

WEPAN Webinar

4 Key Strategies to Effective Communication



TALENT PRINCIPLES

*Presented by Kathy Sullivan
Principal & Owner*



Discussion

What does *effective* communication look like?

What does *ineffective* communication look like?

Program Objectives

- Build awareness of individual communication tendencies
- Identify steps to manage unproductive tendencies
- Explore three forms of communication and identify the best option based on communication need
- Discover four key strategies to improving relationships with others

Effective Communication



Business Case for Effective Communication



Business Case for Effective Communication

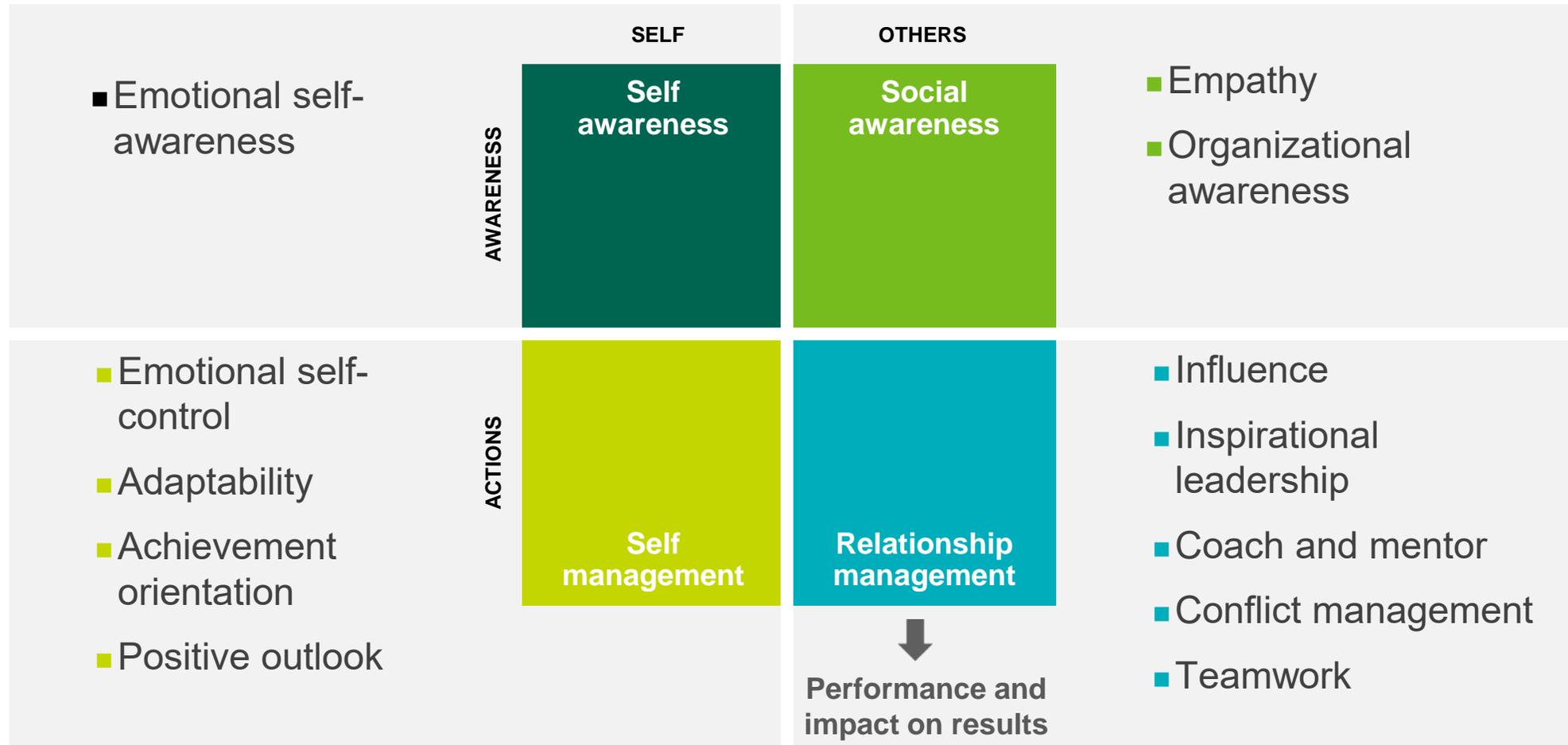


Leaders spend at least
4 hours each week
managing conflict
within teams



Sources: Provided as separate document

Business Case for Effective Communication



Source: 2017 Korn Ferry (Emotional Intelligence model Daniel Goleman)

Strategy #1

Know Thyself



History



- DiSC Model developed from over 90 years of research – validated & reliable
- Dr. William Moulton Marston, professor at Columbia in 1920's, observed behaviors and created theory
- Provides common language on what behaviors people share with others, and where they differ

How Do You See Yourself?

**Fast-paced &
Outspoken**



**Cautious &
Reflective**

How Do You See Yourself?

**Fast-paced &
Outspoken**

**Questioning &
Skeptical**



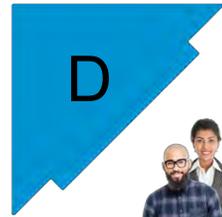
**Accepting &
Warm**

**Cautious &
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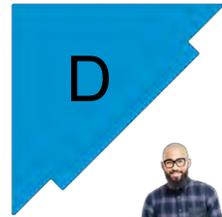
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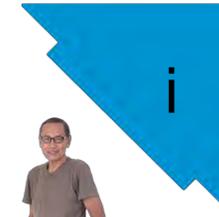
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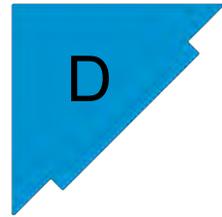


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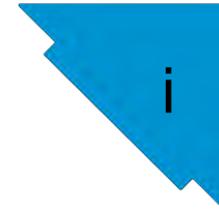
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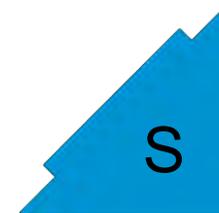
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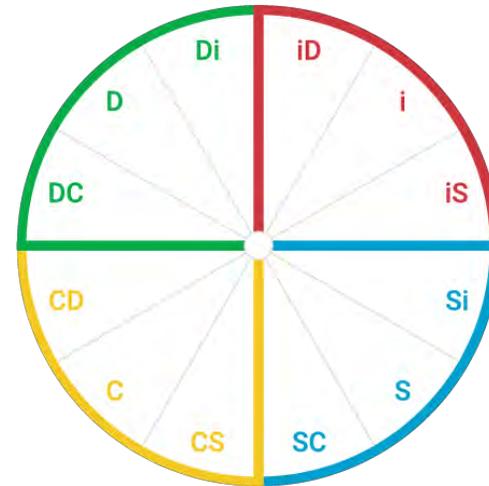
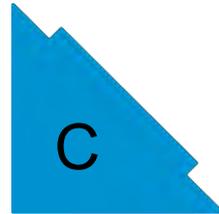
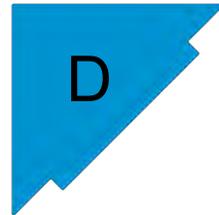
How Do You See Yourself?



Questioning & Skeptical



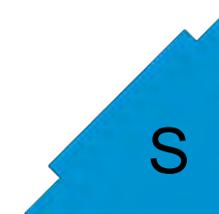
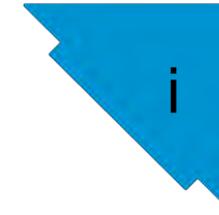
Fast-paced & Outspoken



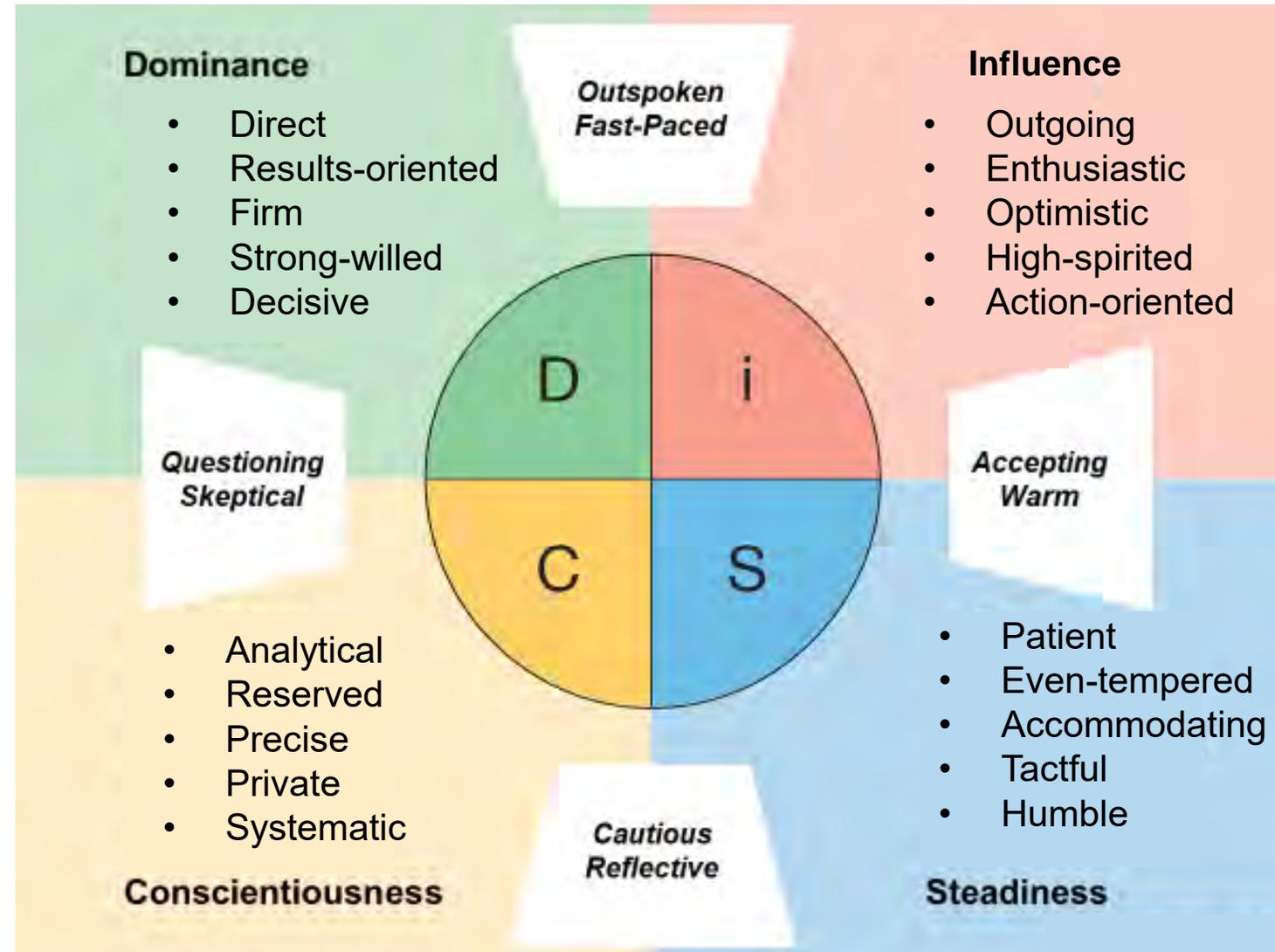
Cautious & Reflective



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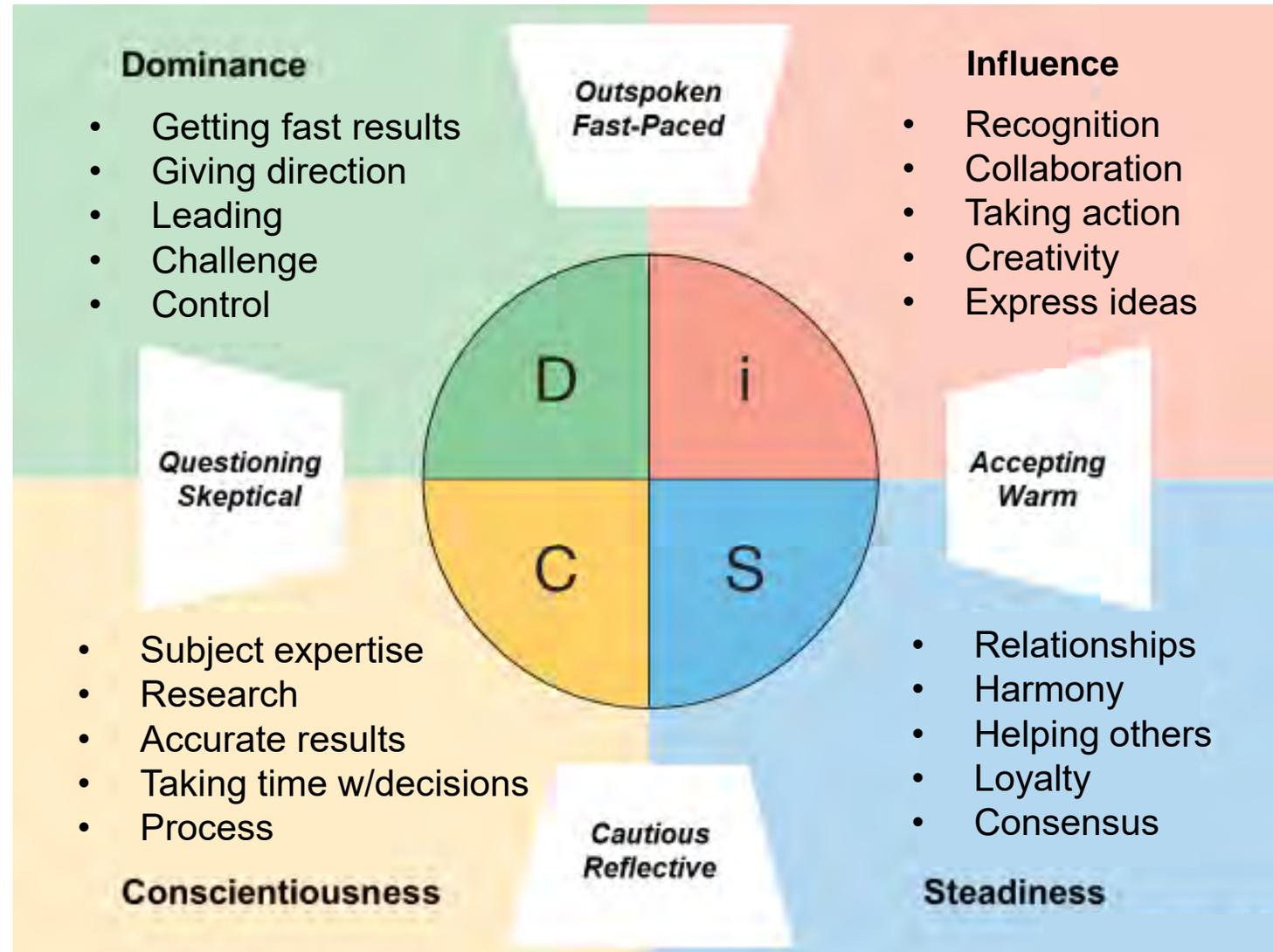


DiSC® Style Tendencies

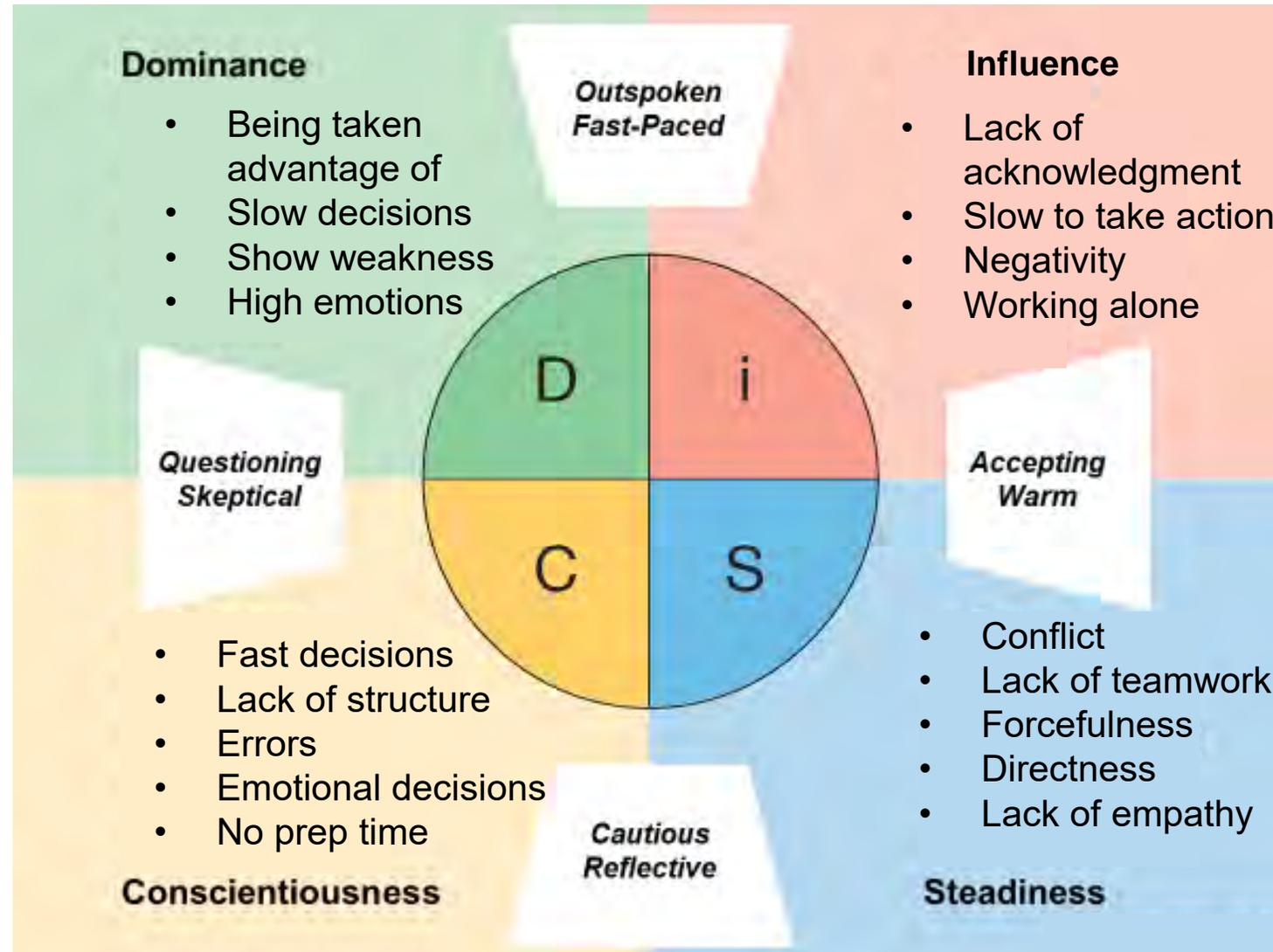


What Does All This Mean?

DiSC[®] Style Motivators



DiSC® Style Stressors



Discussion

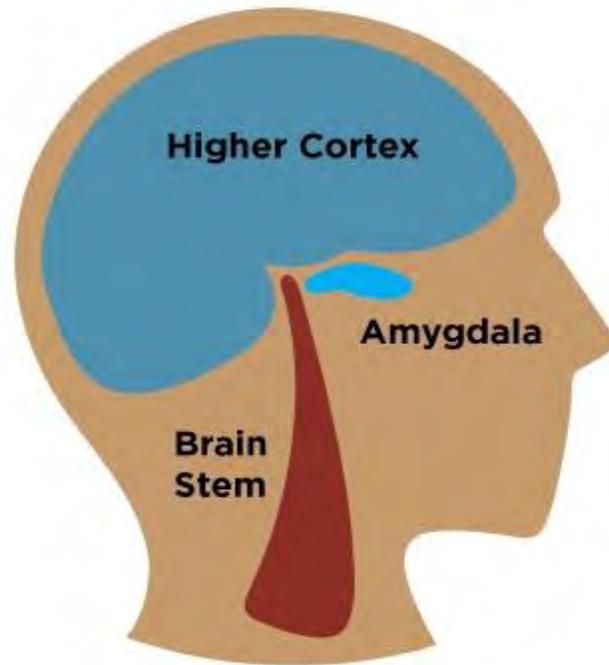
What actions do you typically demonstrate that negatively impact your effectiveness when communicating?

Strategy #2

Manage Thyself

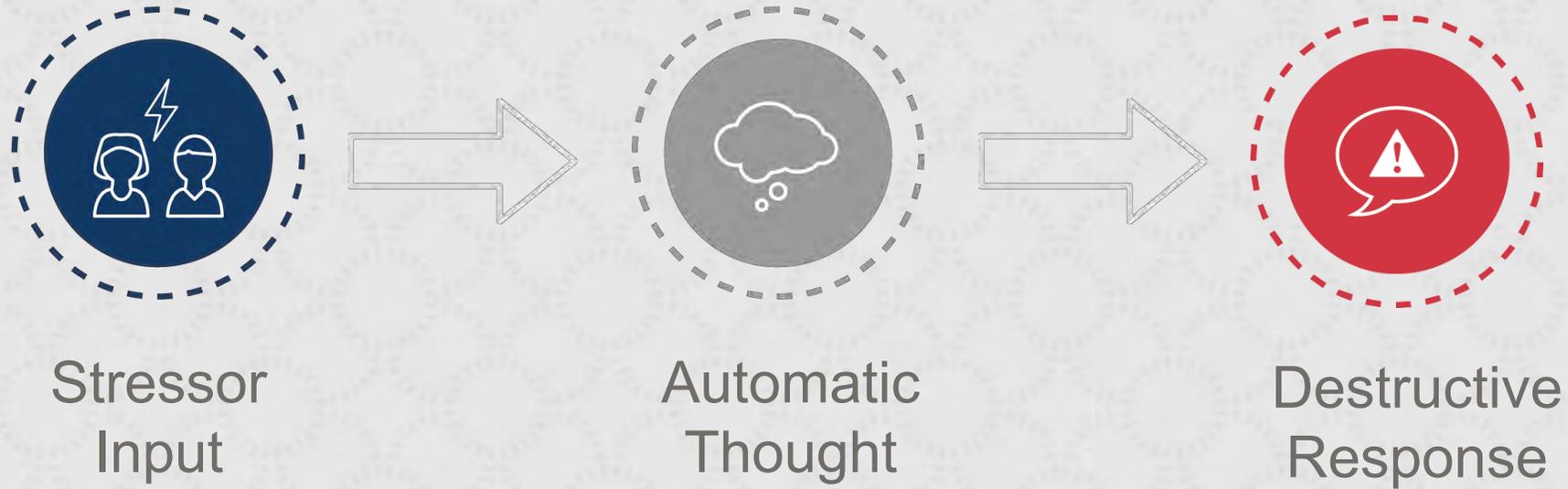


Amygdala Hijack



LOW Emotion
(Calm, Relaxed)

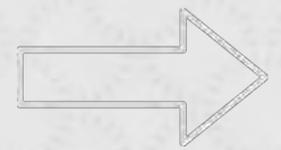
Destructive Responses



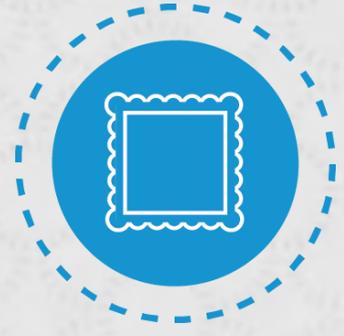
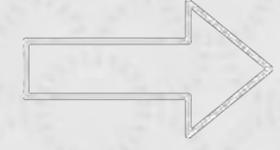
Constructive Response



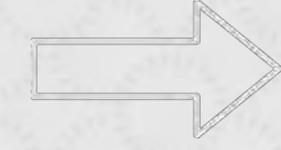
Stressor
Input



Automatic
Thought



Pause & Test
Assumptions



Productive
Response



Emotional Intelligence Kicks In

Testing Assumptions

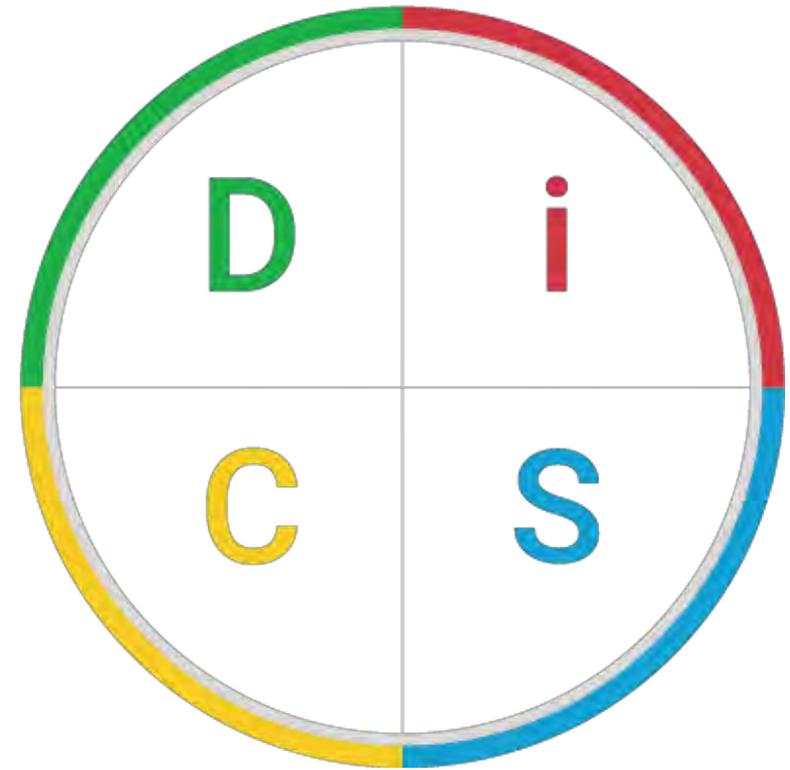
- Is this thought actually valid/true?
- Could I be overreacting or exaggerating?
- Is there another way to look at this?



Understanding Others

If you don't know, ask yourself...

- Are they more fast-paced or cautious?
- Are they more questioning or accepting?
- What works well/not well when communicating



Understanding Others

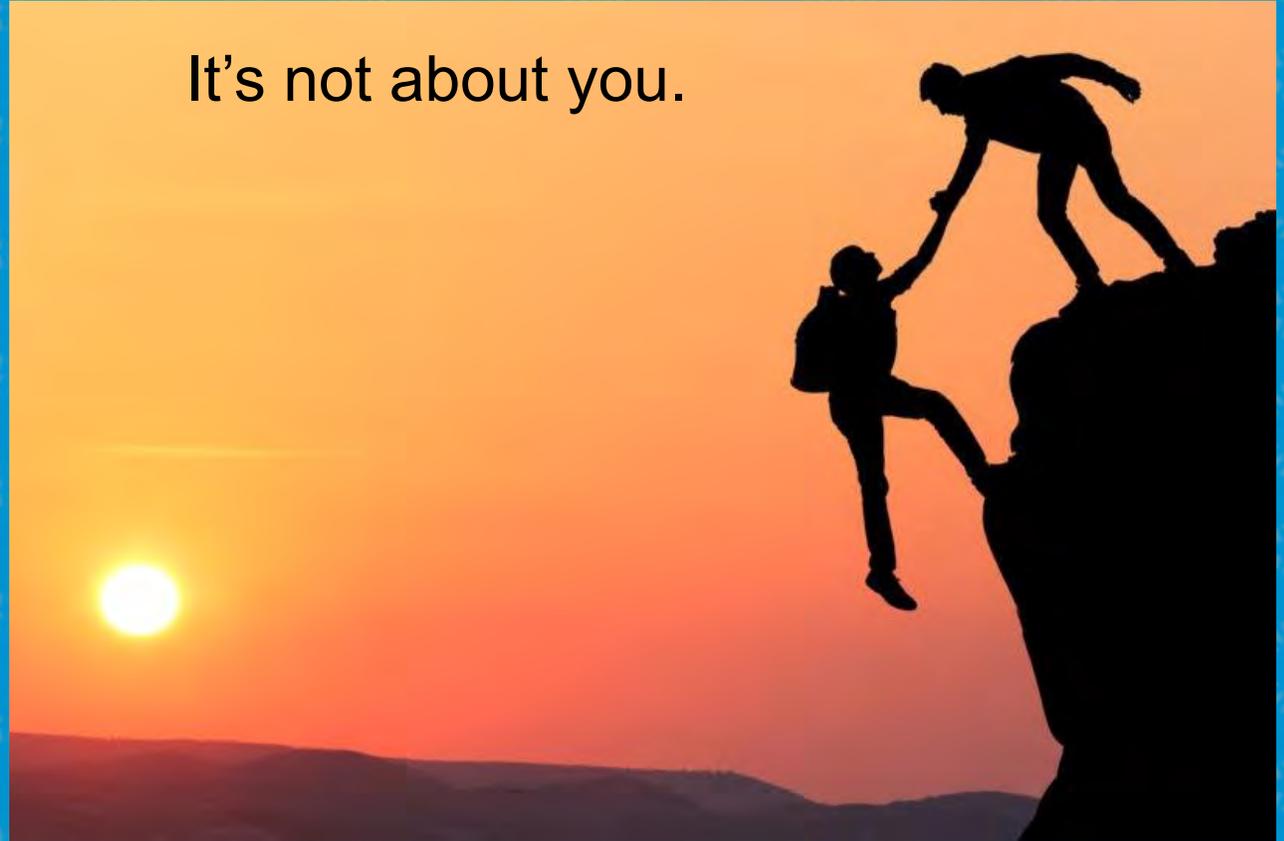


- Practice decoding other people's styles
- Discover the value of other styles
- Learn how to adapt to styles different from your own
- Be curious...ask questions

Strategy #4

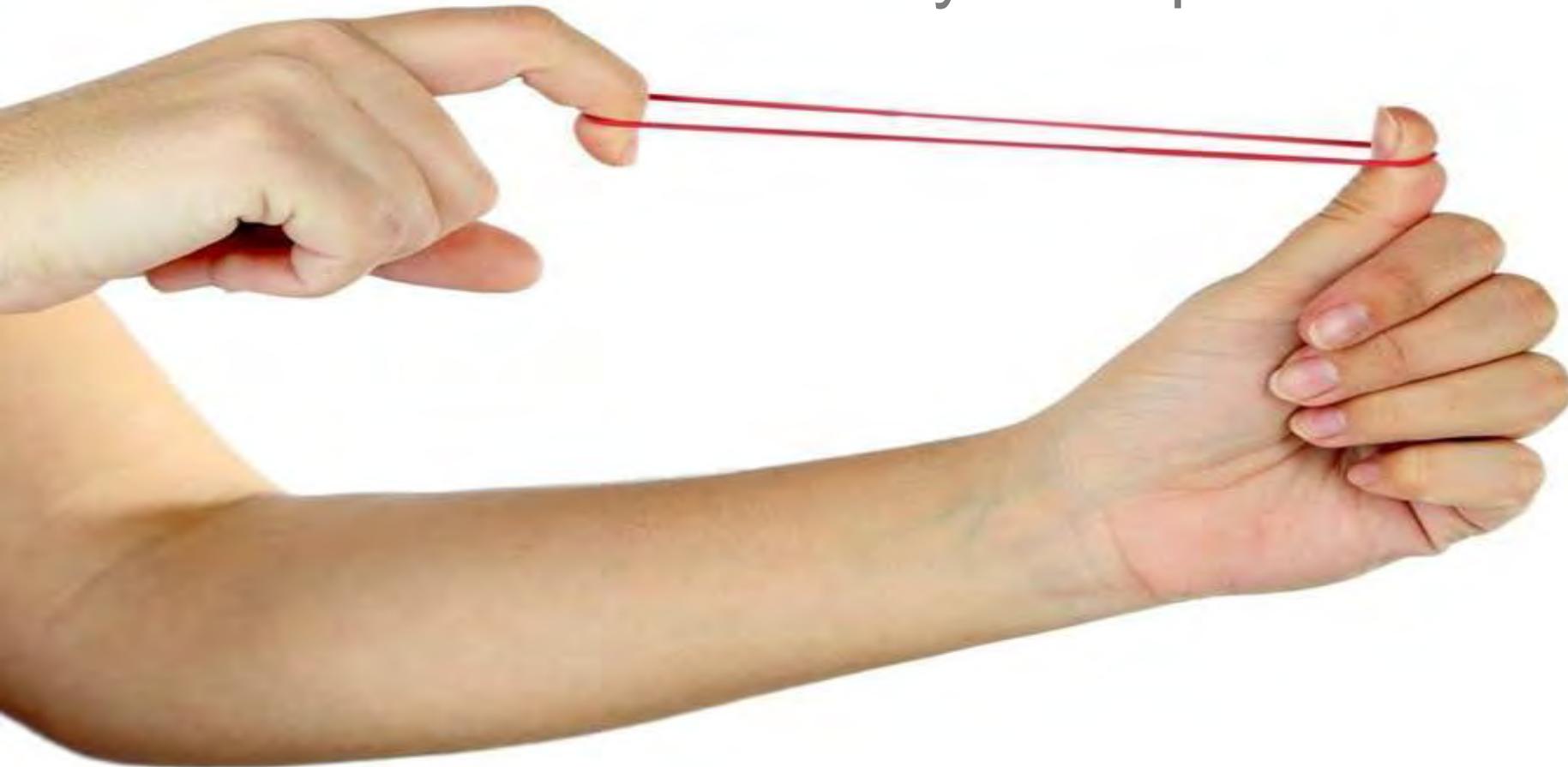
Manage Relationships

It's not about you.

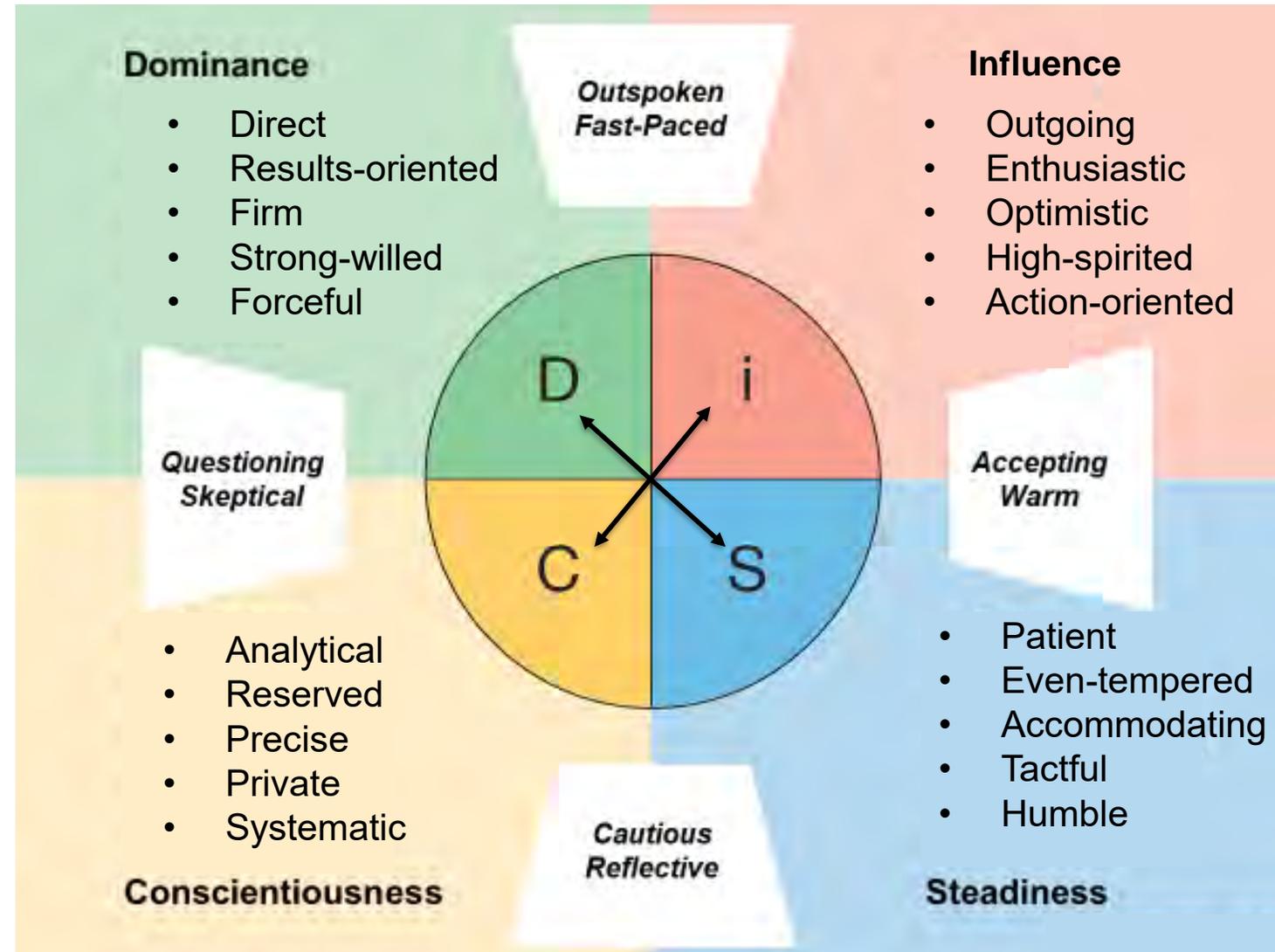


Manage Relationships

Some styles require us to *stretch* more



DiSC® Style Tendencies



Communication Best Practices

In-Person



- **Use For**
 - Important conversations
 - Complex or lengthy discussions
 - Working sessions
 - Visibility
- **Tips**
 - Prepare
 - Clear objectives
 - Read body language
 - Clarify actions needed

Phone



- **Use For**
 - Multiple people
 - Dispersed locations
 - Complex or lengthy discussions
- **Tips**
 - Prepare
 - Clear objectives
 - Actively listen
 - Be courteous of attendees
 - Clarify actions needed

Email



- **Use For**
 - Documenting/outlining
 - Sharing files
 - Broad reach
- **Tips**
 - Use salutation
 - Consider receptiveness
 - Use subject line (“Action..”)
 - Action up front
 - Bullet points
 - Minimize usage

Key Strategies for Effective Communication



- 1) Know Thyself
- 2) Manage Thyself
- 3) Understand Others
- 4) Manage Relationships

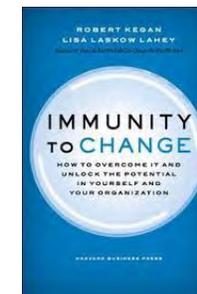
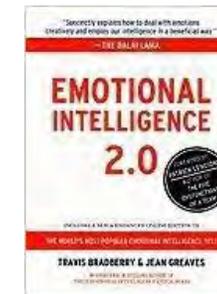
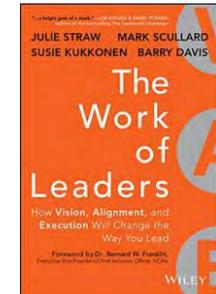
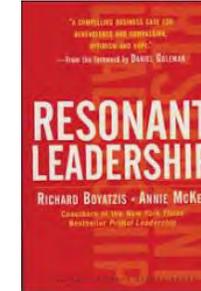
Tips for Building Effective Relationships



- 1) Don't personalize things
- 2) Appreciate differences
- 3) Adapt to others
- 4) Willingness to be vulnerable
- 5) Test assumptions

Additional Resources

- *Resonant Leadership* (Boyatzis & McKee, 2005)
- *The Work of Leaders* (Scullard, Straw, Davis & Kukkonen,, 2013)
- *Emotional Intelligence 2.0* (Bradberry & Greaves, 2009)
- *Immunity to Change* (Kegan & Lahey, 2009)



Questions?



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