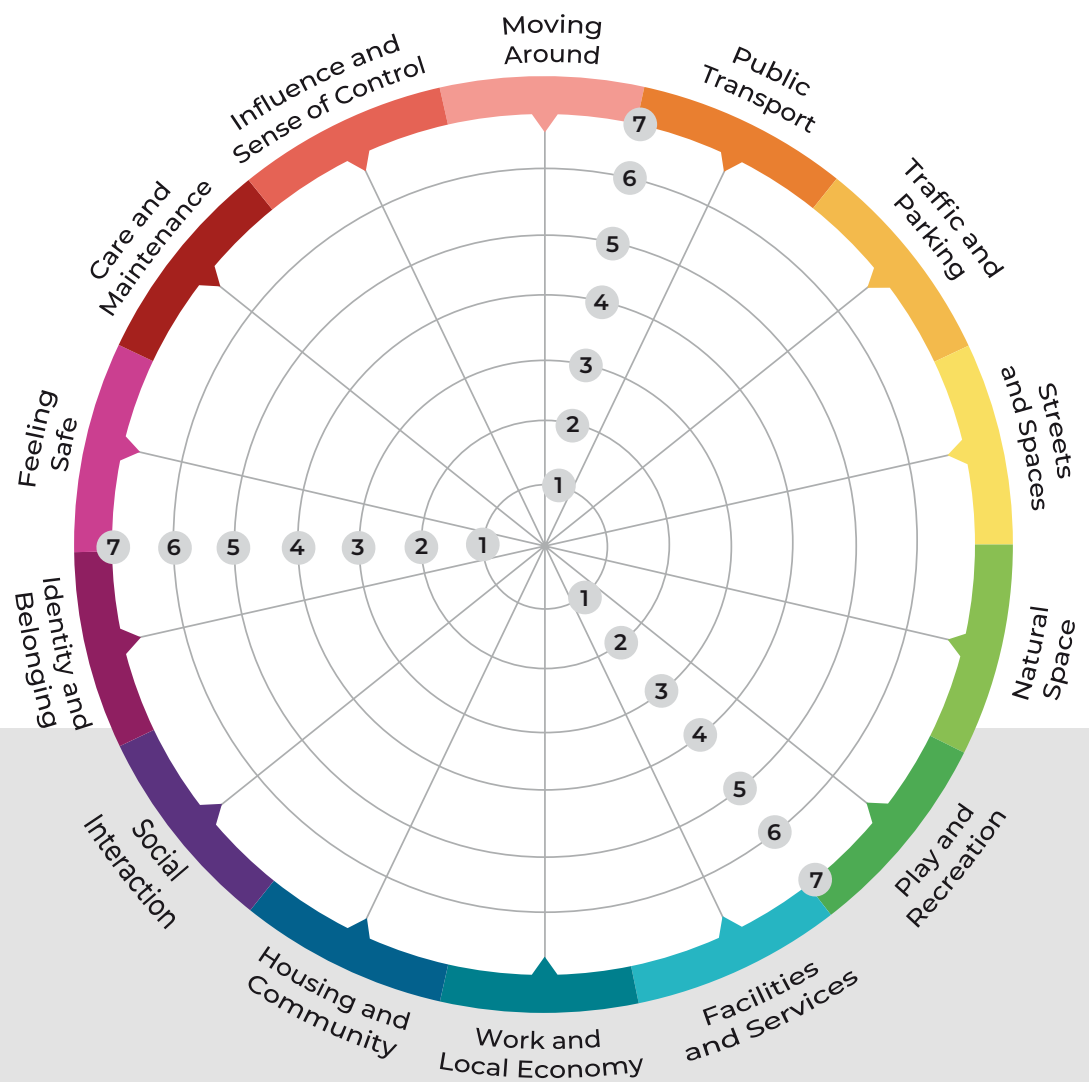




# PRACTICAL RESOURCE 3:

Step-by-step communication inclusive speaking guidance



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# SECTION 1: SPEAKING TO PARTICIPANTS

## Using the guide

Use this step-by-step guide for all spoken communication before, during and after your Place Standard session.

This includes everything from answering phone calls about the session to speaking at the Place Standard session to talking about the changes made as a result of the consultation.

The more you practise these steps the more they will become communication habits.



### Steps

- 1 Note down **what** you want to get over.
- 2 Cut your message into sections, one section for each key point you want to get over.
- 3 Put sections in the **order** people need to know them.

For example, when giving a presentation a good order is:

- ▶ your name and job title
- ▶ the purpose of the presentation
- ▶ the order you will work through your sections
- ▶ what you expect people to do during the event, for example listen, take notes or not, join in workshops
- ▶ start going through each section in order

## 4 Sentence length, type, and style

- a. **Minimise** the amount you say and how long you talk for.
- b. Break each section of what you want to say into **short sentences** that each say one or two things. Sentences with a lot of “ands” and “ors” are probably too long. A note of your key points can help you keep to the point.
- c. Use “Active” sentences. “Passive” sentences are more difficult to understand.

An active sentence should:

- ▶ Begin with **who** is doing the thing – the subject.
- ▶ Then **what** they are doing – the doing word or verb.
- ▶ End with what they are doing it to – the **object**.

Here is an example of an “active” sentence:

The council (**who**) will develop (**what**) the park (**object**).

Here is the same sentence in “passive” form:

The park(**object**) will be developed (**what**) by the council (**who**).

### d. **Avoid**

- ▶ asking lots of questions one after the other
- ▶ sudden changes of topic or quick asides
- ▶ saying “perhaps”, “if possible” type phrases which make sentences complicated and long

### e. **Use local, everyday words**

- ▶ Avoid professional jargon and words people might not hear every day.
  - ▶ Avoid long words.
  - ▶ Do not use abbreviations or acronyms.
  - ▶ Do not use metaphors such as “blue sky thinking” and “horizon scanning.”
- f. Talk about the “**here and now**.” It is easiest to understand what you are saying when you are in the place and engaging with the thing you are talking about. It is harder to talk about things in the past or the future. Use visual aids to help people understand things outside their “here and now”.

## 5 Be seen

If you are speaking to someone face-to-face in person or on a video call:

- ▶ Have enough light facing you rather than behind you.
- ▶ Position yourself close enough so listeners can see your eyes, face, hand gestures and body language and you can see and hear their reactions.
- ▶ Reduce visual distractions as much as possible.

## 6 Be heard

- ▶ Speak clearly but avoid shouting.
- ▶ Use a microphone for big groups or big rooms.
- ▶ Use venues with hearing loops.
- ▶ Avoid putting your hand to your face or over your mouth.
- ▶ Position yourself close enough so people can hear you and you can see and hear their reactions.
- ▶ Reduce sound distractions as much as possible.
- ▶ Use a British Sign Language interpreter in person or on video calls.
- ▶ Use British Sign Language Contact on the phone or video calls.
- ▶ Use subtitles on video calls or films.

## 7 Use visuals such as the real place, objects, videos, pictures, photographs, cartoon drawings, icons, symbols, graphics

This will:

- ▶ help people pay attention, focus on, and remember the topic of conversation
- ▶ help people understand what you are talking about, especially things outside the “here and now”
- ▶ give people something to point to when they want to talk about a topic

Going to the actual place and doing the thing you want to talk about is the best multisensory aid to understanding.

Using objects, photographs, and videos of the community you are talking about is also helpful.

If you use visuals show people one or a small number at a time. Too many at once can confuse people.

The following resources provide symbols and photographs representing Place Standard themes.

 **PRACTICAL RESOURCE 8: Photographs for each theme**

 **PRACTICAL RESOURCE 9: Symbols for each theme and scoring**

# SECTION 2: PARTICIPANTS SPEAKING TO YOU

- 1 Take turns and give people time** to start a conversation, say something and respond to what you are saying.
- 2 Look, listen out for and interpret people expressing themselves in lots of different ways** including facial expression, gesture, body language, simple sounds.
- 3 Provide a choice of ways for people to express themselves**

For example:

- ▶ Red and green cards to indicate they want you to stop and explain something (red) or say something (green).
- ▶ Photographs that people can point to.
- ▶ Symbols that people can select or point to.

 **PRACTICAL RESOURCE 8: Photographs for each theme**

 **PRACTICAL RESOURCE 9: Symbols for each theme and scoring**

See above resources for symbols and photographs representing Place Standard themes.

- 4 For people who use British Sign Language (BSL)**
  - ▶ Use a British Sign Language interpreter in person or on video calls.
  - ▶ Use British Sign Language Contact on the phone or video calls.

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