

Lesson 2: Strategic Professional Communication

Welcome to Project VIEW Softskills Development series: Strategic Professional Communication.

Let us begin with a meeting.

Someone opens a presentation and says:

“As you can see from this chart...”

Everyone else seems to know what they are talking about. People nod. The discussion continues. But nobody has actually explained the chart.

If you are blind or have low vision, you may recognise the situation.

You can remain silent and hope the information becomes clear later.

Or you can ask for what you need.

You might say:

“Could you talk us through the main result on that chart?”

Or:

“What is the key change we should take from those figures?”

You do not need to apologise. You are asking for clarity.

And often, you will not be the only person in the room who benefits from the answer.

That brings us to the first principle of professional communication:

Clarity matters more than complexity.

Some people believe sounding professional means using long sentences, complicated words, and business jargon.

It does not.

Strong communication helps another person understand three things:

What are you saying?

Why does it matter?

What needs to happen next?

One useful technique is the PREP framework.

PREP stands for Point, Reason, Example, Point.

Imagine your HR team is deciding whether to extend the application deadline for a graduate recruitment programme.

You could spend a minute slowly working toward your recommendation.

Or you could use PREP.

Point:

“I recommend extending the application deadline by one week.”

Reason: