The three laws of communication

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**Abstract**

Useful as each of them can be, a large body of tips and tricks is impossible to remember, at least in a practical, usable way, unless it is structured into a balanced, meaningful hierarchy. This talk proposes and illustrates three simple yet solid ideas that lead to more effective communication and that underpin every other guideline: easy to remember, readily applicable, and always relevant—in short, valuable for the rest of your life.

**Speaker Bio**

An engineer (Louvain) and PhD in applied physics (Stanford), Jean-luc Doumont is acclaimed worldwide for his no-nonsense approach, his highly applicable, often life-changing recommendations on a wide range of topics, and Trees, maps, and theorems, his book about “effective communication for rational minds.” For additional information, visit www.principiae.be.