

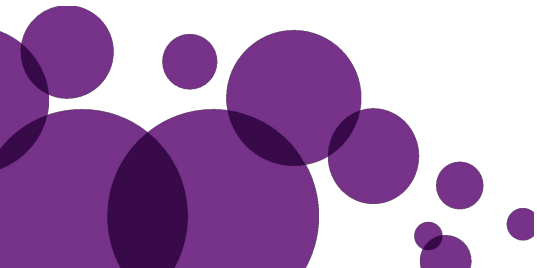
Adapting Your Speech or Writing for
Different Audiences

ENABLE



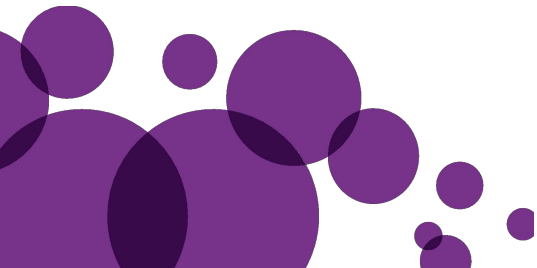
Welcome!

Your facilitator for today is



Warm Up Task

- Create a spider diagram with the different types of people you communicate with in their job role
- i.e. line manager, customers



Aims of the Session

1. Identify the different audience groups you interact with
2. Identify the different types of language you might use with these groups
3. Discuss how we can adapt language to suit different audiences
4. List some top strategies for adapting language

Admin staff



Members of your team/shift



Senior staff

Customers



Public



Close colleagues

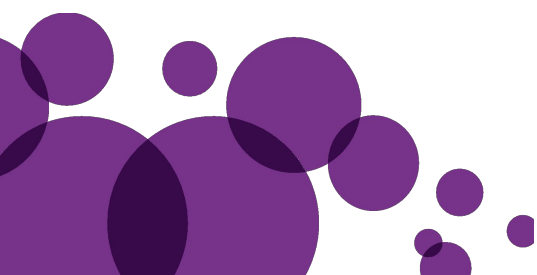
Line manager

Managing director



Informal

Formal



Pair Cards

You will be given a card in your pair with a phrase on

- On a scale of 1 to 10 how formal is your phrase?
- Which of the audience groups we've discussed would it be suitable to use with?
- If it's quite formal already, how would you change the language to make it less formal?
- If it's quite informal, how would you change the language to make it more formal?

Swearing at Work

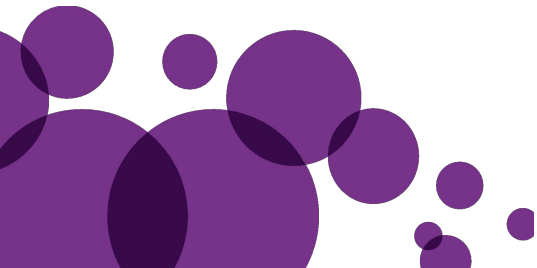
- What do you think about using swear words in the workplace?
- Watch this [video](#) and then discuss whether swearing at work is acceptable.

How to adapt your language when you talk to...

- Each table has a poster on with an audience group
- Go around each table and add your own ideas about how people can adapt their language when communicating with that group

Top Tips

- Tips for making your speech more formal and professional



Consider how you greet someone

Hey, yo and other more informal greetings are suitable for very close colleagues

Hi is fine for people you know quite well

Hello, good morning and *good afternoon* are best for more formal greetings

Get into the habit of greeting as many people as possible at work – it's one way to make yourself stand out and be noticed

Make confident eye contact while you greet them rather than looking down and mumbling

Starter words

You can increase the politeness of a sentence by adding words

such as

Can I...

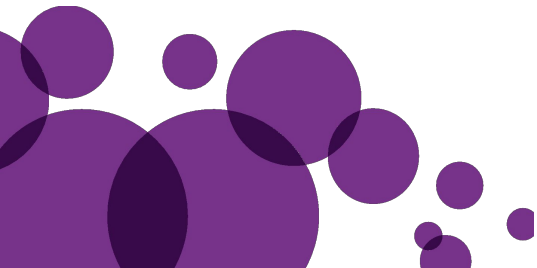
May I...

I'd like to confirm...

Could you let me know...

Fully pronounce words

Don't miss off the end of a word or merge the middle sounds

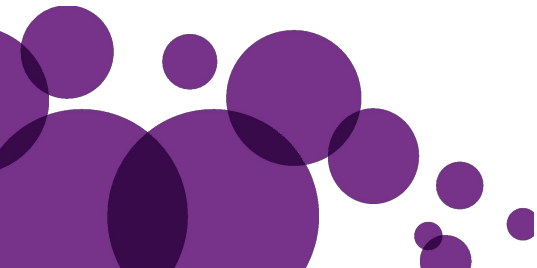


Avoid double negatives

*I ain't got no more boxes.
I don't want no more evening shifts.
I can't find my keys nowhere.*

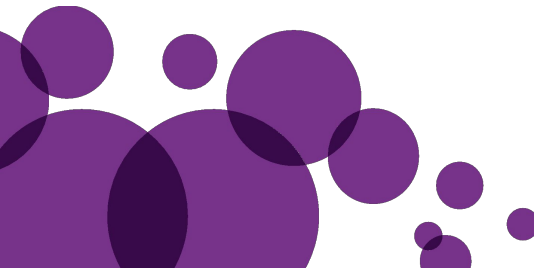
Top Tips

- Tips for speaking to general colleagues



Thank you and well done

Don't forget to regularly thank people for their help and recognise their efforts and achievements



Notice the way people like to communicate

Some people like long written instructions and others like minimal details with diagrams etc

Some people like to pick up the phone and others would rather pull their ears off and prefer emailing

Listen more than you speak

Learn to recognise their type of language people use towards you and then you can choose whether to correspond on the same level as them

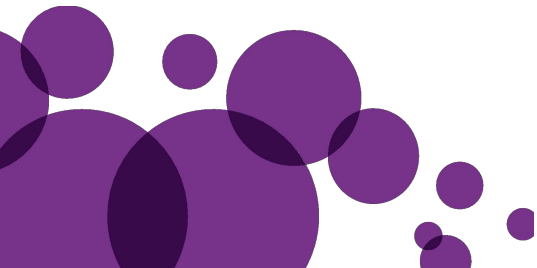
Some people are naturally more formal and others are always casual and joking

Be aware of excluding others

If a big group of you always gather on your breaks to talk about football, is anyone getting left out?

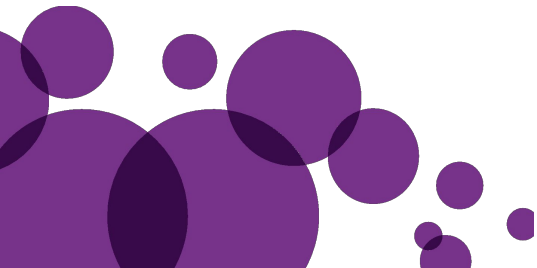
Top Tips

- Tips for speaking to customers and the public



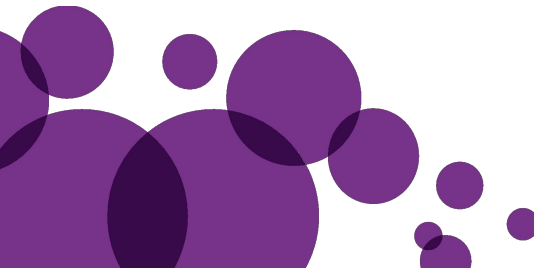
Always say hello and smile

A friendly greeting goes a long way

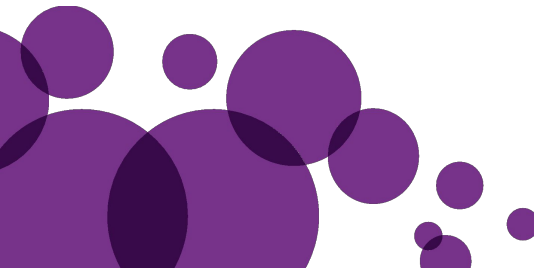


Make eye contact and stop what you are doing when you speak to customers

Avoid using slang words



Ask questions to check their needs



Did We Achieve Our Aims?

1. Identify the different audience groups you interact with
2. Identify the different types of language you might use with these groups
3. Discuss how we can adapt language to suit different audiences
4. List some top strategies for adapting language



What's one thing you
will take away from
the session?

Thank you!

