WELCOME!

Don't Just Talk, Communicate!

Jan M. McLaughlin, CSP
Your Communication Connection
@JanLaugh

14% of every work week is wasted due to unclear communication

"The greatest problem with communication is the assumption that it has taken place."
—George Bernard Shaw

4 important factors in communication

☐ Intent
☐ Criteria, Expectations or Needs
☐ Content
☐ Process

Process

How we look 55%
How we sound 38%
Words we choose 7%

If our message is incongruent!

What's my intent?

Directions—BEFORE you take self-assessment!

- Working across each horizontal row of four words, place a 4, 3, 2 or 1 in the space in front of each word
- Numbers range from 4 being most like you to 1 being least like you
- It's important that you use each number only once in each horizontal row of words
- Move quickly and write down your first reaction
- When you have written a number in the space in front of each word, total the columns vertically and write the totals in the spaces at the bottom

You're focusing on which role?

Popeye

"I yam what I yam."
What's your style—what's their style?

- The word below the name of the color is their
  INTENT
- The list under each color indicates their
  CRITERIA or EXPECTATIONS
- As I describe each color, check off each description
  that applies to you, no matter which quadrant it is in
- The "X" indicates when that style is stressed!
- The "&" indicates what's very important to that style

What are your strengths?

What are your challenges?

Adjusting your style

- Why
- What & When
- Who
- How

WII-fm

Adjust your style—a specific style & situation

- Think of a communication style / color you may
  have some difficulty communicating with
  effectively in person, by email or over the phone
- Think of a situation with a coworker or customer of this style
- Review Adjusting your style for that color / style
  on page 4
- Answer the questions on page 5 for that style
  and situation

Worksheet: adjust your style

1. Your intent
2. Their criteria
3. Your content
4. Your process
   • Nonverbals
   • Tone
5. Your greatest challenge