

# 7 GREAT RULES TO COMMUNICATE

1. TAKE RESPONSIBILITY AS A LEADER, FOR BEING THE VOICE OF YOUR ORGANIZATION. 2. CREATE VISIONARY MESSAGES THAT PEOPLE WILL FIND CAPTIVATING. 3. COMMUNICATE YOUR MESSAGES THROUGH A CLEVER STORY. 4. GET TO THE POINT QUICKLY AND CLEARLY, USING WORDS WE ALL UNDERSTAND. 5. INTERWEAVE YOUR MESSAGES THROUGHOUT ALL LEVELS OF YOUR ORGANIZATION. 6. BE CONSISTENT, TIMELY, TRUTHFUL AND RELEVANT IN YOUR MESSAGES. 7. TALK ABOUT THE VALUE OF WHAT YOUR ORGANIZATION DOES.





Mr. **Ciro Imparato**  
**“Communication Ideas for OLAF Anti-Fraud  
Communicators’ Network”**

**la voce**.net  
voice & communication

NOW WE KNOW THAT WE SHOULD USE  
SOCIAL MEDIA TO COMMUNICATE.



BUT WHAT DOES IT MEAN, REALLY?



**WHEN** will we use social media?  
**WHY** we should do it?  
from **WHERE**?

**WHO** will communicate?  
to say **WHAT**?  
**HOW**?  
and **WHO IS OUR TARGET**?





**WHO WILL USE SOCIAL MEDIA?**



**YOU!**



Per visualizzare quest'immagine sono necessari QuickTime™ e un  
decompressore







**TO SAY WHAT?**



HOW MUCH DO YOU ENJOY  
COMMUNICATING ABOUT  
SMUGGLING & CIGARETTES?



**HOW CAN WE COMMUNICATE  
IN AN EFFECTIVE WAY?**

**WE MUST COMMUNICATE EMOTIONS.**



WHAT EMOTIONS DO WE FEEL  
DURING THE DAY?

AND HOW MUCH THE EMOTIONS WE EXPERIENCE  
AFFECT OUR COMMUNICATION?

## What emotions do we feel during the day?\*

**Apathy**  
**Grey Voice**  
40%



**Friendliness**  
**Yellow Voice 8%**



**Empathy**  
**Green Voice 5%**



**Anger**  
**Black Voice**  
30%



**Assertiveness**  
**Blue Voice 10%**



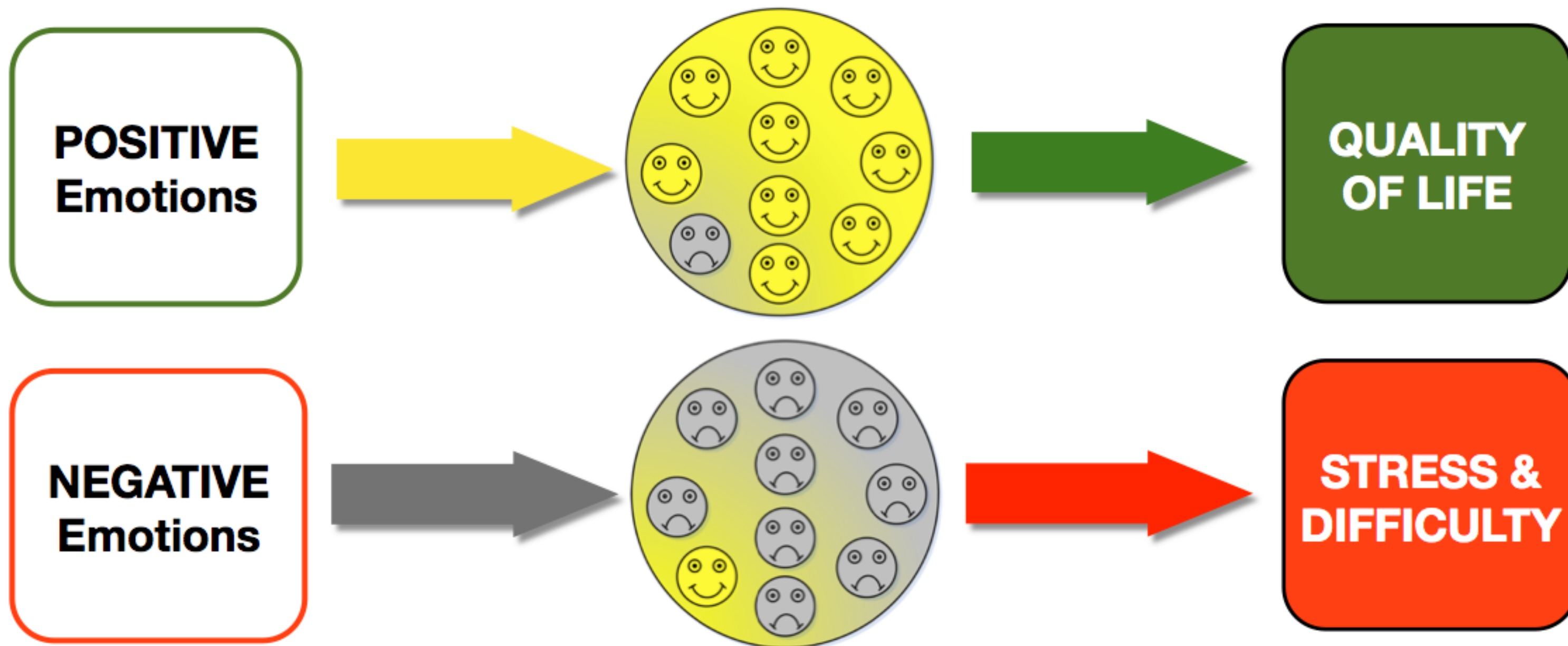
**Passion**  
**Red Voice 7%**



\* these are the results of a survey on a population of 150 people at the end of a FourVoiceColors® seminar on how to create good emotions with the voice.

It's inevitable: we are  
also responsible for the  
emotions of the others.

# Every time we talk, we transfer our emotions to other people:





**In summary: every time we talk we can generate six types of emotions.**

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## **4 smiling emotions**

Yellow Voice: Friendliness

Green Voice: Empathy

Blue Voice: Assertiveness

Red Voice: Passion

## **2 non-smiling emotions**

Grey Voice: Apathy

Black Voice: Anger

**First stage of the method:**  
**Minimize the items that hinder well-being.**



**Not smiling Voices**



# Second stage of the method: Only use voices that help us to improve life.

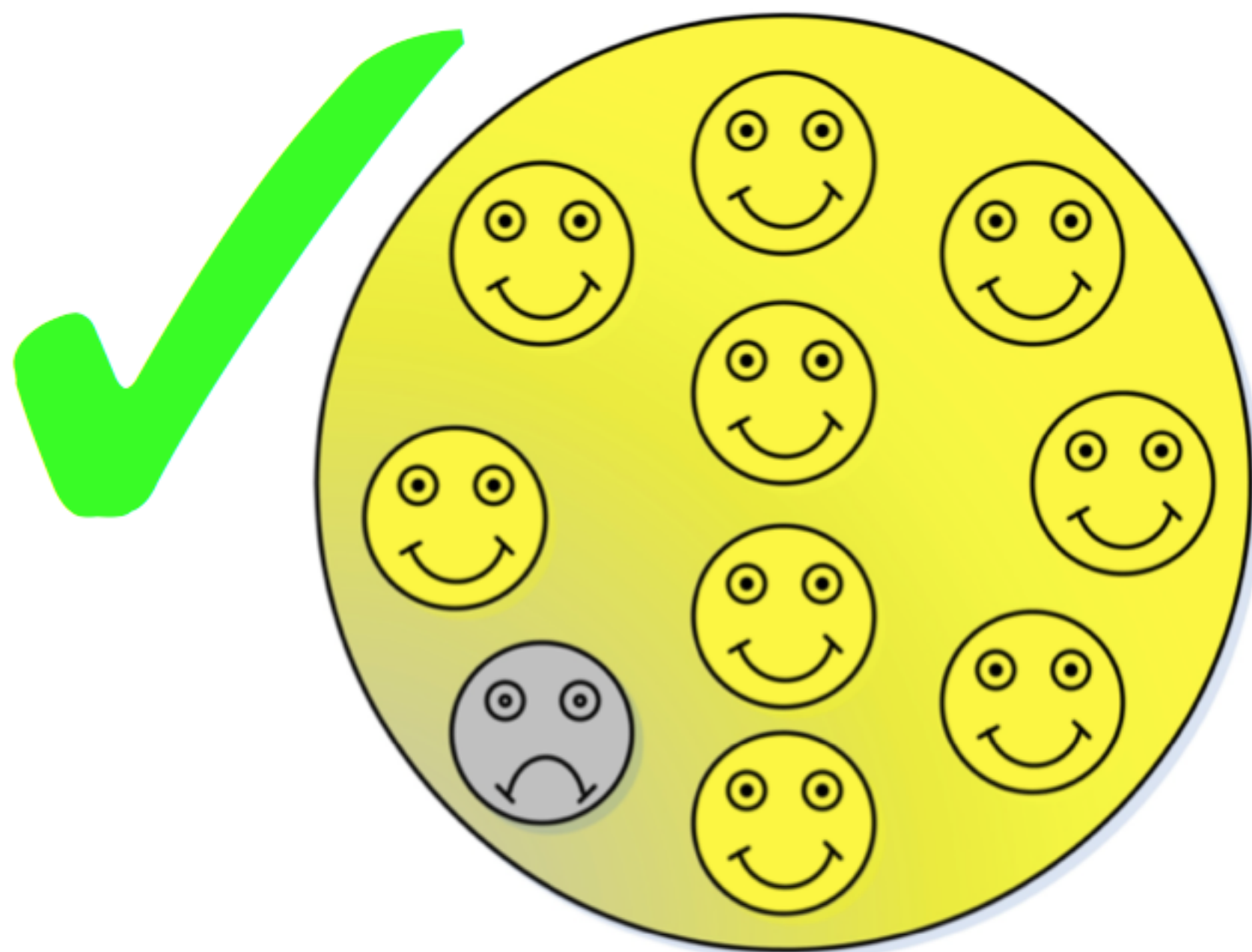
## Smiling Voices

Yellow Voice: Friendliness

Green Voice: Empathy

Blue Voice: Assertiveness

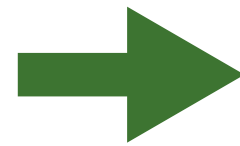
Red Voice: Passion



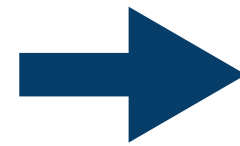
# Communication can be seen as the result of 4 main steps:



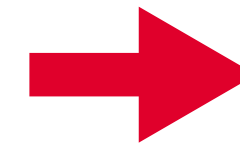
1



2



3



4

authentic  
cordiality from  
the beginning

creation of a  
relationship of  
real trust

professional  
communication

confirm of good  
relationship



**Authoritativeness:**  
one style drive to  
impose its position  
by force

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**Ethical communication:**  
comfortable use of  
multiple styles whom  
alternation shows us  
leadership



WE SHOULD COMMUNICATE  
LIKE PEOPLE WE BELIEVE IN.





OUR COMMUNICATION SHOULD BE:

FAST  
EMOTIONAL  
IMMEDIATE  
BELIEVABLE

**CONCRETE.**



**WHO IS OUT TARGET?**



# YOUNG PEOPLE



# WHAT DO YOUNG PEOPLE KNOW ABOUT FRAUD?





A woman with long blonde hair, wearing a patterned sleeveless top and dark shorts, is sitting on a wooden deck. She is looking out over a vast, deep blue ocean under a sky filled with white, fluffy clouds. Several seagulls are captured in flight against the sky. The text is overlaid in the center-right of the image.

COMMUNICATION WITH  
YOUNG PEOPLE WORKS  
BETTER  
IF IT'S PARADOXICAL.

**NOW WE'LL SEE AN INTERESTING  
CASE HISTORY.**



Per visualizzare quest'immagine sono necessari QuickTime™ e un  
decompressore

**GANGNAM STYLE,  
DESPITE IF WE LIKE IT  
OR NOT, MADE  
1.553.915.279 PAGE  
VIEWS SINCE THE  
15TH OF JULY 2012**

**(ABSOLUTE YOUTUBE  
RECORD)**



**PSY - GANGNAM STYLE (강남스타일) M/V**



officialpsy · 51 video

Iscriviti 4.113.661



1.553.915.279

7.457.635 746.334

Mi piace



Informazioni

Condividi

Aggiungi a



Publicato in data 15/lug/2012  
PSY - Gangnam Style (강남스타일)

Artista  
PSY

**IN SUMMARY WE MUST COMMUNICATE THAT:**

**LEGALITY LEADS TO VICTORY.  
THERE'S A HONEST SIDE INSIDE ALL OF US. PEOPLE  
TEND TO USE IT AS THEY SEE ITS UTILITY.  
WE MUST WORK ON THE "REASON WHY".**



OLAF: a powerful  
group of people  
linked together  
by common  
values and ideals.

**YOU.**



Legality

Fraud



**Legality leads to victory:  
we are honest, we are strong.**