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# Tips for Effective Communication

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# Overview

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- **Written Communication (E-mails)**
- **Oral Presentations**



# Effective Writing

- **Three “golden rules” of writing**
  - Design your writing in terms of audience and purpose
  - Make important things stand out
  - State your information simply, clearly, and directly



# Tips for Effective E-Mail

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- **Write a meaningful subject line**
- **Format the message to make it readable and focused**
  - Include a salutation
  - Make important things stand out; avoid attachments
  - Include a closing with contact information
- **Proofread and be professional**
- **Reply promptly**



# Subject Line



**Subject: [Blank]**



**Subject: “presentation”**



**Subject: “Optics presentation for your review”**

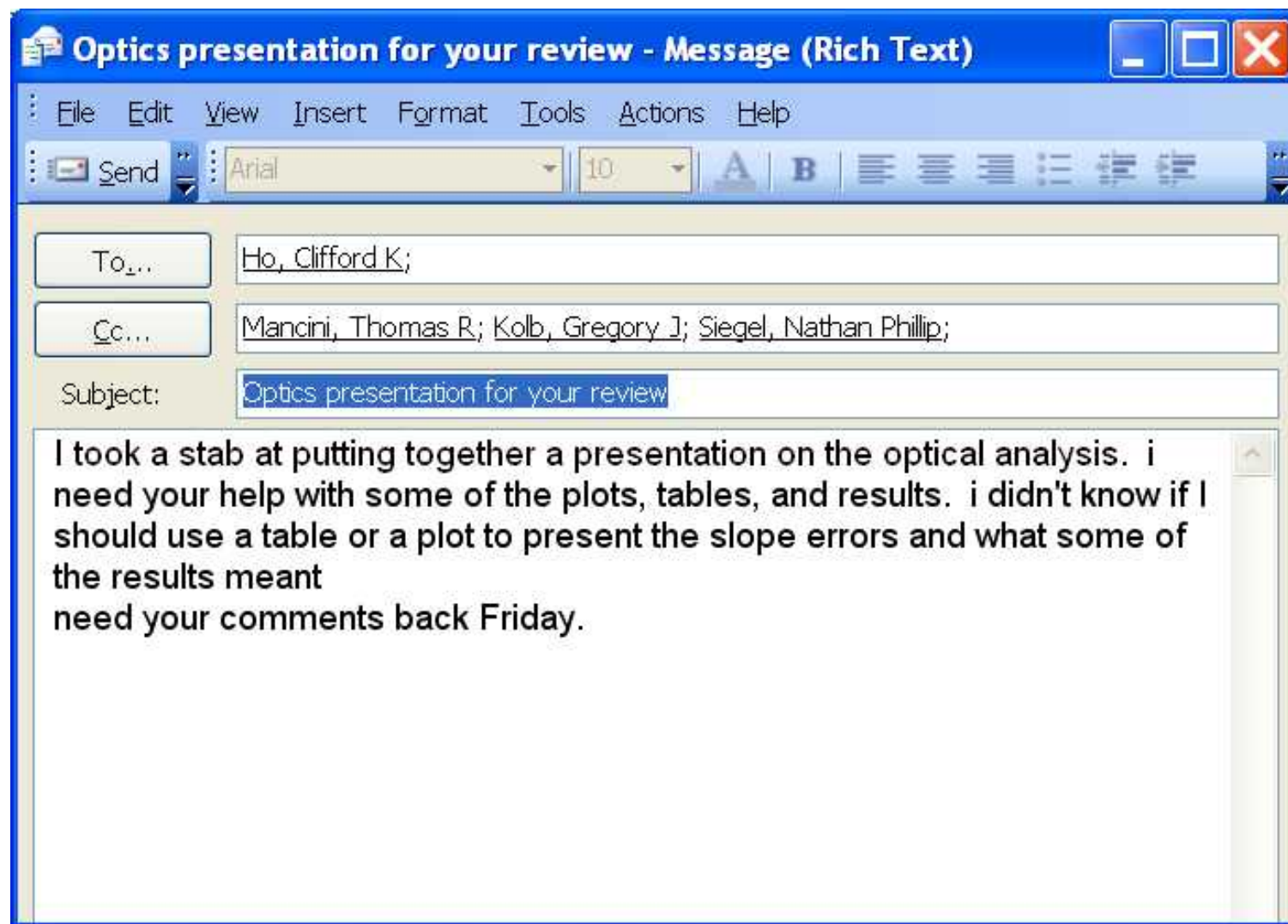


**Subject: “Important! Read Immediately!!”**

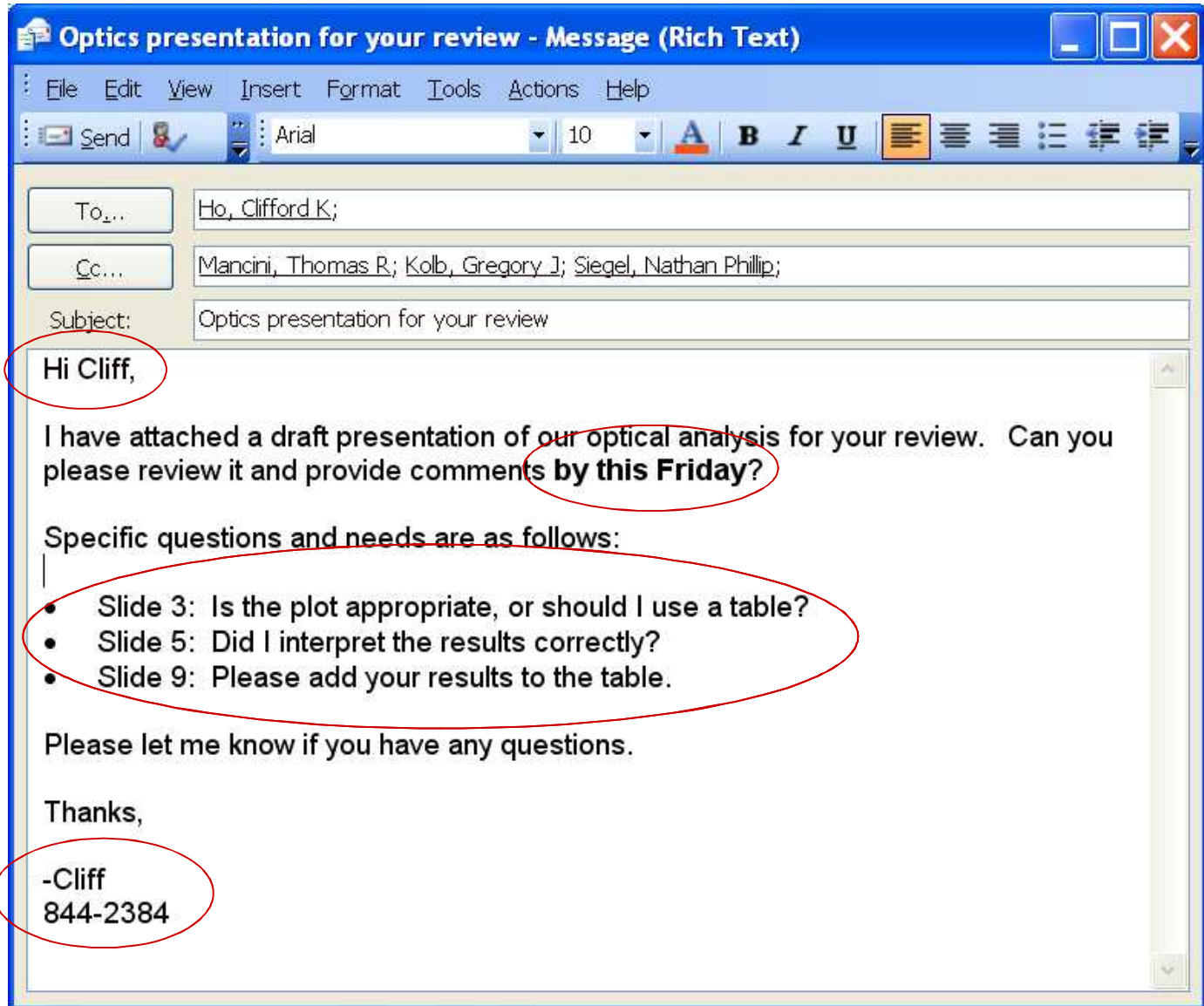


**Subject: “All cars in north lot will be towed in 1 hour”**

# Format the Message for Focus and Clarity



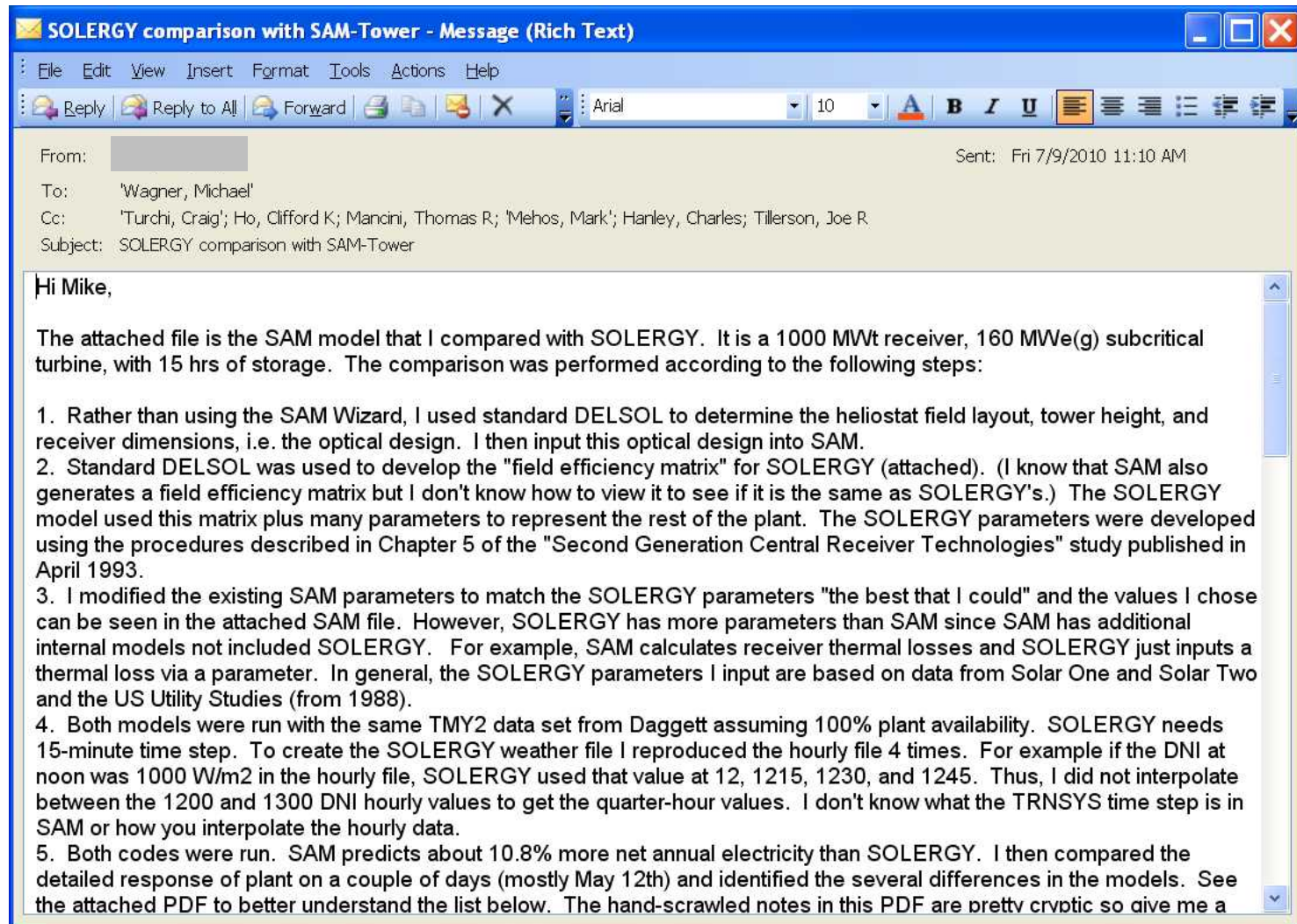
# Format the Message for Focus and Clarity





# Avoid “TLTR”

## Too Long Too Read



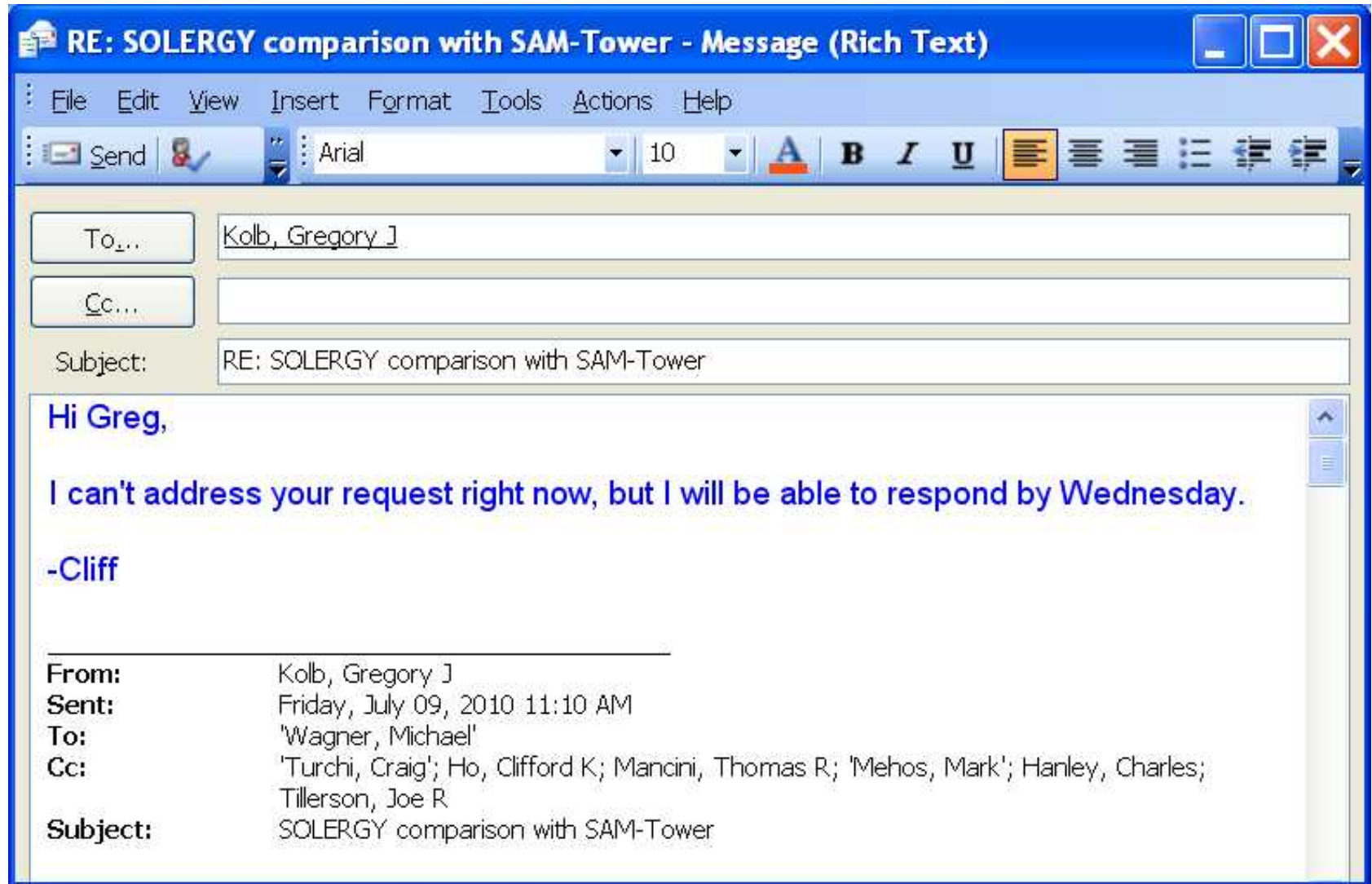




# Proofread and Be Professional

- **Avoid typos, inaccuracies, and embarrassment**
  - E-mails are important records; they need to be accurate
  - “Unprofessional” e-mails may give a poor impression of the sender
    - Poor grammar
    - Chain letters, jokes, “funny pictures,” etc.
  - Assume somebody other than the intended recipient (e.g., the media) will read your e-mail

# Reply Promptly





# Tips for Effective E-Mail

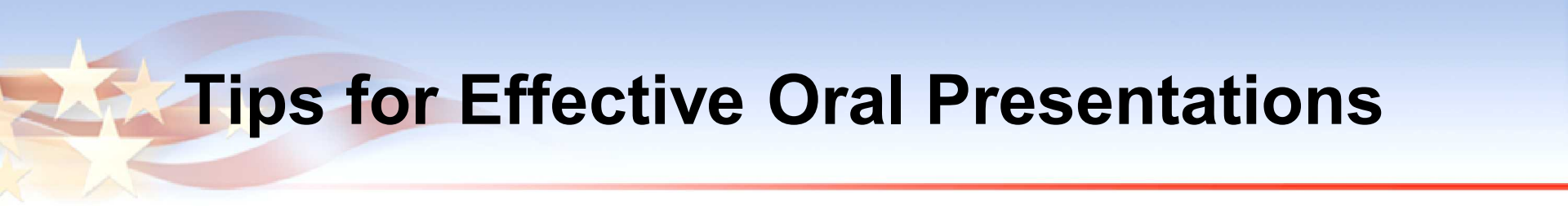
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- **Write a meaningful subject line**
- **Format the message to make it readable and focused**
- **Proofread and be professional**
- **Reply promptly**



# Overview

- **Written Communication (E-mails)**
- **Oral Presentations**



# Tips for Effective Oral Presentations

- **Same “golden rules”**
  - Design your presentation in terms of audience and purpose
  - Make important things stand out
  - State your information simply, clearly, and directly
- **“Platinum Rule” for oral presentations**
  - Tell ‘em what you’re gonna tell ‘em
  - Then tell ‘em
  - Then tell ‘em what you told ‘em

# Avoid Clutter

## Parabolic Trough R&D

ALCOA FOA  
SKYFUEL  
FPL Energy  
SUNRAY



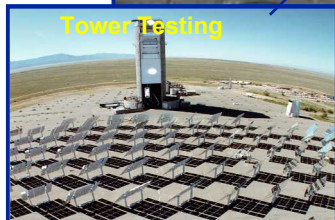
## Dish Stirling R&D

SES, INFNIA FOA, Brayton FOA



## ADV CSP Concept

Receiver Hamilton FOA  
Bright Source  
SKYFUEL FOA



## Thermal Storage R&D

Hamilton FOA  
Rocketdyne FOA, ABENGOA,  
SENER, Solar  
Millennium FOA

## Solar Thermochemical H<sub>2</sub>

General Atomics  
UNLV, NREL, CU, ANL



# Use Animation Features in Powerpoint to “Build” Slides

## Parabolic Trough R&D

ALCOA FOA  
SKYFUEL  
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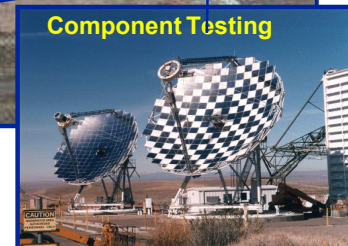
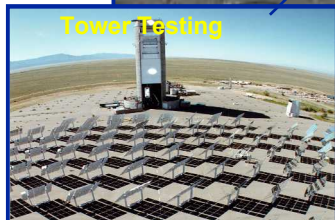
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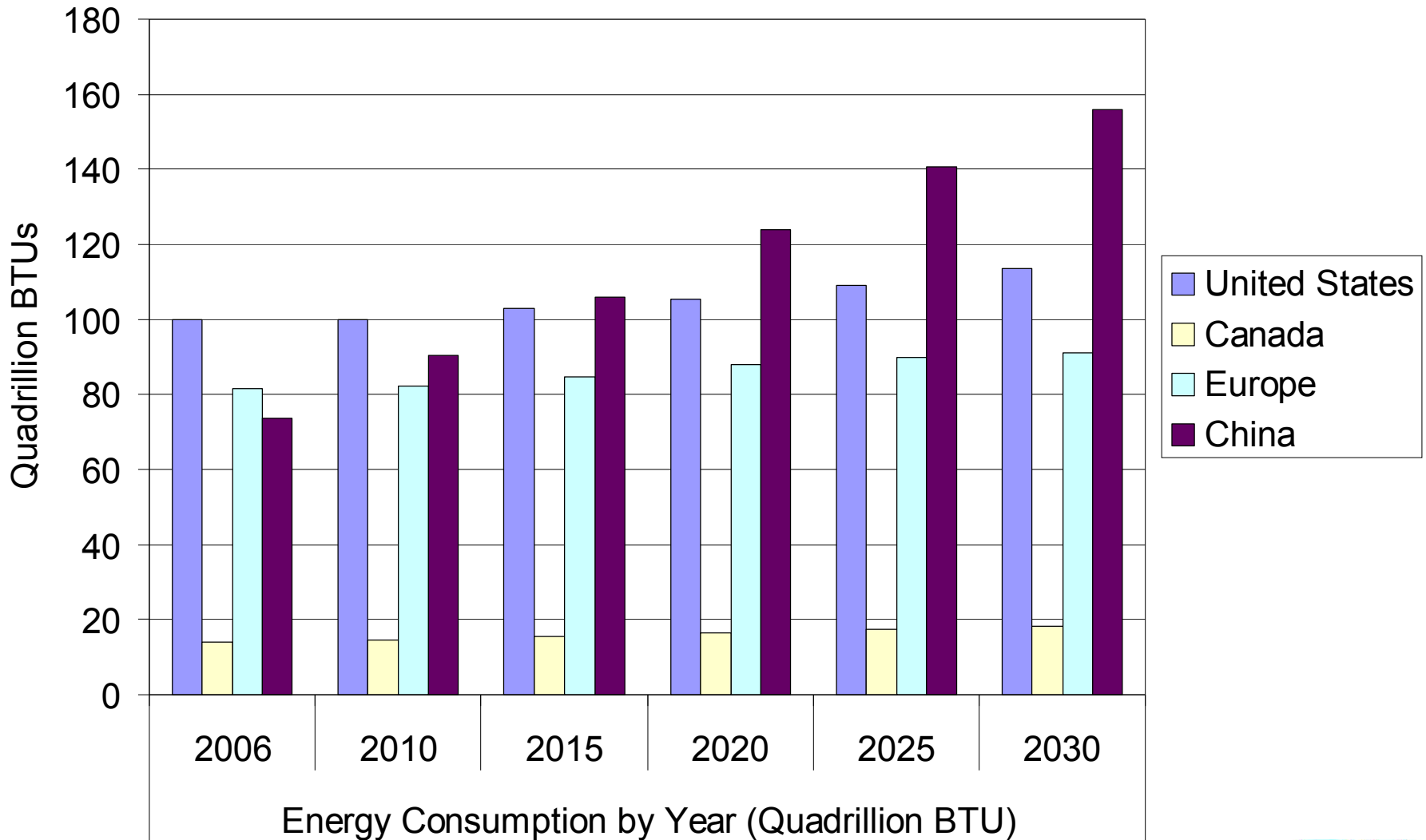
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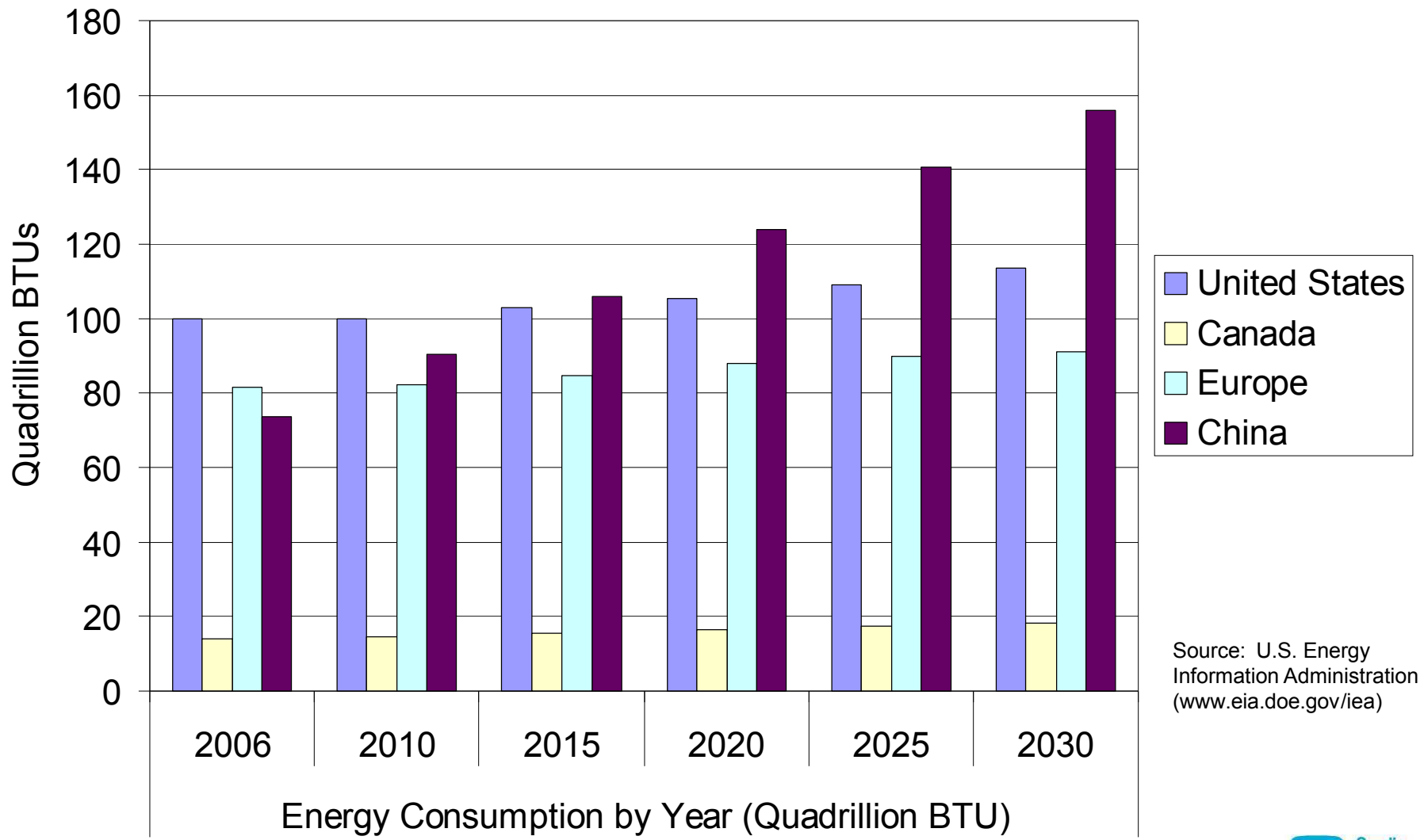
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# Make Visual Aids Clear





# Can Use Animation with Excel Charts



Source: U.S. Energy Information Administration ([www.eia.doe.gov/iea](http://www.eia.doe.gov/iea))

# Don't Overdo Animations

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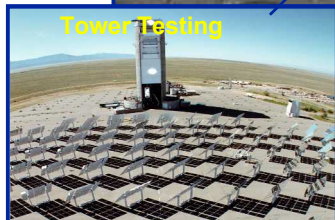
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# Use Transition and “Roadmap” Slides

## Overview

- Introduction
- Approach
- Modeling Results
- Experimental Results
- Conclusions



# Summary





# Summary

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- **For both written and oral communication**
  - Design your presentation in terms of audience and purpose
  - Make important things stand out
  - State your information simply, clearly, and directly



# Backup Slides



# Keep it Simple

- **Start with the bigger picture and problem statement**
- **Avoid tiny details**
  - Listeners cannot keep track of many details
- **Make what you say concrete**
  - Use analogies for unfamiliar concepts