



# Skills Enrichment Program

FALL 2009

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## Skills for Success Workshop Series

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### Communicating, not Presenting

Presented by Jeffrey MacKie Mason

Professor & Associate Dean for Academic Affairs

School of Information

**Tuesday, October 6, 2009**

**Noon-1:00pm**

**311 West Hall**

All professionals make presentations. Many presentations are boring and confusing: they fail to communicate. Making good presentations -- that is, those that effectively communicate with the audience, and achieve your goals -- is a skill that can be learned. In this session I will introduce an approach built on principles of narrative and cognitive psychology: that is, effective storytelling to a human audience.

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