

Module 5 Glossary

Strategic Communications: closely evaluate the communications situation to understand the context, audience, goals, media, and processes. Use the techniques most effective for that context to prepare you to communicate intentionally and strategically.

Applied Theatre: the application of theatrical techniques in non-theatre settings, like applying theatrical approaches to connecting to and speaking to an audience in a job interview.

ABT - And, But, Therefore: an approach to strategic communications based in applied theatre developed by Randy Olsen that uses structured phrases to simplify describing complex topics and grab an audience's interest.

PRES - Presence; Reaching out; Expressiveness; Self-knowling: a four part approach for making the most of presentations through applied theatre, developed by Kathy Lubar and Belle Linda Halpern in *Leadership Presence: Dramatic Techniques to Reach Out, Motivate and Inspire*, (Penguin Group, 2004).

Personal narrative: individual stories that reveal someone's background, culture, values, interests, and motivations.