

ENTREPRENEURS & SITE GUIDES

MODULE 7: COMMUNICATION

INTRODUCTION

Whether it's verbal or non-verbal, effective communication is essential to anybody working in tourism & hospitality because it is a social interaction. In this module, the participants will practice their communication and storytelling skills and will apply those, as at the end of the module, each participant will have to pitch their product to the rest of the group.

OVERVIEW



Learning Goals



Knowledge

- The participants will learn tips & tricks in the field of communication and storytelling.



Attitude

- The participants will become more aware of their communication skills and receptive towards constructive feedback.



Skills

- The participants will learn how to use their communication skills effectively.
- The participants will learn how to structure their stories and pitches well.

SESSION 7A: Body Language and Verbal Communication

SESSION 7B: Storytelling

SESSION 7C: Pitches

BEFORE YOU START, YOU NEED...

- Flipcharts
- Large paper
- Marker and pens
- Sticky notes
- Projector
- The printed versions of the feedback forms



SESSION 7A: Body Language and Verbal Communication

AGENDA



Exercise:
Mimicking
(30 min)



Lecture:
Tips & Tricks
(20 min)



Feedback Round
(50 min)

INSTRUCTIONS

Exercise: Mimicking (20 min)



SAY:

- You as a facilitator will have to do some acting. By acting out different styles, you will introduce why it is important to be aware of your body language. First you will act nervous, afterwards you will act arrogant and finally you will act happy. Do not tell the students how you will act.
- While acting nervous / arrogant / happy make sure to explain the following, each time:
“If you are working in tourism, your body language will significantly influence your client’s experience. If you are grumpy, look tired or are not focused, your clients will not enjoy your presence. And remember: they are the ones paying you. They are the ones that ensure you earn a living. As a tourism professional, it is therefore crucial to be aware of how you come across: what message do you convey?”

It is not important to introduce it 100% the same, word for word, as long as you bring across the message.



FACILITATOR’S NOTE:

After each time, ask the group to reflect on your body language.

- Split the participants into groups of four.



- Taking turns, each person will act as a guide and introduce their company to the others in about 2 minutes. The other 3 people will mention what body language the guide will have to use, such as being nervous, being distracted, being happy or being proud. The others will play the role of tourists and have to mimic the same emotion. After 2 minutes it is somebody else's turn.
- After everyone has taken a turn, get back collectively and discuss how it was.



Lecture: Tips & Tricks (20 min)

Provide the following tips & tricks to the audience. Act them out, to make sure the participants understand you.

Body Language:

- Regardless of your body size or shape: be proud of it. If you think you are too tall, you are only going to look taller if you try to compensate for it. Have confidence in your own body, because others will then have more confidence in you.
- Stand still and comfortably. Don't move from one leg to the other.
- Look people in the eye, but not too long. If you are uncomfortable looking strangers in the eyes when presenting in front of a group, you can also focus on the spot between people's eyebrows as it will appear as if you are looking people in the eye.
- Film yourself when talking to others. You may be aware of your appearance, but some body movements are harder to notice. By just looking in the mirror you may not see exactly how you appear to others.

Tone of Voice and Accents:

- Make sure that you are audible and that you articulate well. If you notice that tourists have difficulties understanding you, make sure to talk a bit slower and to ask if they have understood you.
- Many international tourists will have difficulties understanding English, especially when spoken with a local accent. This makes sense, as English is not an official language in most countries and for many tourists it will be the first time to hear your style of English. If people don't understand you, try and explain it in a different way.
- Be aware that what is considered normal in many African languages, is not necessarily in other languages. For example: in many African languages "come here" (which is called the imperative) may have a similar meaning as "could you please come here?" (which is phrased as a question). However, in many languages it is impolite to use the imperative and you should therefore phrase it as a question as much as possible.
- You probably know of people who are boring to listen to. Often, this has to do with the fact that they talk in the same tone all the time and don't seem to care if listeners are not listening. Instead, try to add some variety to your sentences, in terms of tone, length and style. [As a facilitator, make sure to give a few examples]





Feedback Round (50 min)

The participants will now give feedback to each other, based on their communication styles. This exercise can only be done successfully if the participants dare to be open and give each other honest feedback. As such, you as a facilitator have an important role to play in setting the standard.

- Using the popcorn method, each participant will start by explaining to the group how they think their communication styles appear to others. After that, the audience will give feedback

Emphasize that most of the time, people's perceptions of their own communication is different from how others perceive it to be.

- As a facilitator you will start. Try and describe as honestly as possible how you think that you come across to others. For example: "I think that I talk a bit too quickly, so others probably think that I am rushed or stressed all the time. But I also think that I come across as a passionate and energetic person and that I know what I am talking about." Another example could be: "I am a shy person and often weigh my words carefully before I say them. Probably people think that I am insecure, but I just think that I am a perfectionist and I want to be correct all the time. My voice is a bit soft so I should probably learn to talk out loud so that everyone can hear me well."
- Invite others to give feedback on your communication style. Ask them to be as honest as possible, but challenge them to phrase it constructively. If they don't feel comfortable giving feedback, mention a few of the things you said before and ask them if they agree or disagree with your statements. Ask them to elaborate on it.
- After having received feedback, challenge someone else to reflect on their own communication styles. After that, ask people to give constructive feedback and give yours as well.
- Make sure that everyone has received feedback.



SESSION 7B: Storytelling

AGENDA



Lecture:
What Makes a Good Story?
(30 min)



Preparation:
Pitches
(30 min)



Lecture: What Makes a Good Story? (30 min)



Introduce the following ten points on how to do proper storytelling. Feel free to elaborate on any of the points, but keep it concise.

1. Know your audience

Make sure you find out who your audience is, through informal chit chat. Ask your audience whether they have been in your region before. Ask them what they have been doing earlier in the week. Ask them how they found out about your company. Do they have any specific interests? This helps you to create a connection with your audience, but it will also allow you to adapt your story so that it becomes more relevant to your audience.

2. Pick the right moment

Pick the right moment to tell your story. As a guide, your stories should complement the experiences of your audience, so tell your story at the right moment: preferably at a moment when your story will help your audience to understand what they are hearing, seeing, smelling, tasting or feeling. Don't tell anything in advance, but spread it out across the activity.

3. Authentic but juicy!

It's pretty simple: don't make up things but tell the truth! Just be honest. Of course you can add a bit of juiciness to your story and ask yourself the question: would you like to listen to this story yourself?

4. Structure it well

Make sure your stories are well-structured. For example, make sure you introduce the topic by starting with something that gets the attention of your audience. This could be a question, a joke, a fun fact, etc. Make sure the central parts give a proper explanation and conclude with something that generates some responses.

5. Interactive

Make your story interactive! Try to turn it into a conversation, rather than a lecture. Sometimes your audience might have some interesting things to say as well. Your audience will appreciate it if they feel they are listened to as well, and if their questions are taken seriously.

6. Examples and anecdotes

Come up with examples to illustrate your story. Often, personal anecdotes will do the job for you. Just make sure it does not feel like you're showing off.



7. Explain the why

As most people can usually see for themselves, it is often not important to mention WHAT is happening. However, you need to help your audience interpret what is happening by explaining WHY something is happening.

8. Make use of humor

Humour can obviously help turn something into a fun experience. Don't act like a stand-up comedian, but do allow a healthy dose of humor and excitement to enter your story.

9. Respect the opinions of your audience

Your view of the world may not be the same as those of others. As you might come into contact with visitors from many different countries and cultures, it is important to be tolerant and respectful towards other views. Keep a professional distance if necessary: don't end up in a discussion in which you offend your audience.

10. Know when to shut up

The art of not saying anything is often underappreciated as many guides like to hear themselves talk. But the best guides are often introverts who learned to be an extrovert, as they are more attentive towards the feelings of others. By talking all the time, you might bore your audience.

Exercise: Pitches (30 min)



The participants will be pitching their products to each other later today. In the next half hour, they will get time to prepare their pitches.

The pitches today are for practicing. During the assessment later on, they will have to do a pitch once more, on which they will be graded. Their grade will be mentioned on their certificate.

Ask the participants to come up with a pitch in which they: -

- Take no more than 4 minutes.
- Showcase the product that they have been developing earlier in this training.
- Introduce all the necessary elements of the AIDA model.
- Consider their audience a group of tourists that might be interested in buying the product.
- Implement all of the lessons introduced earlier today, regarding verbal and non-verbal communication as well as storytelling.

Let them record themselves using their phone, to make sure it fits within the 4 minutes.



SESSION 7C: Pitches

AGENDA



Pitches:
(90 min)





Pitches: (90 min)

- Make sure to organize the room in such a way that part of the room can be considered a stage from where students will do their pitches.
- Make sure every student has a copy of each of the 3 feedback forms below.
- Before each round, make sure to ask 3 people to give feedback after each pitch, and make sure every participant will have given feedback on each of the forms to a different participant.
- Once someone has completed his/her pitch:
 - Person A will give feedback on the body language and verbal communication, using feedback form A.
 - Person B will give feedback on how the story of the pitch is built up, using feedback form B.
 - Person C will give feedback on the content of the pitch, using feedback form C.
- You as a facilitator will also provide feedback on any of the elements after each pitch.

Feedback form 1: Body Language & Verbal Communication

	Yes / somehow / no
1) Did the presenter have a positive, energetic attitude?	
2) Did the presenter make contact with the audience?	
3) Did the presenter speak with the right volume and tone of voice?	
4) Did the presenter speak at the right tempo?	
5) Did the presenter articulate well?	

Feedback form 2: Storytelling

	Yes / somehow / no
1) Was the pitch structured well?	
2) Did the presenter capture the attention of the listener?	
3) Did you enjoy the presentation?	
4) Did the presenter explain his/.her product well?	
5) Did the presenter make good use of examples or anecdotes?	



Feedback form 3: Content

	Yes / somehow / no
1) Was the customer segmentation clear?	
2) Was the product well-developed?	
3) Did the pricing structure make sense?	
4) Was it clear how the product would be marketed?	
5) Was it clear why the company was the right company to sell this product? Would you buy it from them?	

