



Co-funded by the
Erasmus+ Programme
of the European Union



Collaborative Communication Skills Development

Workshop on Strategic Persuasive Communication

Pisut Koomsap, Ph.D.



Curriculum Development
of Master's Degree Program in
Industrial Engineering for Thailand Sustainable Smart Industry



Activity 1.

Understand Someone Better Than You Do Your Friends

Partnering with someone, not your close friends

You will ask the following question and get answer in one minute.

If you can't, you gonna have to dance.

Ready?





Activity 1.

Understand Someone Better Than You Do Your Friends

What is the most exciting thing in your student life right now?

What is the most exciting thing in your life?

What's one thing you would like to be doing or would like to have five years from now?



Activity 2. Telephone Game

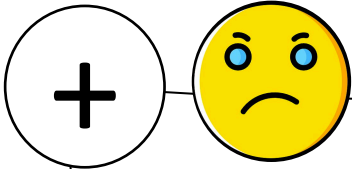
Team up

Line up

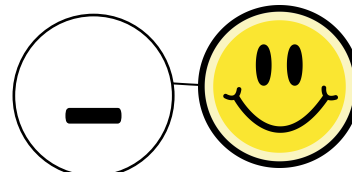
Convey a message and its emotion to the last person of the line

The team that can properly deliver the messages will win the game and loser will have to dance

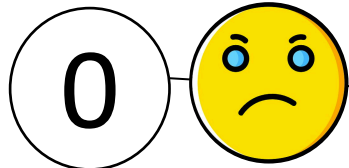
Activity 2. Telephone Game



Yes! We can have lunch at that restaurant. I have tried so many menus and they were good.



We really need to pay attention on the quality of your work.



Yes! Next time, make it on Monday.

Activity 3. The Day TED Might Have Died



Anderson, C. *TED Talks: The Official TED Guide to Public Speaking*, Headline Publishing Group, 2016

https://www.ted.com/talks/chris_anderson_shares_his_vision_for_ted?language=en#t-51106

Co-funded by the
Erasmus+ Programme
of the European Union



Activity 3. The Day TED Might Have Died

- TED was an annual conference in California, owned and hosted by a charismatic architect named Richard Saul Wurman.
- About 800 people attended every year, and most of them seemed resigned to the fact that TED probably couldn't survive once Wurman departed.
- When Chris Anderson first took over as head curator at TED—the nonprofit organization that produces that highly entertaining series of talks—he had just weathered the collapse of a company he'd spent 15 years building.
- He had but one chance to “**persuade TED attendees that the conference could continue**” under his leadership—in a sense, the most important TED talk ever given.



Activity 3. The Day TED Might Have Died



Photo: Bret Hartman / Ryan Lash / TED



Speaker:
Christ Anderson
(Head of TED)

Anderson, C. *TED Talks: The Official TED Guide to Public Speaking*, Headline Publishing Group, 2016

https://www.ted.com/talks/chris_anderson_shares_his_vision_for_ted?language=en#t-51106

Co-funded by the
Erasmus+ Programme
of the European Union





Activity 3. The Day TED Might Have Died

Team up

Each group is asked to analyze how the speaker persuaded audience and what he should improve to make his talk more powerful.





Activity 4. Goodwill Hunting

Team up

Each group is asked to select a charity in Pathumthani or nearby provinces.

Prepare 10-minute persuasive presentation.

Make a group present to audience next week.

Winning team will have a chance to realize your goodwill.





Co-funded by the
Erasmus+ Programme
of the European Union



Thank You

Together We Will Make Our Education Stronger



<https://msie4.ait.ac.th/>



@MSIE4Thailand



MSIE 4.0 Channel



Curriculum Development
of Master's Degree Program in
Industrial Engineering for Thailand Sustainable Smart Industry