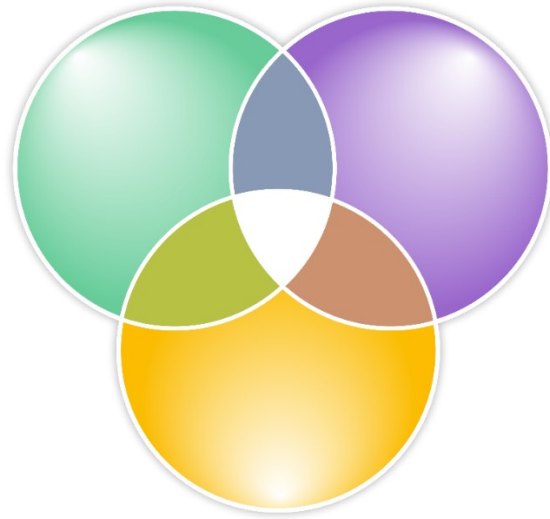


ASCE TEXAS  
**CECON2020**  
CIVIL ENGINEERING CONFERENCE

**Winning Communication  
Strategies to Connect and Convince**

November 6, 2020

## Elements of Communication



What is your definition of **WINNING** Communication?

What is your definition of **SUCCESS** in Communication?

# Principles for Winning Communication

1. Facilius = S \_\_\_\_\_

Three elements

i.

ii.

iii.

Outcome

2. Brevius = S \_\_\_\_\_

Three elements

i.

ii.

iii.

Outcome

3. Specialius = S \_\_\_\_\_

Three elements

i.

ii.

iii.

Outcome

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