

Communication Method TIP

In our studio branding project, we had a point where we could not move forward due to a lack of our studio's identity and mission. We received **feedback** on this from many **teachers** but could not solve it efficiently. Teachers suggested taking a step back but the group was unsure how big this step was.

My idea was to start over before it's too late. I believed we could easily craft another brand within days, but if I directly told my group mates this, they would immediately disagree with the idea of starting from scratch.

I remembered a **speech by Chris Fenning** at the "Embrace the Unknown" event by **TEDx Eindhoven**. Chris claimed that his **method of professional communication** worked efficiently, without creating confusion. I wanted to **test this out** in our case, of course, without mentioning it to my teammates.

TIP (Topic, Intent, Point)

Topic: "I want to talk about the recent feedback we got from the teachers"

I mentioned the topic I wanted to put in discussion in 1 sentence, to make clear what I wanted to talk about.

Intent: "To strengthen the brand identity, stay memorable, appeal to a more specific target audience."

I told them about my intent of the discussion briefly, making sure they were ready and interested in listening to my proposal.

Point: "Get to the point!" -Chris Fenning

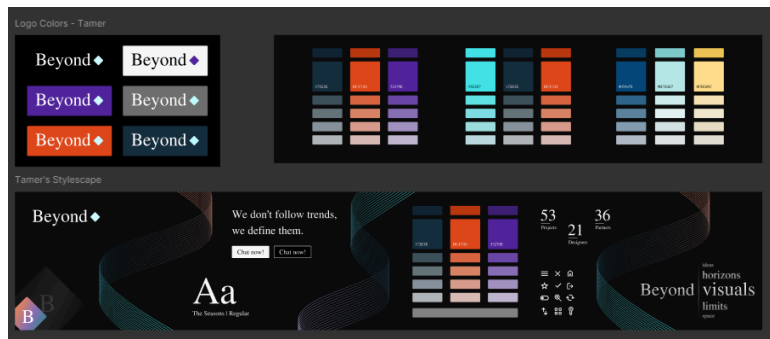
Without mentioning the details, I proposed my idea to them clearly, saying that we should go for a rebranding to have a stronger brand identity. I suggested starting over by creating a mind map.

Result?

It worked.

Proof that it worked?

Before:



After:



Reflection

I realized that attending events that help you grow as an individual is crucial. I also saw how effective it is to use a communication method when talking to stakeholders. I am planning to attend such events this semester and document them.