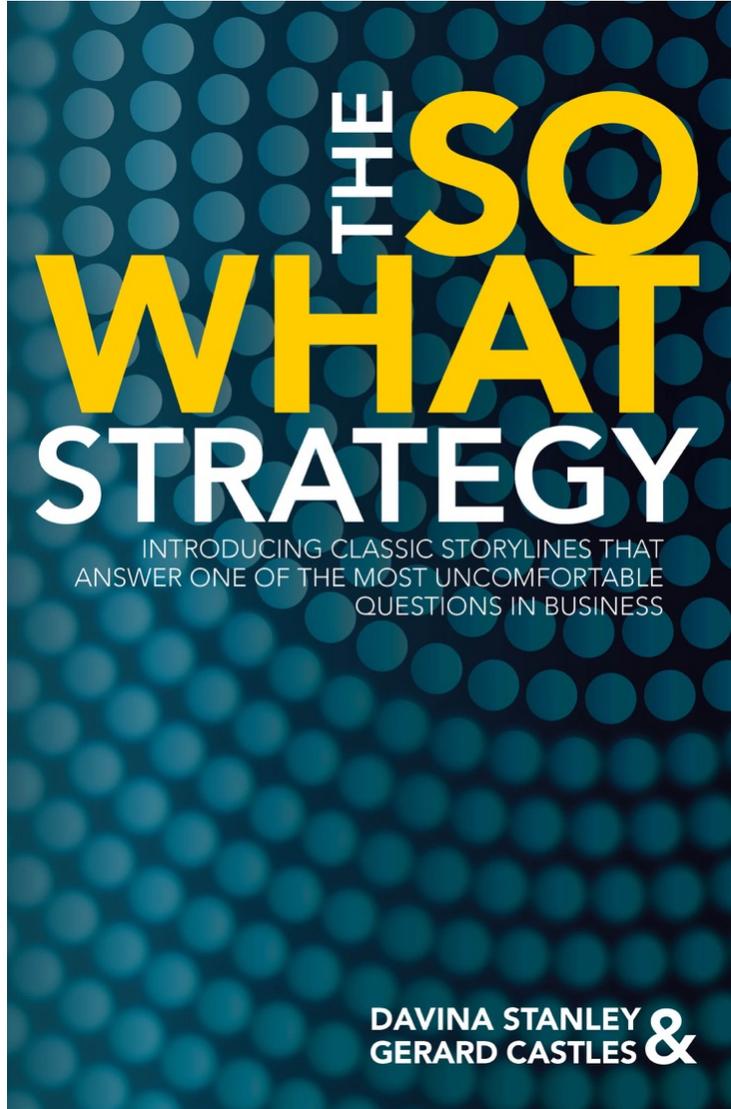


PowerPoint
1 CHALLENGE
View Lesson



Prose Communications
1 CHALLENGE
View Lesson

The book provides a 'cook's tour' of our approach



- > Quickly introduces theory
- > Puts our 7 storyline patterns in context
- > Provides a useful reference after the program

Clarity First Program opens again June and August



Classic Pathway – learn at own pace and receive small-group coaching as you progress from Core to Sprint to Momentum



Intensive Pathway – complete the Core on lockstep with Sprint over 3 months (Early Birds have longer)



Foundation Pathway – enjoy all levels and receive 1-1 coaching from me