

BE A GOOD COMMUNICATOR

- ✓ Help build the story.
- ✓ Prepare, rehearse out loud.
- ✓ Be convincing, not combative.
- ✓ Have the audience think well of you.
- ✓ Grab the good words, good concepts and high moral ground for yourself.
- ✓ Never forget you're trying to convince.
- ✓ Stay cool and firm.
- ✓ Show caring, knowledge and action.

"the only predictable thing about disasters is that they will occur..."
(Scarman Centre for the Study of Public Order, Leicester University)

