



Steve Ahern

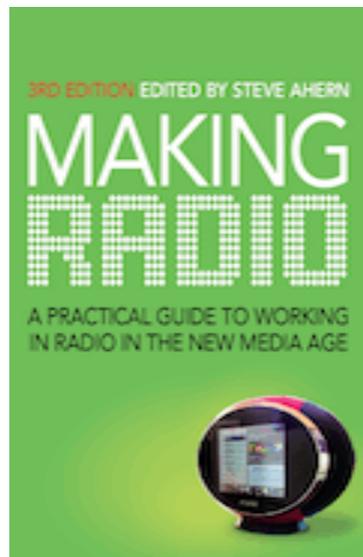
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IMBA

International Media & Broadcasting Academy





09:00 Welcome, Introductions, Objectives and Personal Objectives

Presentation

- Communications theory: sending and receiving messages
- Voice, Body Language
- Two dangerous extremes: shy/disengaged or know it all
- Active Listening

Activities – ‘learn as much as you can from your colleague’
- Engagement role play

Morning tea break

Presentation – Meeting skills
- Preparation

Discussion - your challenges

Activity – preparation for a stakeholder meeting - preparation

Exercise: Stakeholder meetings

Briefing on afternoon exercise for ‘working lunch’

Lunch Break

Presentation

- Sales and Meeting Skills
- Win Win situations
- Making Opportunities

Exercise: Major Role Play

Critique and Debrief

(If time) Case studies: Australian colleagues experiences

5:00 Workshop concludes

This course aims to increase skills in communication so that participants will be more effective in communicating with commercial clients, government stakeholders and the media.

Objectives:

By the end of this course, participants will:

- demonstrate improved responsiveness to clients during meetings and other interactions
- have increased their awareness of how people perceive their messages
- understand what stakeholders require from them during meetings

Your Personal Objectives?

What does your Measurement Institute do?

Elevator Pitch

Who knows?

Who cares?



Who knows nothing about what I do?

Who knows a little bit about what I do?

Who knows,
in detail,
what I do?



Do you think you pay too much tax?





Australian Government

**National Measurement
Institute**

National Measurement Institute Service Charter

Message from the Chief Executive

This Service Charter is a commitment about the service that the National Measurement Institute (NMI) will provide when you deal with us. It tells you what we do, the standards we set for service and how you can give us feedback. The standards in this Charter are consistent with the Australian Public Service Values and Code of Conduct and form the basis of evaluating and reporting on our service. NMI aims to continually improve its customer service. The quality of our services is reviewed regularly in consultation with staff and clients, and through customer surveys.

Who are we?

NMI is responsible for national functions in physical, chemical and biological measurement, legal metrology (including regulation of trade measurement), and for providing measurement services to industry, government and research agencies.

Located within the Department of Industry, Innovation, Science Research and Tertiary Education, NMI is directly accountable for its performance to its Ministers, the Government and through them to the Australian community.

What we do

NMI enables and supports reliable measurement in Australia in many different ways. NMI maintains Australia's primary physical measurement standards, such as the kilogram and the second, together with the peak level infrastructure and services that support their national dissemination. NMI underpins chemical and biological analysis in Australia by developing reference materials and reference methods to promote traceability of measurement. NMI also provides a wide range of chemical and biological analysis services, including for example specialist services in ultra-sensitive detection of environmental contaminants such as dioxins.



Australian Government
National Measurement
Institute

National Measurement Institute Service Charter

NMI's customers, clients, or other stakeholders include:

- consumers of groceries, liquid fuels, and other goods whose price is based on measurement of quantity or quality;
- minerals and petroleum industries;
- telecommunications industries;
- food industries;
- agriculture;
- manufacturing;
- energy utilities;
- calibration and testing laboratories;
- major retailers;
- research and educational groups;
- law enforcement agencies;
- environment protection agencies;
- the Australian Defence Force; and
- other Federal, State and Local Government agencies.



Australian Government
National Measurement
Institute

National Measurement Institute Service Charter

Our customers, clients and other stakeholders include:

- consumers of groceries and fuel whose purchase price is based on measurement
- mineral and energy companies
- telecommunications companies
- major retailers
- research and development organisations
- law enforcement agencies
- environmental protection agencies;
- the Australian Defence Force; and
- other Federal, State and Local Government agencies.

Who cares?

In 5 minutes learn
as much as you can
from your colleague



What did you learn
about the person?

Age, family, loves,
hates, hobbies...



What did you learn
about their job?

Time in job, what they
do, interesting fact...



Communications Theory

Sending and receiving messages

Sender assumptions, background, traditions...

Receiver assumptions, background, traditions...

Should match for effective communication

Receiver reconstructs your message... adding body language, engagement, etc

Communications Theory

Reasons why human communication may fail:

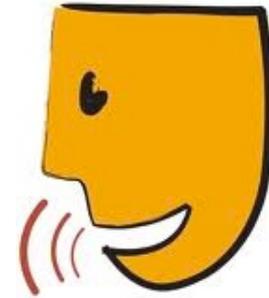
Language differences

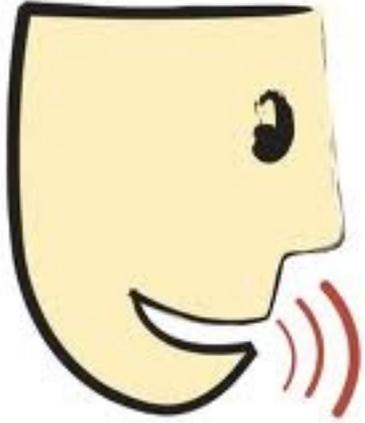
Cultural differences

Personal differences

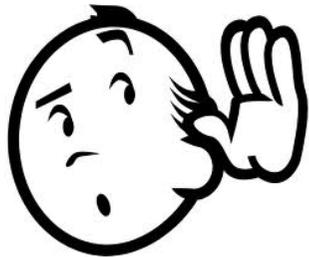
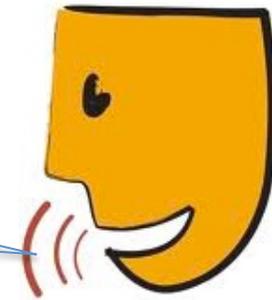
Lost Data. The listener does not pay attention at a critical moment, and misses something

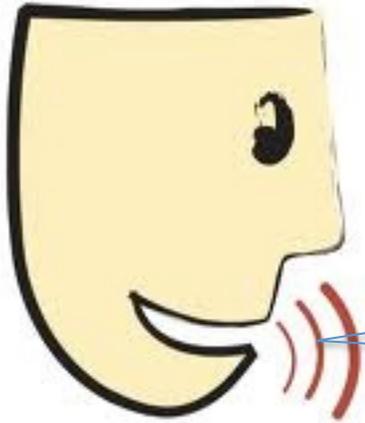






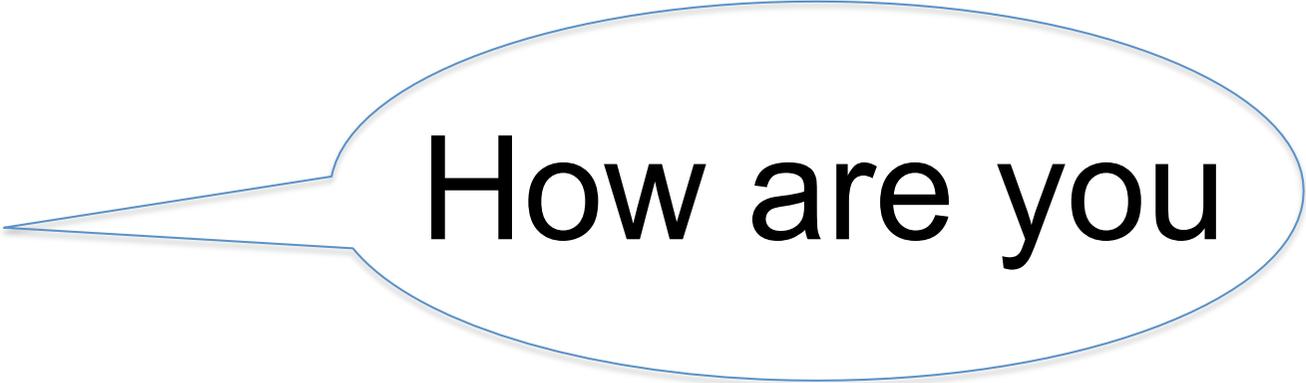
I ate two





I hate you too





How are you

I'm fine

To Receiver@mercury.com

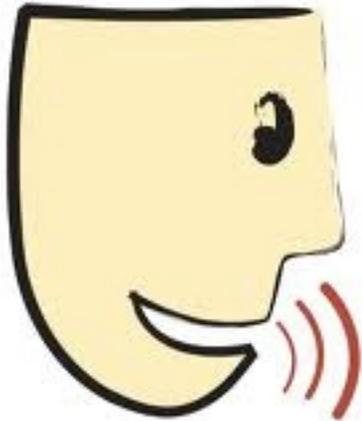
From Sender@mercury.com

Subject...

Dear John/ John/ Hi John

Message

Yours sincerely/ See ya /Bye...



A man with short dark hair and a light beard, wearing a light blue button-down shirt and a dark jacket, is smiling on a balcony. The background shows a cityscape with a satellite dish on a roof, a building under construction with exposed brick and concrete, and a large stone structure in the distance under a blue sky with light clouds. A speech bubble is overlaid on the right side of the image.

Hello, good morning,
how are you, how is your
family, my family is well,
my son is doing the HSC
this year, how is your
health, your office is
beautiful, yes I would like
some tea...

Informal meeting exercise

Case studies





Body Language

Closed – Open

Blocking, Deflecting

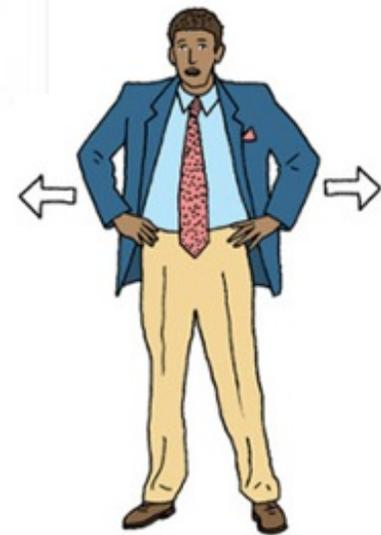
Relaxed

Mirroring

Eye Contact



ARMS AKIMBO:



Establishes dominance or communicates there are 'issues.'

ARMS BEHIND THE BACK:



Says "don't draw near" —keeps people at bay.



Body Language

Staring – concentration or aggression

Looking down – submission, thinking, telling lies

Handshake – friendship, aggression

Eye contact

Eye rolling, moving

Posture

Tapping

Voice



Body Language

Watch the face

Leaning forward

Mouth movements

Closing of the eyes longer than normal

Observe breathing pattern



TORSO	ARMS	HANDS AND FINGERS	FEET AND LEGS
<p>LEARNING AWAY FROM SOMEONE: Means we dislike or disagree with them.</p>  <p>LEARNING TOWARD SOMEONE: Means we like or agree with them.</p>	<p>FINGERTIPS SPREAD AWAY ON A SURFACE:</p>  <p>A display of confidence and authority.</p>	<p>THUMBS UP:</p>  <p>A good indication of positive thoughts.</p>	<p>ZIGZAGGING/KICKING FOOT:</p>  <p>Indicates discomfort.</p>
<p>SPLARING OUT:</p>  <p>A sign of comfort becomes a territorial or dominance display when there are serious issues being discussed.</p>	<p>ARMS AWAY:</p>  <p>Establishes dominance or communicates there are "issues."</p>	<p>STEEPLING: (FINGERTIPS TO FOREHEAD)</p>  <p>A powerful display of confidence.</p>	<p>CROSSING LEGS:</p>  <p>Indicates we are comfortable.</p>
<p>CROSSED ARMS:</p>  <p>Suddenly crossing arms tightly is a sign of discomfort.</p>	<p>ARMS BEHIND THE BACK:</p>  <p>Says "don't draw near" —keeps people at bay.</p>	<p>NECK TOUCHING:</p>  <p>Indicates emotional discomfort, doubt or insecurity.</p>	<p>TOE POINTS UPWARD:</p>  <p>Signals a good mood.</p>

Not Saying No

Yes/No Game

Can I suggest...

I'm not sure that would work but what about...

Regulations could get in the way of that, but what if...

Your suggestions for other words/phrases besides 'no'

Sealed orders exercise

Hidden Agendas



Questioning

Closed – yes, no

Open – explanations, insights

Double barrelled – will answer only one part

Power words – you, your... our, we

Active Listening

Listening for Facts and details

Reflecting back and checking

Look for:

Hidden assumptions

Collaborative? you could / we could

Attitude – superior, inferior, equals

Note taking – key words, their words

Dangerous Extremes

Disengaged –

shy, not interested, distracted...

Know it all –

too engaged, overpowering, arrogant...

Using your voice

Breathing – Diaphragm

Pause

Pace

Pitch

Projection

Nerves & Tension

Voice exercises

Exercises

- TTT taaa, BBB baaa, ShShSh Shaa
- WWW Willow, PPP Pillow
- Pippity Pappity Peppity Poppity Puppity
- Lilly Lally Lelly Lolly Lully
- Walter was with us when we went away
- Many Men were present at the big parade
- Red Leather Yellow Leather,
Red Lorry Yellow Lorry

Activity

A difficult stakeholder meeting you will soon have

Identify who, what issues, etc

In pairs choose one role play

You play yourself,

the other person plays the person you are meeting with

10 mins prep

10 mins meeting



Write notes on:

What has been the most important point for me so far?

5 Points I will share with my team

What will I tell my family about what I do when I go home tonight.

During Lunch –

Think and discuss about the coming role play
Gather any information needed.





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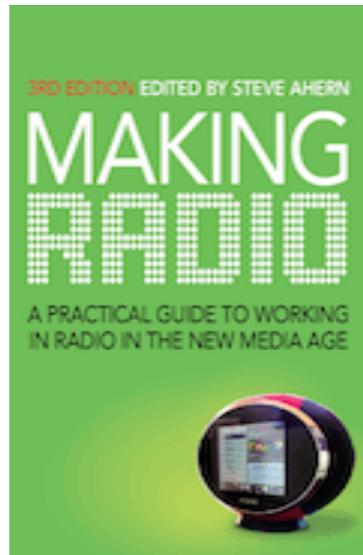
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Win Win Strategies

For a negotiation to be 'win-win', both parties should feel positive about the negotiation once it's over.

Disclose as much information as you can – including your ultimate objectives if appropriate.

Personal details and emotion can be an important subject of discussion because people's emotional needs must fairly be met

Be ready to compromise:

based on all of the considerations, what possible compromises might there be?



Win Win Strategies

Listen carefully to the other party. Don't interrupt the other party, don't spend your *listening time* figuring out what you're going to say when he or she finally stops talking.

Be open and flexible.

Ask questions that will uncover the needs or interests of the other party.

Explore multiple solutions, but be confident in your position

Separate people from the problem

It's not enough to know what you want out of negotiation. You also need to anticipate what the other party wants. The smart negotiator also tries to anticipate what the other party thinks he or she wants



Win Win Strategies

Find out clearly what the other party wants.

Be willing to imply "no" but have other "yes" options to offer.

Let the other party win, especially if it does not compromise your position. A happy opponent will not mind making you happy in return.

Be patient. Negotiating what you want may take more time than you think.

Know what a win is.

Know your best alternative to a negotiated alternative

Know the other party's BATNA
(Best Alternative Negotiated Agreement)



Meeting Preparation

Goals: what do you want to get out of the meeting? What do you think the other person wants?

Trades: What do you and the other person have that you can trade? What do you each have that the other wants? What are you each comfortable giving away?

Expected outcomes: what outcome will people be expecting from this negotiation? What has the outcome been in the past, and what precedents have been set?

Alternatives: if you don't reach agreement with the other person, what alternatives do you have? Are these good or bad? How much does it matter if you do not reach agreement? Does failure to reach an agreement cut you out of future opportunities? And what alternatives might the other person have?

Meeting Preparation

Relationships: what is the history of the relationship? Could or should this history impact the negotiation? Will there be any hidden issues that may influence the negotiation? How will you handle these?

The consequences: what are the consequences for you of winning or losing this negotiation? What are the consequences for the other person?

Power: who has what power in the relationship? Who controls resources? Who stands to lose the most if agreement isn't reached? What power does the other person have to deliver what you hope for?

Customer Engagement

- what do I need to know when preparing?
- our objectives, their objectives
- Sales Process

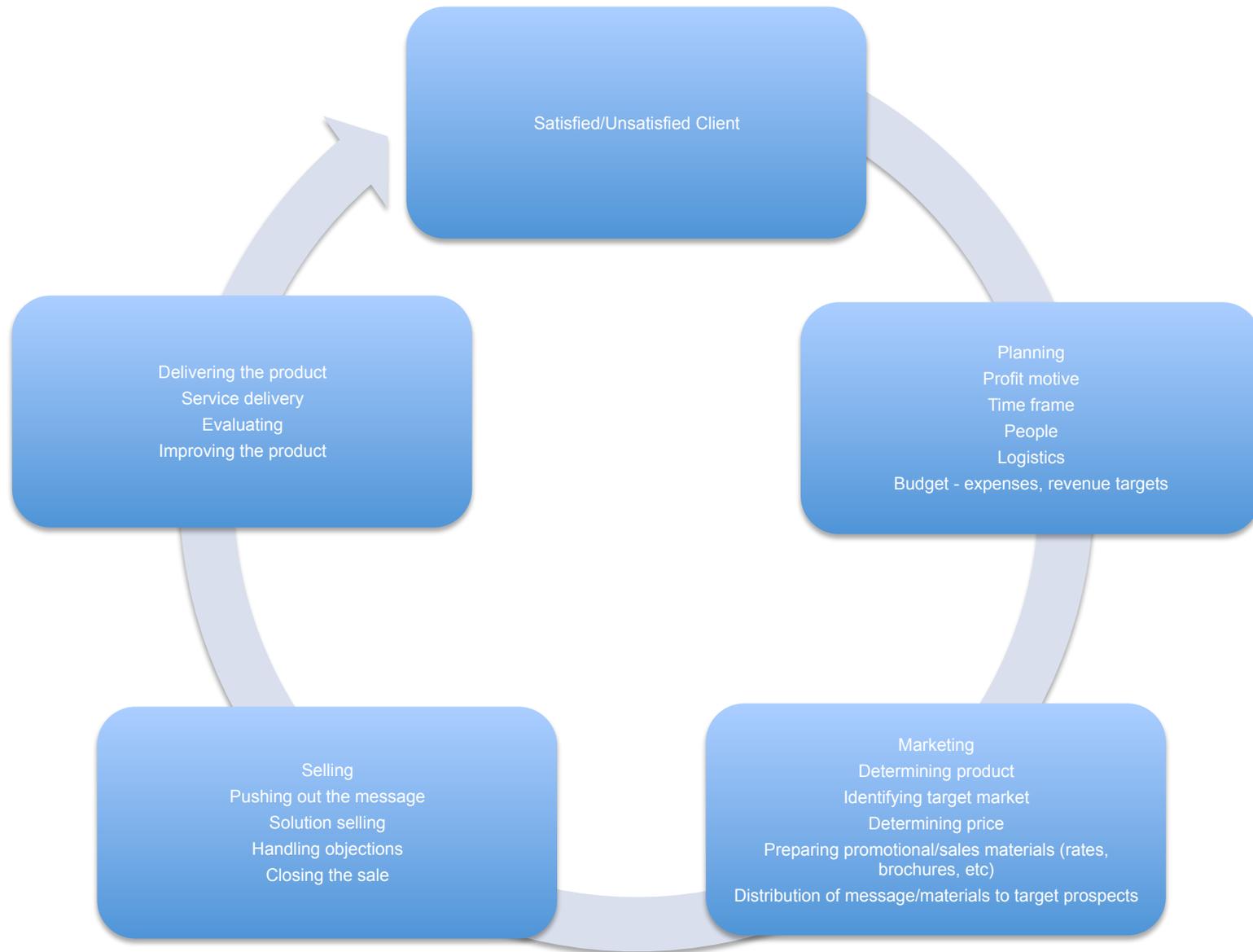
Old: Funnel Concept



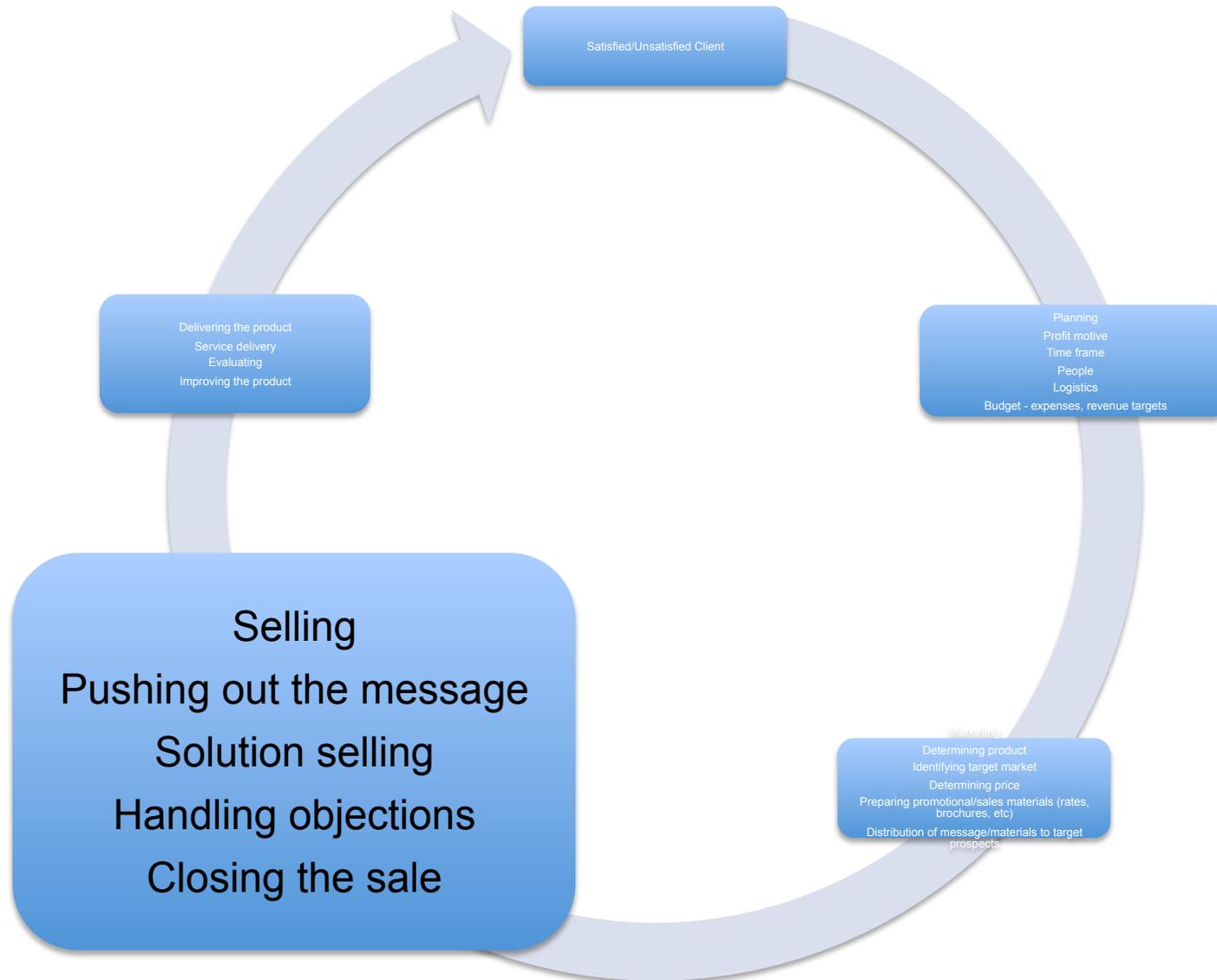
New: Consumer Decision Loop



Customer Engagement



Selling Principles



Call/set up meeting

- Research
- Hang the carrot
- Expectations
- Give them something
- Open the door

DATA COLLECTION

- LISTEN
- Big picture – their words
- Open ended Q's
- Direct Questions
- REFLECT
- Leave it open

Presentation

- Well prepared
- Professional and in order
- CLIENT focussed

QUALITY RELATIONSHIP + EXPERTISE

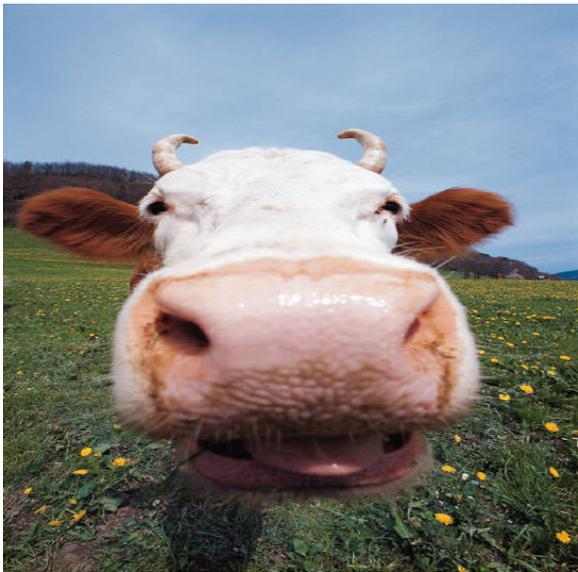
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A CUSTOMISED PRESENTATION
DESIGNED TO MEET THEIR NEEDS
AND GOALS WITH A RELEVANT
PRODUCT/MESSAGE THEY CAN USE

Examples of Sales Kits



STATION PROFILE



looking
for
greener
advertising
pastures?

i98FM who the hell are they?

WIN WIN WIN



i98FM is owned by WIN Television the largest regional TV network in the country - broadcasting in 5 states to over 5 million people across an area larger than Europe.

The radio arm encompasses two stations, i98FM in the Illawarra & C91.3 in Macarthur.

WIN put their money where their big mouths are investing millions towards giving the Illawarra its own voice.

Big city technology with Illawarra only focus.

i98FM gives you a healthy serving of just what you've been asking for - Adult Contemporary Music, Top 40 Pop, latest info & news, comps & giveaways, promotions & sport.

i98FM reflects the local communities of the Illawarra.

The Illawarra's number #1 radio station i98FM is perfectly positioned for any brand to access this fast growing region.*

Some faces made for radio



Marty & Erica, Weekdays, 6am to 9am lead the charge with i98FM's *No. 1 Breakfast Show in the Illawarra with an entertaining, local and topical Brekky Show. Along with regular segments and competitions like Show Buzz, Birthday Quiz, and the WOW Song, just to name a few, listeners can win with The Morning Quickie which jackpots daily.



Stretto, Weekdays, 9am to 12 Noon

The corner stone to the Illawarra Radio and the only local celebrity to make the 'A' list at the Anthony Mundeen fight along side other great personalities as Nicole Kidman, Russell Crowe, Sophie Monk and Jimmy Barnes, Stretto is always there, and is the *No. 1 Morning Show in the Illawarra.



Maje's Drive Show, Weekdays, 3pm to 7pm

Maje presents his "unique" brand of quirky humour daily in his *No. 1 rating Drive time show. In addition to a great mix of Today's Best Music and dishing out the big prizes with i98FM's At Work Network listening, Maje keeps listeners up to date and informed with The McDonald's Aerial Patrol Reports every 30 minutes, and the Beach Report each afternoon.



'The Shop', No. 1 Night Program, Weekdays, 7pm to 10pm with Ryan Cram

The Shop is a great program that offers interactive youth topics, a blend of the Top 40 & popular hits, fun contests and features some of the day's top 20 songs. Each show includes music gossip, celebrity news, competitions and plenty of prize giveaways, including the latest CD's and concert tickets.

A team of professionals



Our ads don't just sell your product, our in house production team actually use the latest technology to produce quality commercials, plus you have access to professional voice-over artists from around the country.

The only up to the second News, Sport and Weather for the Illawarra and beyond is found right here on i98FM's news desk with boss Nicole and her team of journo slaves working to bring the best news service to the people of the Illawarra.

Our super Promotions department have the solutions that sell. We can be on site, on time, on line, on brand, we even give good TXT to ensure that your products cut through the clutter.



When our **Street Fleet** are about you better look out as they're handing out great prizes and blitzing the streets of the Illawarra 7 days a week, 365 days of the year. A perfect way to put your product in the hands of customers.

Dishing up the South Coast

Come and get a slice of the real Australia.....



i98FM is the ONLY local electronic media solution to reach the largest share (37.3%) of all people under 50 years of age in one of the fastest growing population areas.

i98FM is the number #1 radio station for all people in the Illawarra.*

65% of all people in the Illawarra own their home with a medium loan repayment of \$1,000 to \$1,199.**



More people – 99,900 listen to i98FM than any other radio station in the Illawarra.*

44% of the population in the Illawarra is between 25 - 54 years.**

30.7% of the 25-54 market in the Illawarra listen to i98FM making it the number one radio station.*

Dishing up the South Coast

Come and get a slice of the
real Australia.....

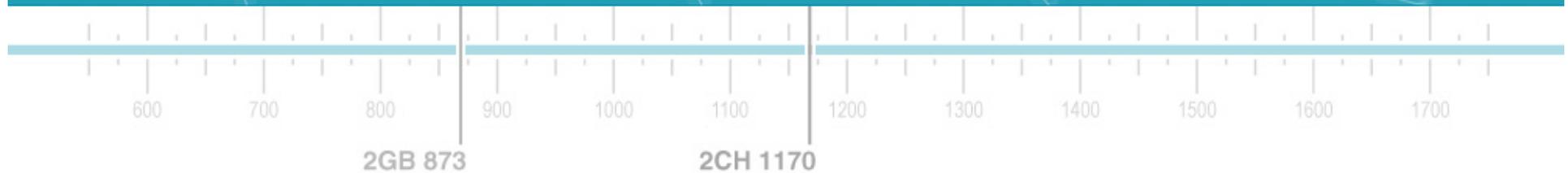
ANNUAL HOUSEHOLDER EXPENDITURE \$000'S PA	
Food & non-alcoholic beverages	662,140
Alcoholic beverages	107,279
Clothing & footwear	172,115
Household linen furnishings & equipment	228,193
Furniture & floor coverings	64,207
Household services & operation	218,988
Household appliances	103,367
Plants & garden	45,048
Medical care & health expenses	168,234
Pharmacy & personal care	145,474
Motor vehicle running costs including registration	612,182
Recreation	455,691
Audio visual equipment & parts	65,378
Holidays – Australia and overseas	250,888
Superannuation & life insurance	121,809

* AC Nielsen Media Research Survey #1 – 2005

** Census Report 2001 – Illawarra Region

MACQUARIE RADIO

INTRODUCTORY INFORMATION



INTRODUCTION

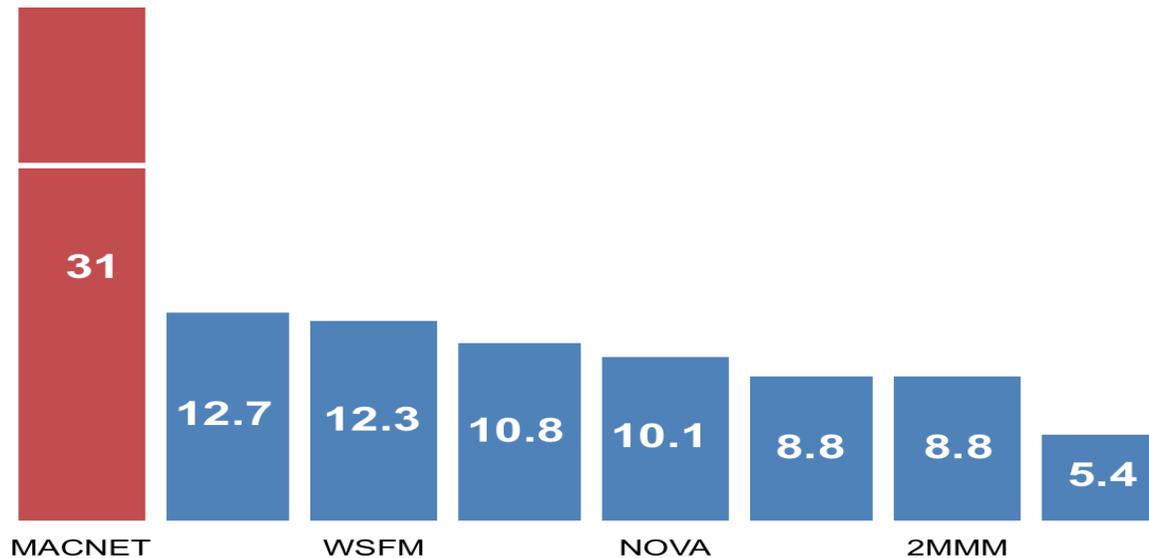
- The Macquarie Radio Network offers you the unique combination of Sydney's premier talk station **2GB 873**, and the home of easy listening music **2CH 1170**
- Reaching **932,000*** different people each week across the Sydney metropolitan region, as well as being the *Number 1 rating commercial network for all people aged 10+*, we know that advertising on the Macquarie Radio Network will attract the appropriate clientele to your business.
- Both **2GB 873** and **2CH 1170** focus on offering the services of well known and dedicated presenters who understand the importance of advertising, therefore driving your dollar further.

MACQUARIE RADIO NETWORK

- The **Macquarie Radio Network** provides advertisers with an unprecedented radio marketing opportunity utilising a leading adult music and the most up to date news talk formats.
- We offer substantially lower cost per thousand than any other radio network while gaining the highest share of Sydney's affluent adult demographic.
- The **Macquarie Radio Network** values the needs of advertisers, and each radio campaign is specifically designed to meet the individual clients' marketing objectives.
- Some of the elements we offer our clients:
 - Live read commercials by relevant on-air presenters
 - Professionally written and produced recorded commercials
 - Promotional activity from specific sales promotions to on air prize giveaways
 - Exclusive sponsorship of regular program segments and station events
 - Live broadcasts from your place of business

SHARE OF COMMERCIAL LISTENING

All people 18+ Monday-Sunday ROS

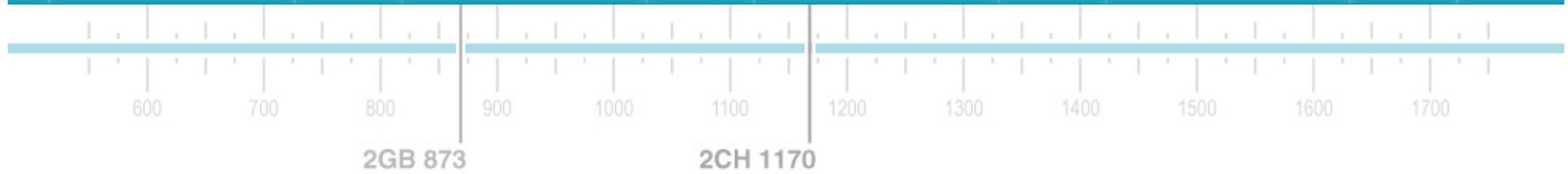


Macquarie Radio dominates the listening by Sydney's Adults across the week with 31% share – ahead of any other stations or networks.

Source: Nielsen Media Research Survey 3, 2007, Share all people 18+. Mon-Sun ROS.

STATION PROFILE:

2GB



THE 2GB OFFERING

- **2GB 873** – Sydney's **#1** rating radio station, has some of the highest profile personalities in Australia.
- Each program is packed with interesting current affairs, news coverage as it happens, interviews with famous faces from around the world, regular topical segments, finance & sporting updates, quizzes and prize giveaways
- We have a strong, interactive relationship with our listeners - a **direct line** in to the moods, thoughts and opinions of the diverse Sydney community
- If Sydney's **talking** about it, we're talking about it
- 2GB offers advertisers an environment where they can actively engage large numbers of prospective customers

ALAN JONES A.O.
MONDAY-FRIDAY 5.30-10AM



- **Alan Jones** is a phenomenon. He is described by many as Australia's greatest orator and motivational speaker.
- Alan has the mind and capacity to make complex issues understandable to the largest Breakfast audience in Australia.
- Alan has successfully mixed personality with performance for over 19 years in Breakfast radio.
- With a record 109 Number 1 survey wins, Alan is compelling, relevant, informative and always entertaining.
- Hear Alan Jones on **2GB 873** between 5.30am-10.00am, Monday through Friday.

RAY HADLEY O.A.M.
MONDAY-FRIDAY 10AM-1PM

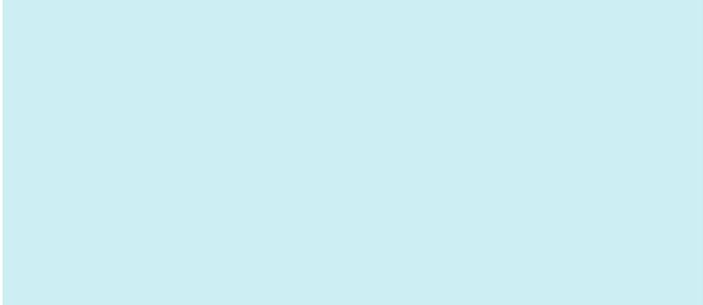


- **Ray Hadley** has been best known as the voice of Rugby League, winning every Rugby League survey since 1990.
- Ray's career as a sports broadcaster now runs parallel with his number 1 rating weekday morning programme.
- Ray follows a simple format of information and entertainment across his morning show, and tackles his listeners issues at the grass roots level.
- Hear Ray Hadley on 2GB between 10am and 1pm Monday-Friday, and Noon-6pm on weekends during the NRL season.

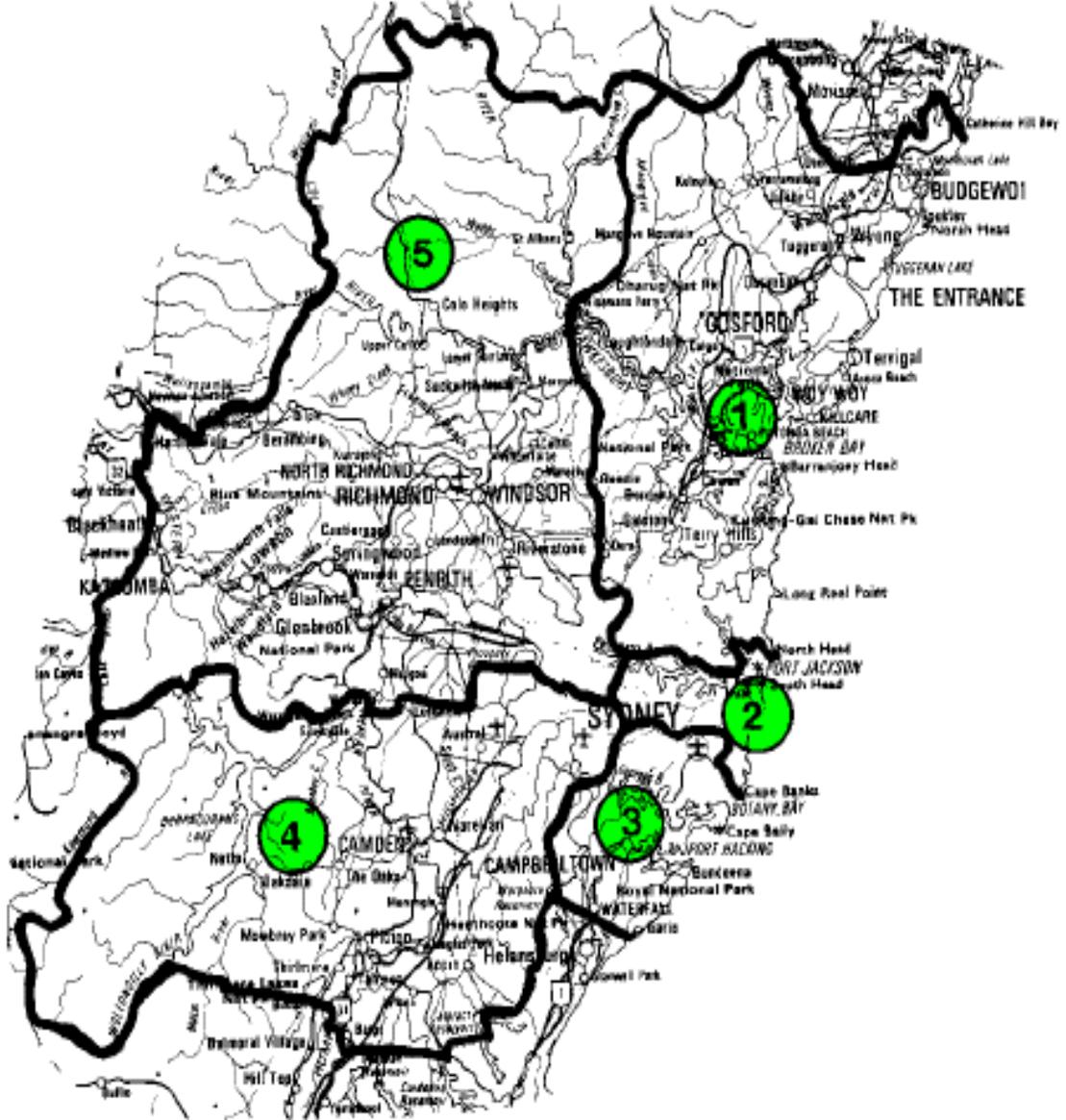
**2GB 873
STATION LINE UP**

WEEKDAYS	TIME
ALAN JONES	5.30-10am
RAY HADLEY	10am-1pm
CHRIS SMITH	1pm-4pm
PHILIP CLARK	4pm-7pm
MURRAY WILTON	7pm-9pm
BRIAN WILSHIRE	9pm-m/night
JIM BALL	m/night-5am

WEEKENDS	TIME
GARDEN CLINIC	6am-9am
LUKE BONA	9am-Noon
SATURDAY NRL	Noon-8pm
STEVE MURPHY	8pm-m/night
SUNDAY NRL	Noon-6pm
ANDREW MOORE	6pm-8pm
REV BILL CREWS	8pm-m/night



REGION	
1 – North	4 – South West
2 – Central & Inner West	5 – West
3 – South	



Head of Department

HBP Pillington Mining Company

Write notes on:

More important points from today?

5 more points I will share with my team

EVALUATION

On a piece of paper to hand in:

**The most important thing I learnt
from the training**

What was good about the training?

What could be done better?

