

Welcome!



Your comfort zone



**WHERE THE
MAGIC HAPPENS**



Getting to know each other

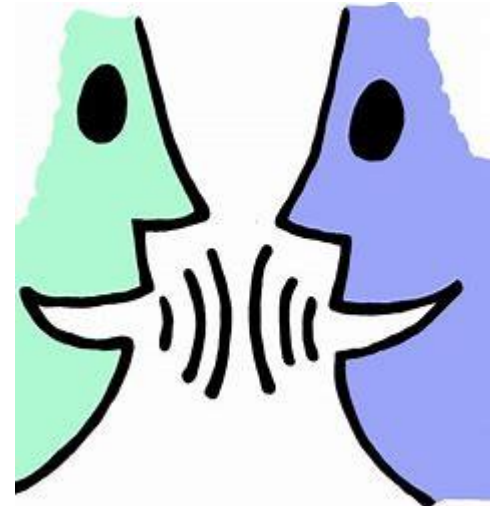
- **How energized are you feeling today?**

(1-10 with 1 being I am not physically here & 10 being super energized)

- **What did you want to be when you were young(er)?**

- **If age is only a state of mind, what age would you be now?**

Examples : Cheeky child, Tormented teenager, Mad midlifer, Groovy grandparent



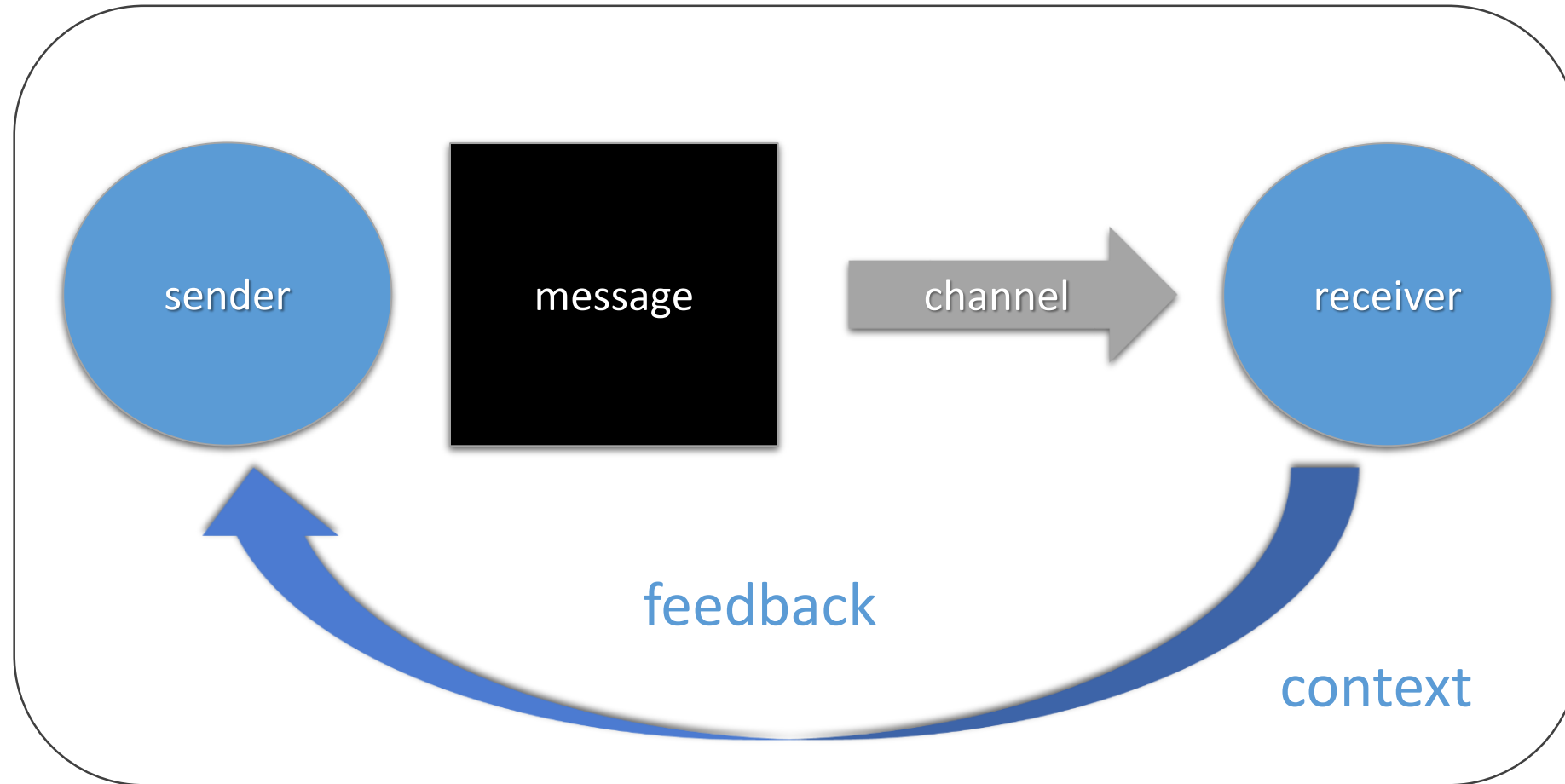
Impactful Communication



2018 *This Is What Happens In An Internet Minute*



The Communication process



Do you avoid difficult conversations?

- The Difficult Conversations Survey by Globis looked at over 200 leaders :
- 73% said they delay, avoid or dilute difficult conversations
- 97% are concerned about stress caused
- Over 80% are concerned about an angry response
- 80% believe difficult conversations are part of their role
- But over half lack the training and experience to tackle difficult conversations



When we avoid difficult conversations we trade short term discomfort for long term dysfunction.

somee cards
user card



Critical behaviours



Empathy – putting yourself into somebody else's shoes to understand from their perspective, listening, self-disclosing



Building Confidence – believing in your message, using the courage of your conviction, inspiring others



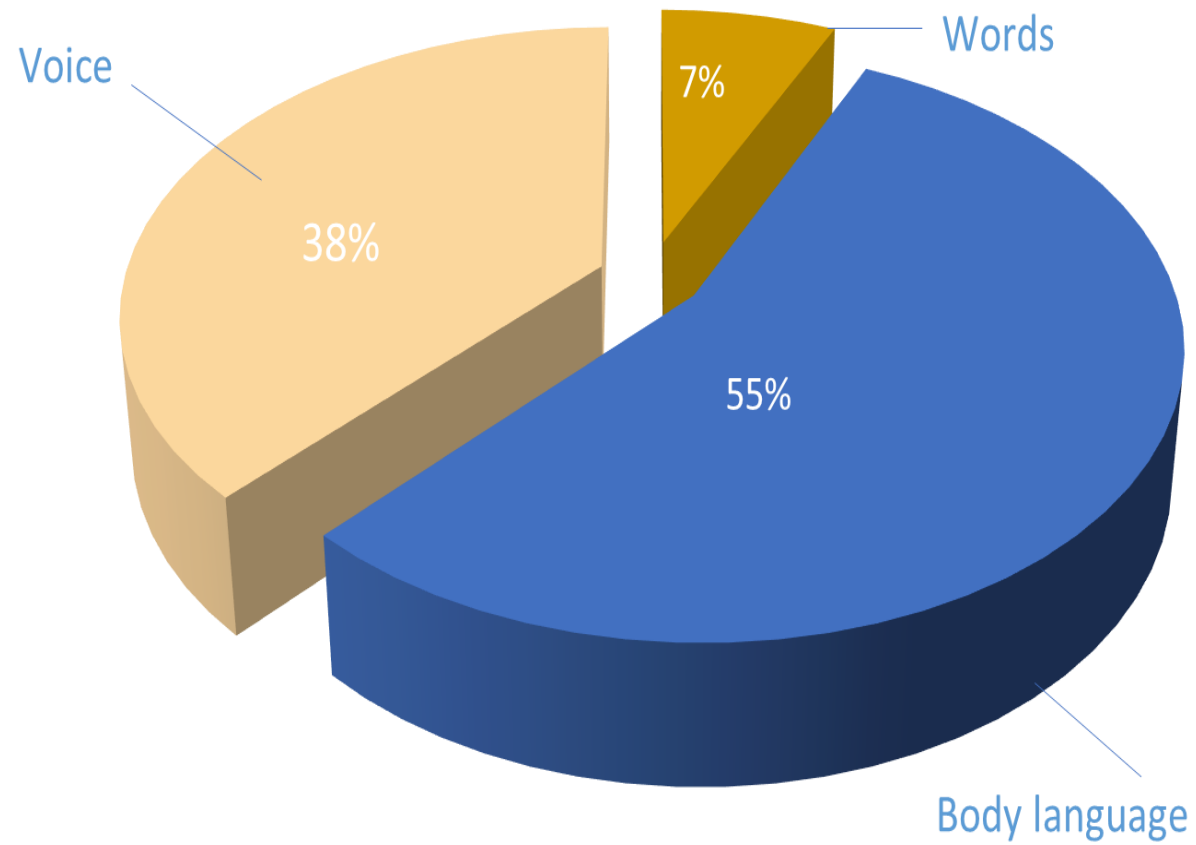
Influencing – selling your ideas, knowing and communicating what is in it for them, striking win-win situations based on trust, collaboration, challenge and creativity



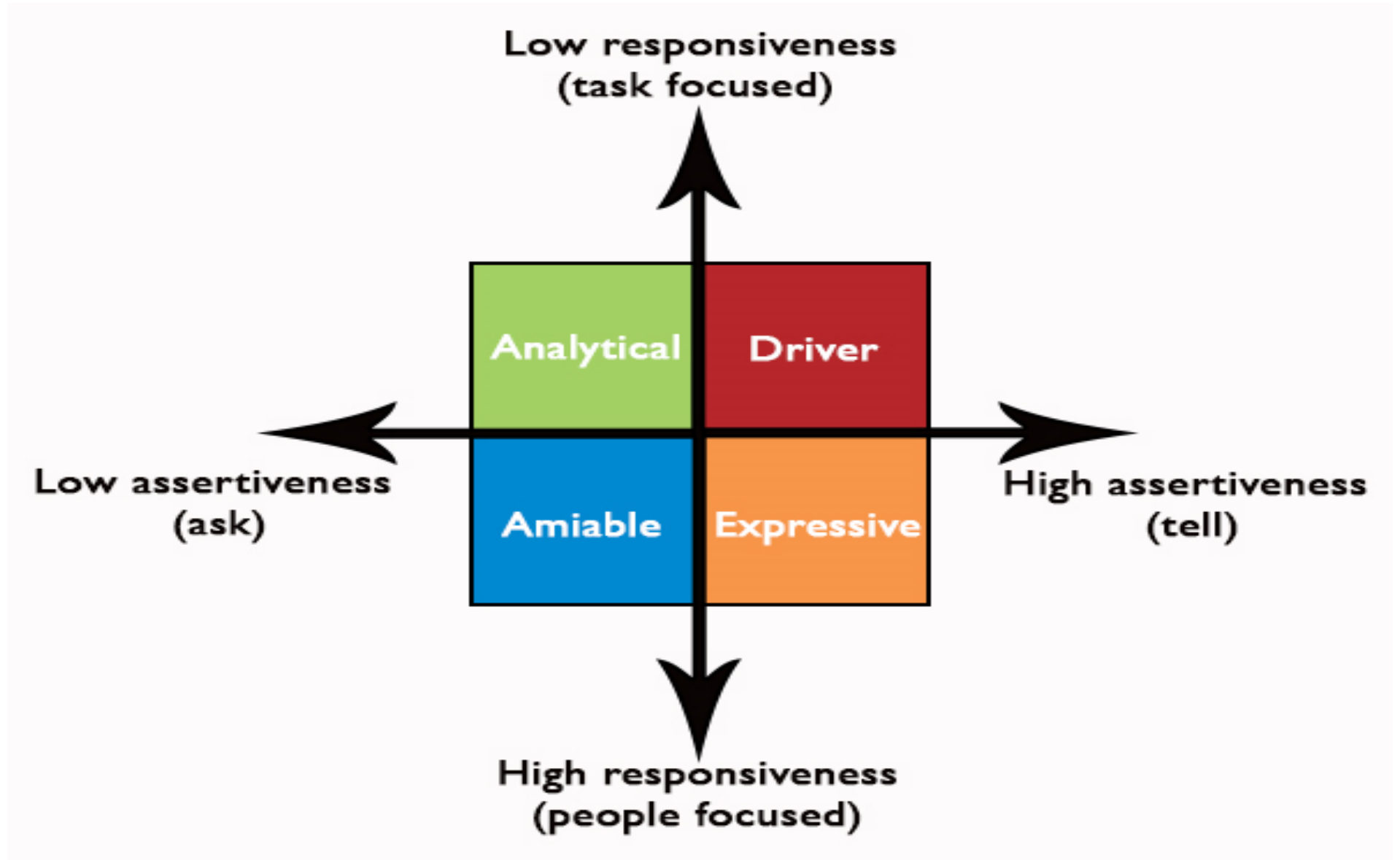
**“There is a part of leadership that is immutable – having a sense of who you are and acting authentically”
- Claudio Feser (McKinsey Partner)**



Communicating with impact



What is my natural style?



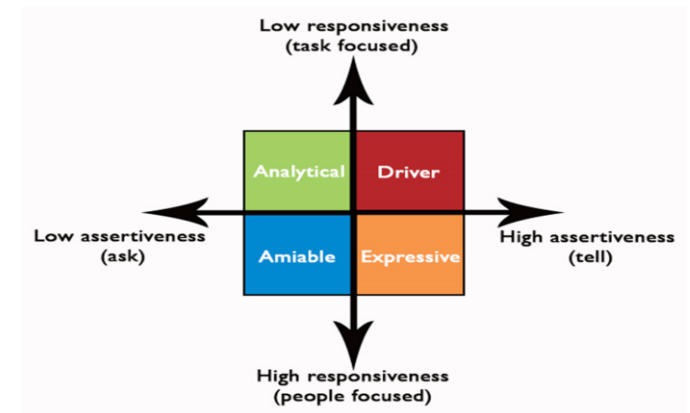
The upside...

CAREFUL
ANALYTICAL
RESERVED
LOGICAL
PRECISE

EXACTING
EFFICIENT
DETERMINED
DECISIVE
DIRECT

PATIENT
COOPERATIVE
FRIENDLY
ACCEPTING
WARM

ENERGETIC
CREATIVE
OPTIMISTIC
FAST
REACTOR
OPEN



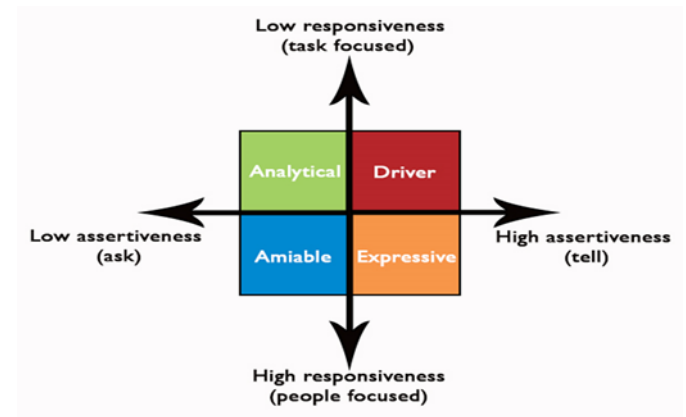
How others might perceive you...

NIT
PICKER
PERFECTIONIST
EMOTIONAL

CRITICAL
AUTOCRATIC
DOMINEERING
DEMANDING
INSENSITIVE

WEAK
TIME WASTER
LACKING GOALS
NOT STRAIGHT
SLOW TO
MAKE
DECISIONS

PUSHY
SUPERFICIAL
EXAGGERATES
NO FOLLOW
THROUGH
OVER
CONFIDENT



Micro behaviors (positive and negative)

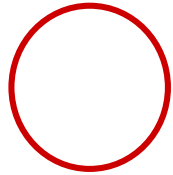


**Your words will tell others
what you think. Your actions
will tell them what you believe.**

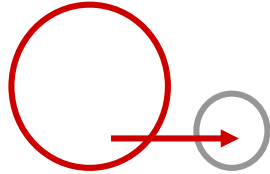
T.D. Jakes

quote fancy

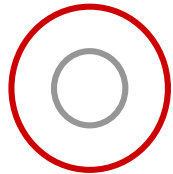
The How : message and channel



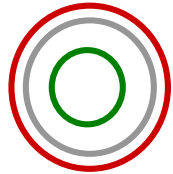
1. Clarify your purpose and be sure it makes sense



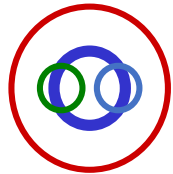
2. Invite the conversation



3. Listen and learn

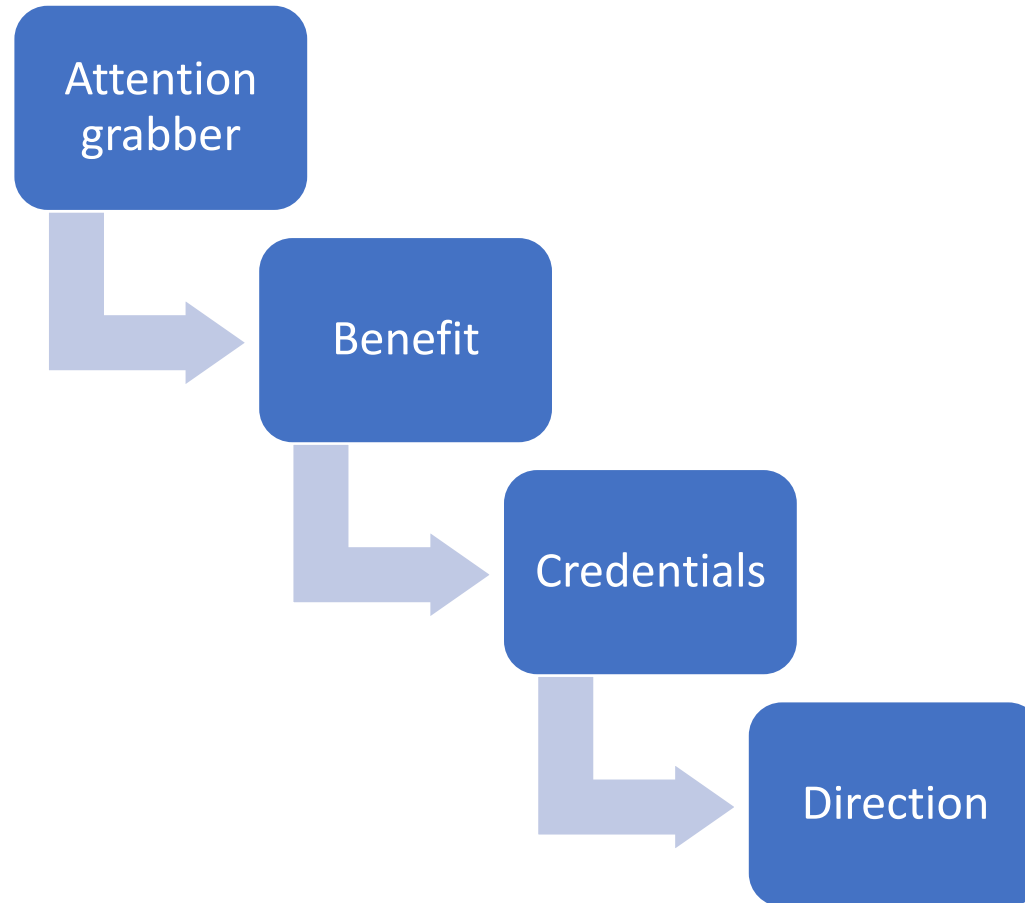


4. Tell your story



5. Problem solve together

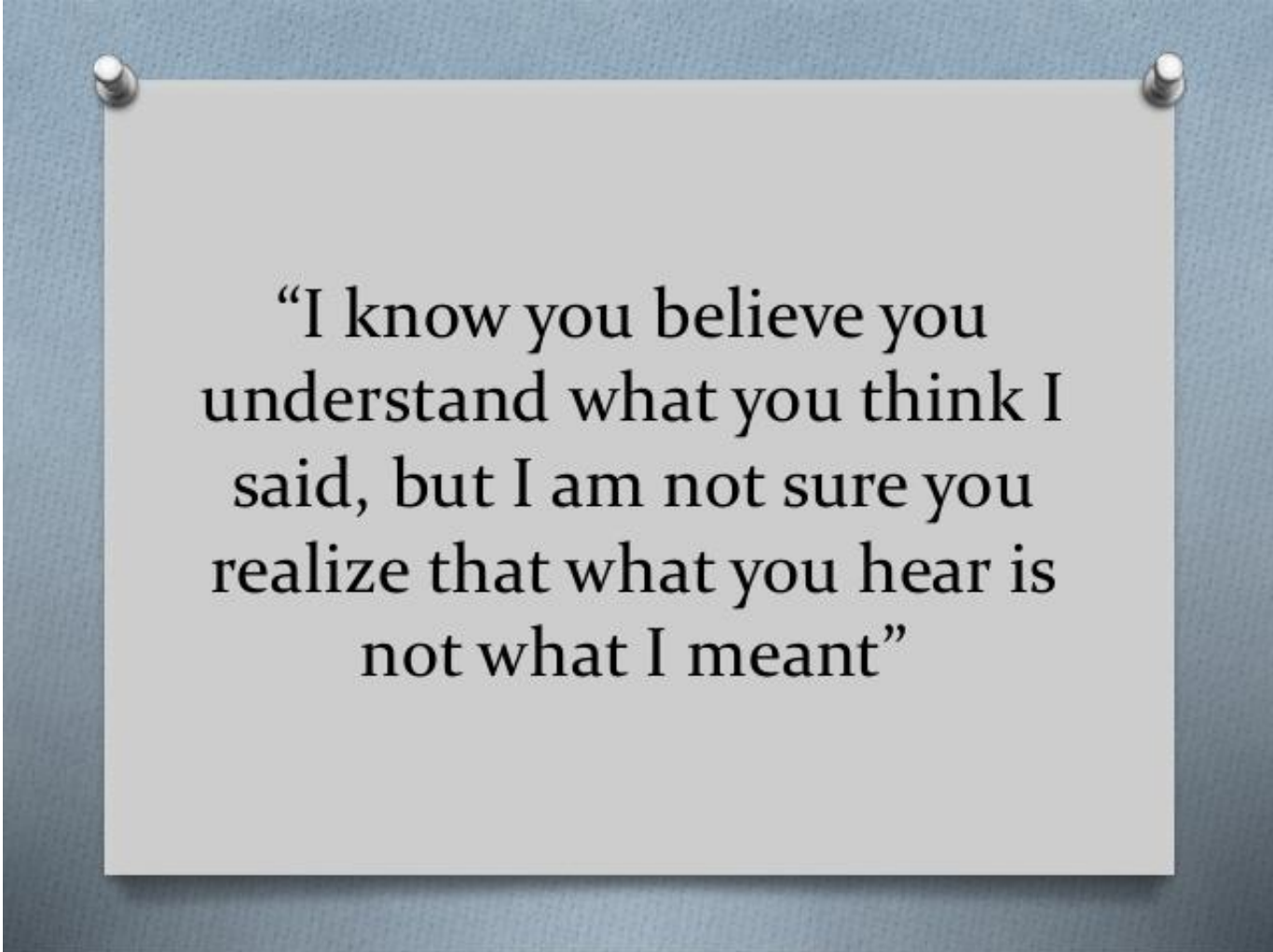
Making an impact



Picking your content carefully



Creating clarity of message



“I know you believe you understand what you think I said, but I am not sure you realize that what you hear is not what I meant”

Assumed understanding is dangerous!



Communication: Choosing our words

HIGH IMPACT

I know...

I believe...

I will...

Absolutely!

I disagree...

I have a different
perspective....

LOW IMPACT

I guess...

I'll try...

I think so...perhaps...maybe

This might be a silly idea
but...

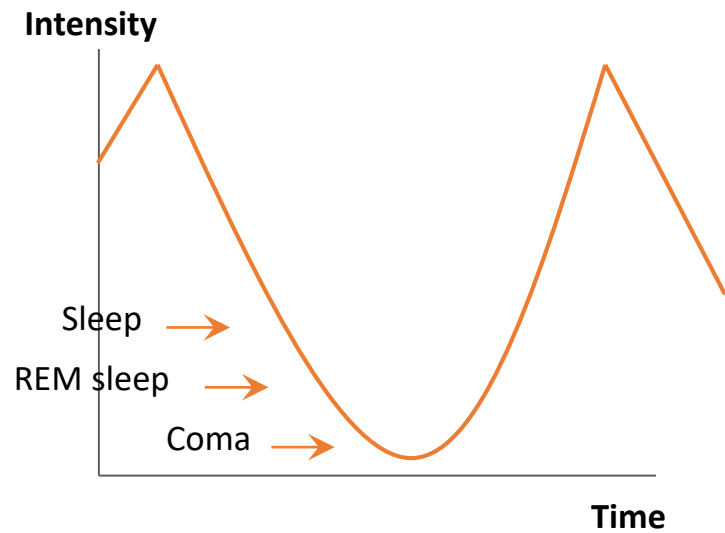
I think... but that might just
be me

"Your brand is what people say
about you when you're not in
the room."

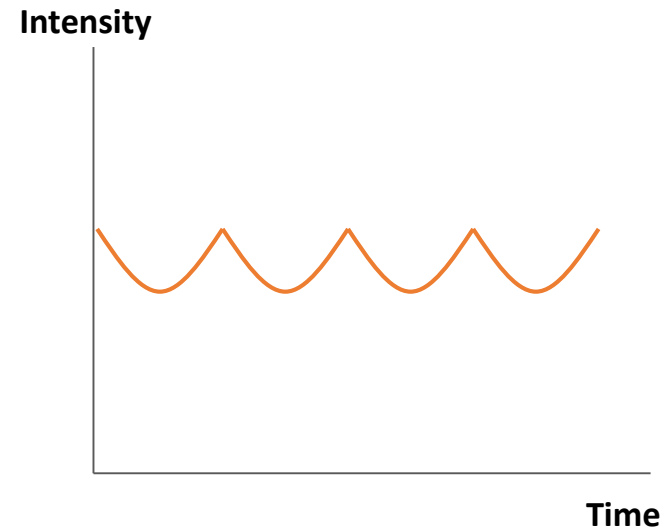
- Jeff Bezos

We only have limited attention spans

Typical listening pattern of audience



Ideal listening pattern of audience



Storytelling

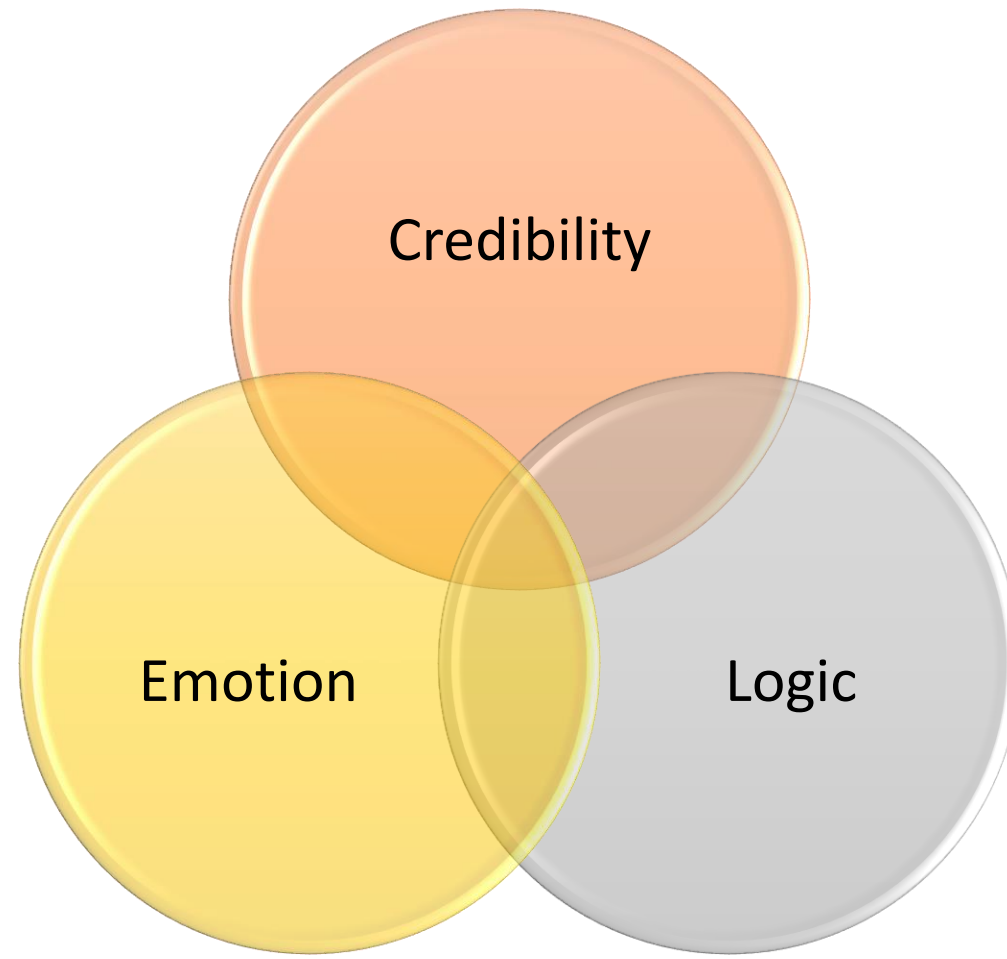
There are 2 ways to
share knowledge
YOU CAN PUSH INFORMATION OUT
YOU CAN PULL THEM IN W/ STORY

Types of stories

- “Who I am” stories
- “Why I am here” stories
- Teaching stories
- Vision stories
- Values-in-action stories
- “I know what you are thinking” stories



Success factors for storytelling



Tips from great storytellers



Listen

- The best storytellers are also the best listeners. Brush up on these skills and give others your full attention when they tell a story

Practice

- Rehearse your story before you tell it. Even practice on your own just once in front of a mirror. This can improve your storytelling

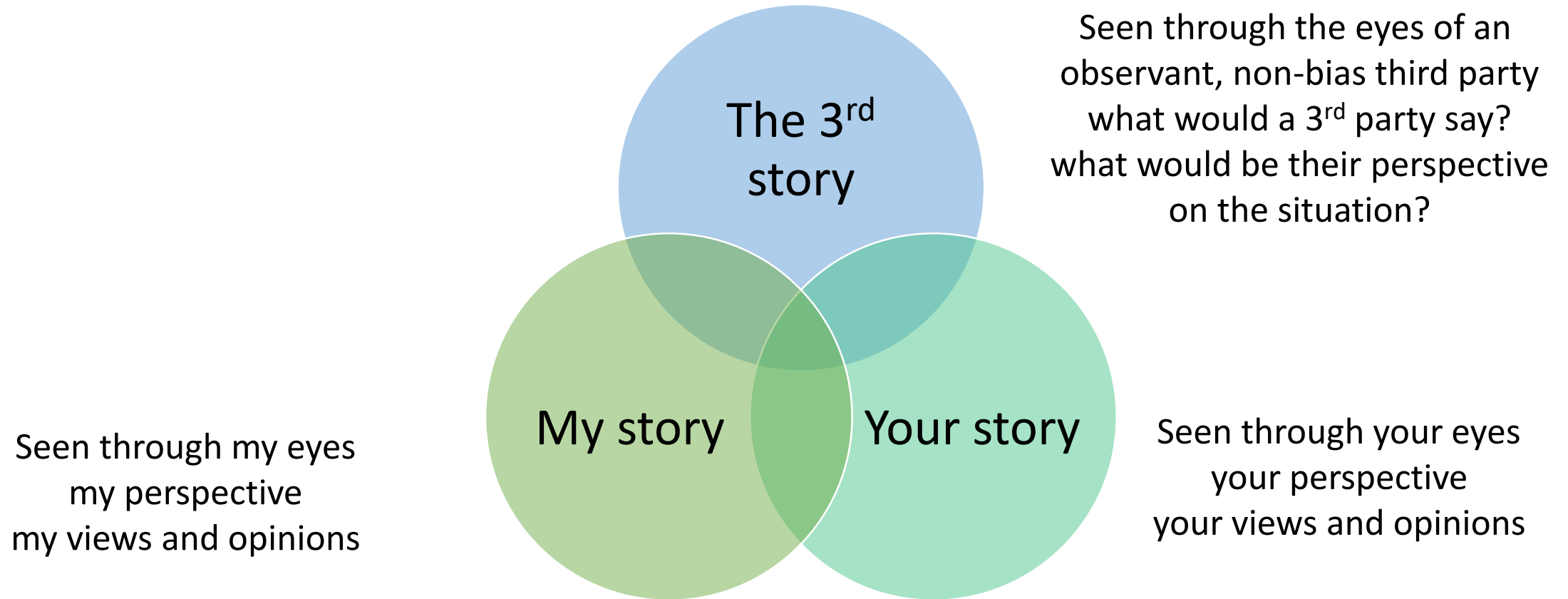
Create an
experience

- Appeal to all five senses of your audience; don't just speak at them. Use voice, gesture, space and pacing, expressions and even props to mesmerize others

WHAT'S YOUR STORY?



The receiver: perceptions



What gets in the way of rapport / trust?

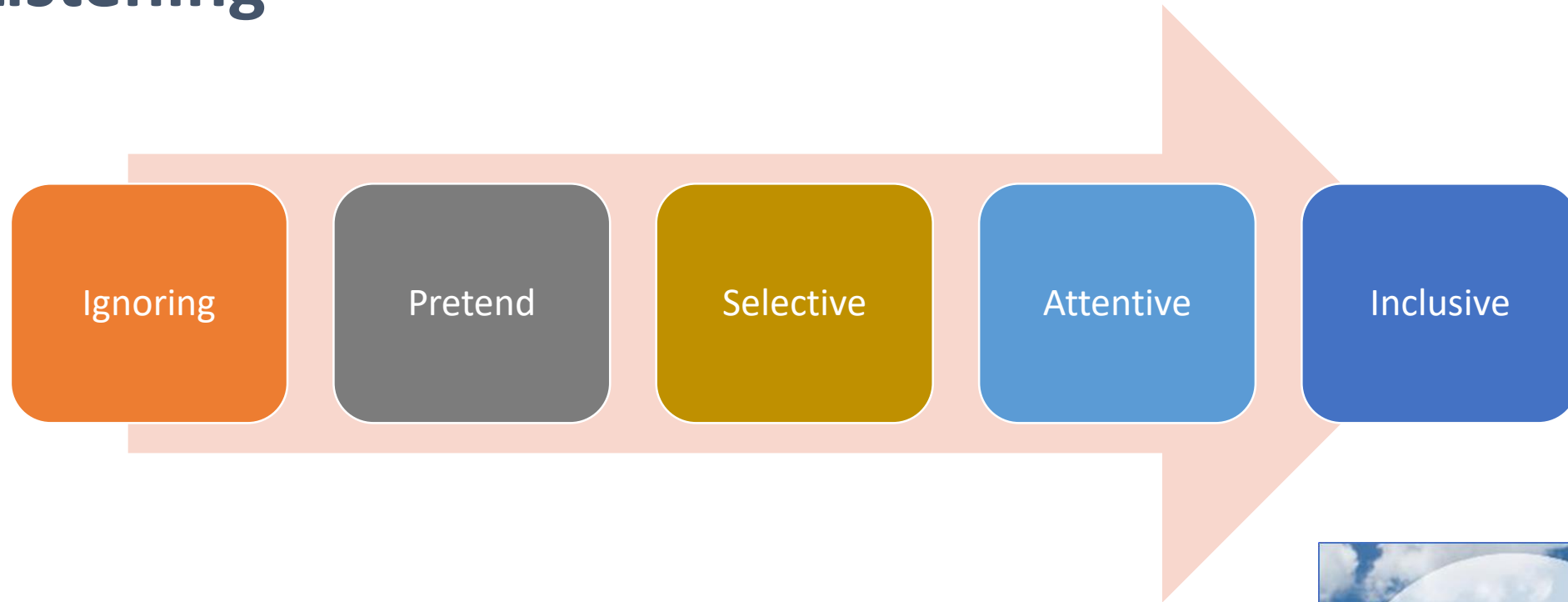
- Talking more than listening
- Being distracted (micro inequities)
- Wanting to rush
- Using formal language
- Parental language (you must, should, ought)
- Mindreading & meta- stereotypes
- Irritators - 'with respect' (without respect) (I don't care what you just said') 'lets be realistic' ('You're not') 'lets be honest'
- Belittling - What you don't seem to realise is...' 'What you haven't taken account of is...' 'I appreciate'...
- Autobiographical listening

Inclusive communications

Avoid:


- Making it all about you
- Talking more than you listen
- Dismiss ideas: Both your own and others
- Point out your and others invisible mistakes
- Send negative messages through your body language

Listening



Source: Stephen Covey's Five Levels of Listening





The biggest
communication problem
is we do not listen to
understand.

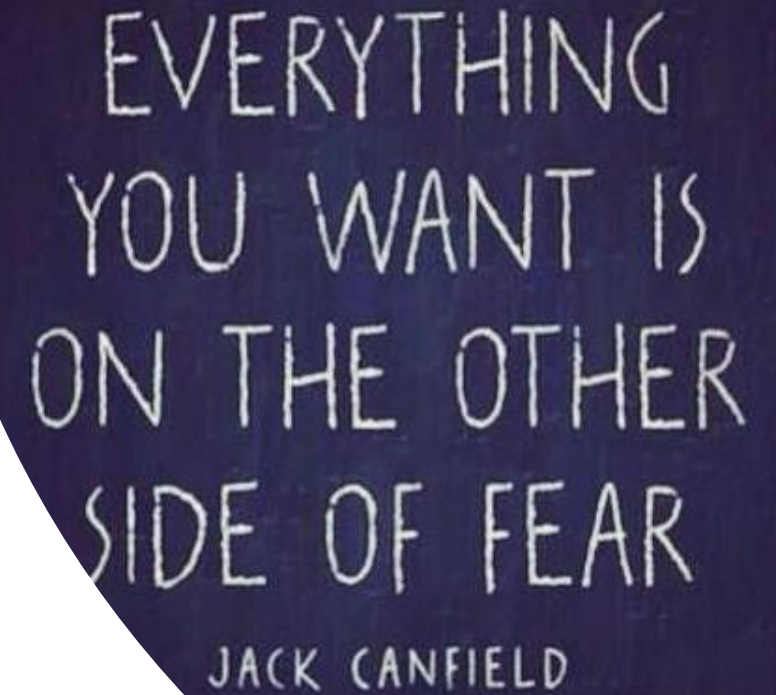
We listen to reply.

What relationship outcome do we leave?



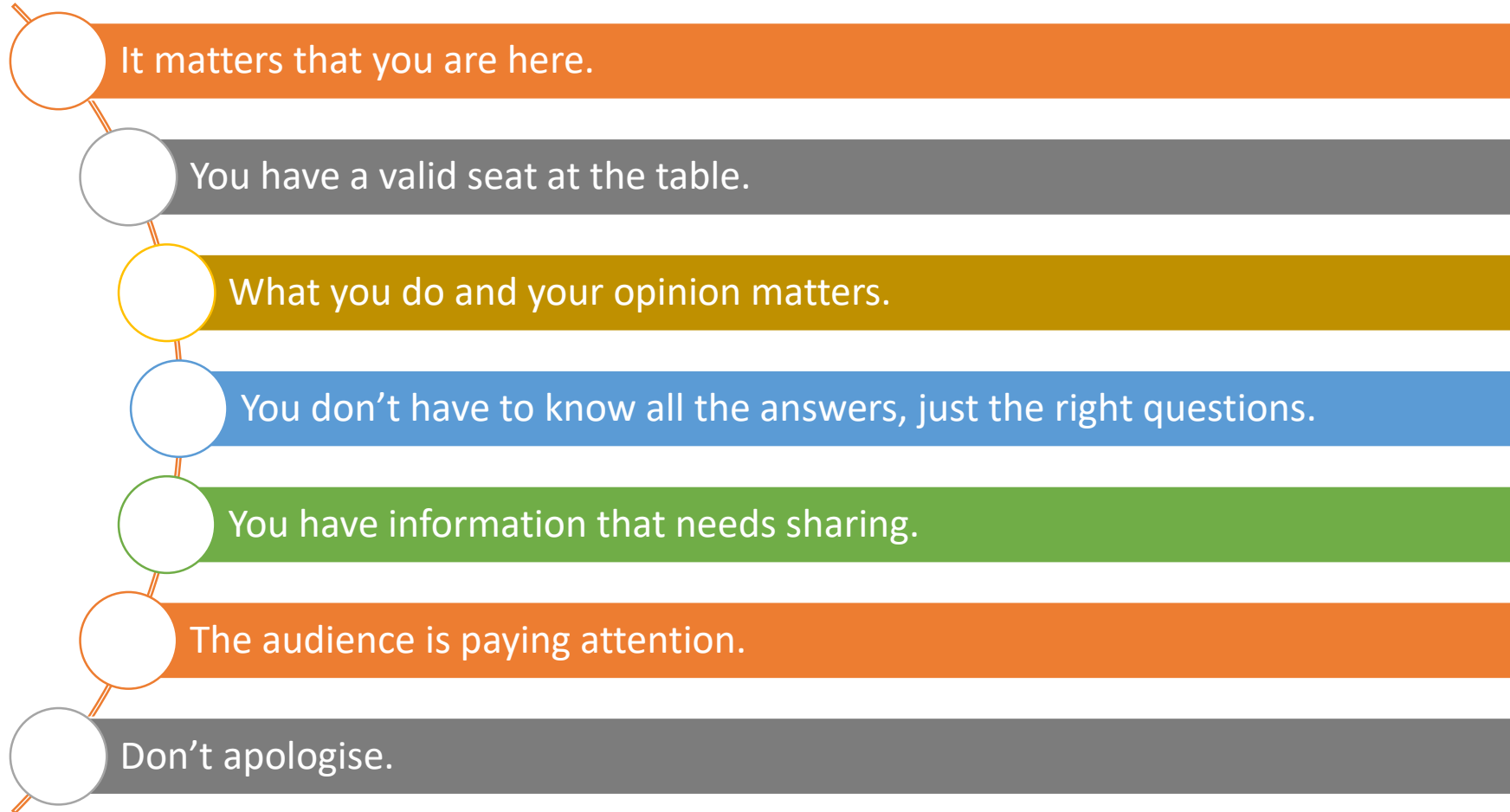
Barriers to meaningful communication

- Self limiting beliefs
- The one right answer or Pattern Assumption Syndrome
- Conformity or giving the answer expected
- Failing to challenge the obvious
- Evaluating too quickly (convergent thinking)
- Fear of looking a fool



EVERYTHING
YOU WANT IS
ON THE OTHER
SIDE OF FEAR
JACK CANFIELD

Adopting the right mindset

- 
- It matters that you are here.
 - You have a valid seat at the table.
 - What you do and your opinion matters.
 - You don't have to know all the answers, just the right questions.
 - You have information that needs sharing.
 - The audience is paying attention.
 - Don't apologise.

*"If you think you're too
small to have an impact try
going to bed with a mosquito
in the room."*

Anita Roddick,
Founder of The Body Shop