WEPAN Webinar

4 Key Strategies to Effective Communication

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

Stressors

Diversity of Thought

Dispersed Workforce

Generational Differences

Technology

Biases

AI
Leaders spend at least 4 hours each week managing conflict within teams.
## Business Case for Effective Communication

<table>
<thead>
<tr>
<th>AWARENESS</th>
<th>SELF</th>
<th>OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional self-awareness</td>
<td>Self awareness</td>
<td>Social awareness</td>
</tr>
<tr>
<td><strong>ACTIONS</strong></td>
<td></td>
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<tr>
<td>Emotional self-control</td>
<td>Self management</td>
<td>Performance and impact on results</td>
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<tr>
<td>Adaptability</td>
<td>Relationship management</td>
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<td>Achievement orientation</td>
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<td>Positive outlook</td>
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- **Empathy**
- **Organizational awareness**
- **Influence**
- **Inspirational leadership**
- **Coach and mentor**
- **Conflict management**
- **Teamwork**

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

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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 & Reflective
How Do You See Yourself?

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DiSC® Style Tendencies

**Dominance**
- Direct
- Results-oriented
- Firm
- Strong-willed
- Decisive

**Influence**
- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Action-oriented

**Questioning**
- Skeptical
- Analytical
- Reserved
- Precise
- Private
- Systematic

**Accepting**
- Warm
- Patient
- Even-tempered
- Accommodating
- Tactful
- Humble

**Conscientiousness**
- Reflective

**Steadiness**
- Patient
- Even-tempered
- Accommodating
- Tactful
- Humble
What Does All This Mean?
DiSC® Style Motivators

- Dominance
  - Getting fast results
  - Giving direction
  - Leading
  - Challenge
  - Control

- Influence
  - Recognition
  - Collaboration
  - Taking action
  - Creativity
  - Express ideas

- Conscientiousness
  - Subject expertise
  - Research
  - Accurate results
  - Taking time w/decisions
  - Process

- Accepting Warm
  - Relationships
  - Harmony
  - Helping others
  - Loyalty
  - Consensus

- Steadiness
  - Cautious Reflective

- Outspoken Fast-Paced
  - Questioning Skeptical
**DiSC® Style Stressors**

**Dominance**
- Being taken advantage of
- Slow decisions
- Show weakness
- High emotions

**Influence**
- Lack of acknowledgment
- Slow to take action
- Negativity
- Working alone

**Questioning**
- Fast decisions
- Lack of structure
- Errors
- Emotional decisions
- No prep time

**Accepting**
- Conflict
- Lack of teamwork
- Forcefulness
- Directness
- Lack of empathy

**Conscientiousness**
- Cautious
- Reflective

**Steadiness**
- Outspoken
- Fast-Paced
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

Stressor Input

Automatic Thought

Destructive Response
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?
Strategy #3

Understand 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
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**Conscientiousness**

**Steadiness**

**Outspoken Fast-Paced**

**Cautious Reflective**
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)