3.   20

           5   2

It's about communication.

= Communication

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Communication

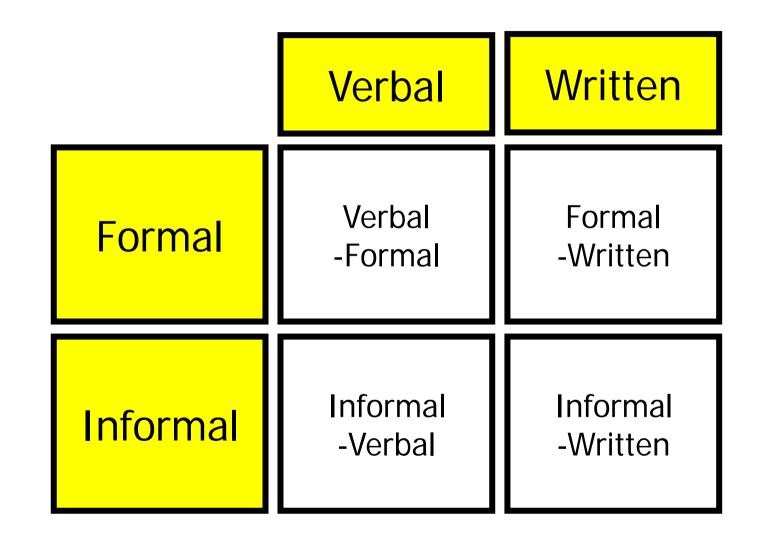|	Verbal	Written
Formal	Verbal -Formal	Formal -Written
Informal	Informal -Verbal	Informal -Written

– Pre-communication

Principle of no surprise

Person knows what is in a report before he or she gets it due to effective control system.

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Introduction, Background

-Initiate   - Raise   - Introduce

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-Generate issues   - Arguments

Hypothesis, Experiment

-Transform   - New Interpret   - Persuade

Conclusion

-Summary   -Conclusion   - Following Study

1. Say what you are going to say.

2. Say.

3. Say what you have said.

<div style="background-color: yellow; border: 3px solid black; padding: 10px;">
Elevator Talk   .
</div>

Limits to Global Communication

- **Time of day: "Isn't she sleeping?"**

- **Language: "dkfje** $\Omega\tilde{A}\chi$鷄垃彎"

- **Social Value**

- **Ethics Code**

- **Culture**

- **Telecom Infra: "How can I reach Africa?"**

- **Demand: "Is it necessary to me?"**

- **Intelligence Level**

- **Technical Jargon: 40% of Communication**