



dba

den Boer + associates

What Message Are You *Really* Sending?

Women's Business Network of Ottawa
Travelodge Hotel, Ottawa
August 17, 2004

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Driving Internal Dialogue for Outstanding Business Results





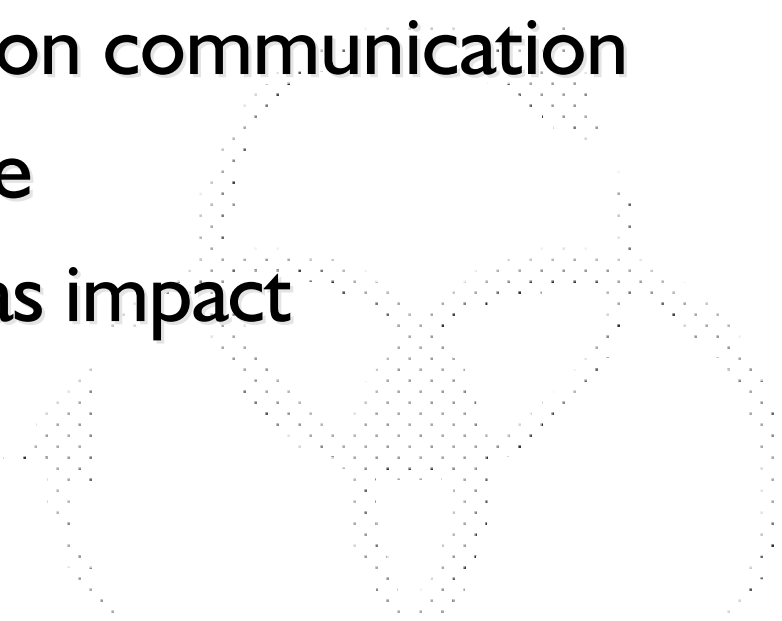
Fact...

After loss of financial resources,
failure to communicate clearly with
staff & customers is the No. 2
reason for 90% of bankruptcies in
North America.

Source: Information Management Institute



Menu For Today's Presentation

- Why is communicating so much harder today?
 - Perception and its effect on communication
 - Your communication style
 - Ensuring your message has impact
- 

Changes in Workplace Communication

Before ... think, tell, do style



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Early management techniques.



Changes in Workplace Communication

So why is communication so hard?

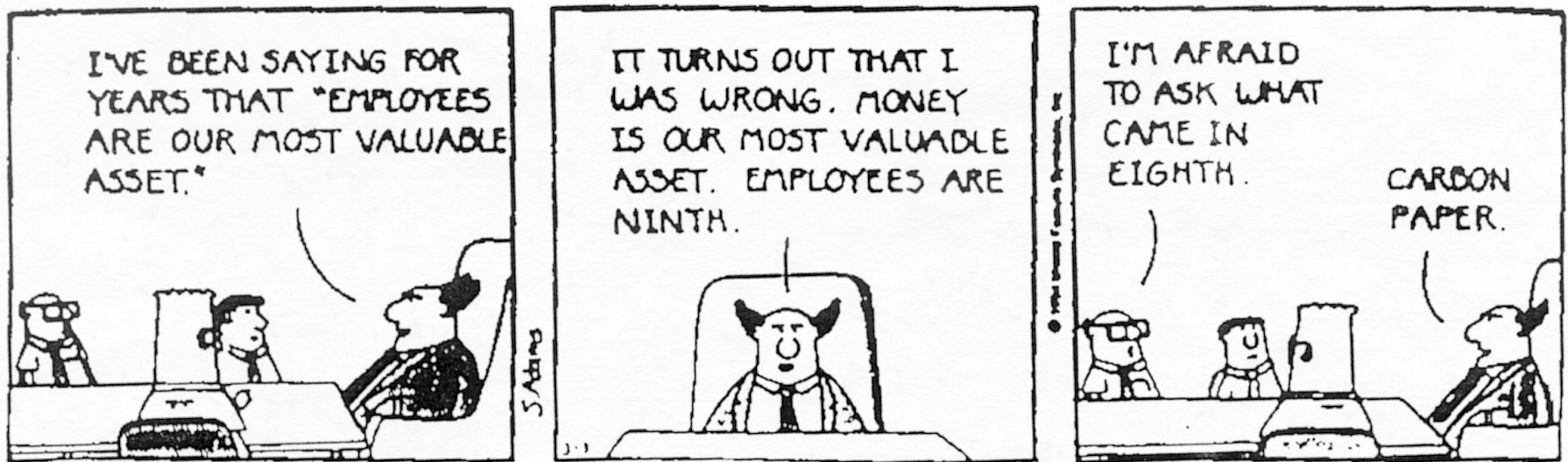
Changing workplace

- technology is making us poor communicators
- workplace values are shifting drastically
- organizational churn
- workers and managers are tired:
 - we want a better balance

Changes in Workplace Communication

We've created this perception in our workplaces

...



SOURCE: Dilbert by Scott Adams. Reprinted by permission of United Feature Syndicate, Inc.



Changes in Workplace Communication

**“People Don’t Leave
Organizations, They Leave
Managers.”**

Perception and Communication

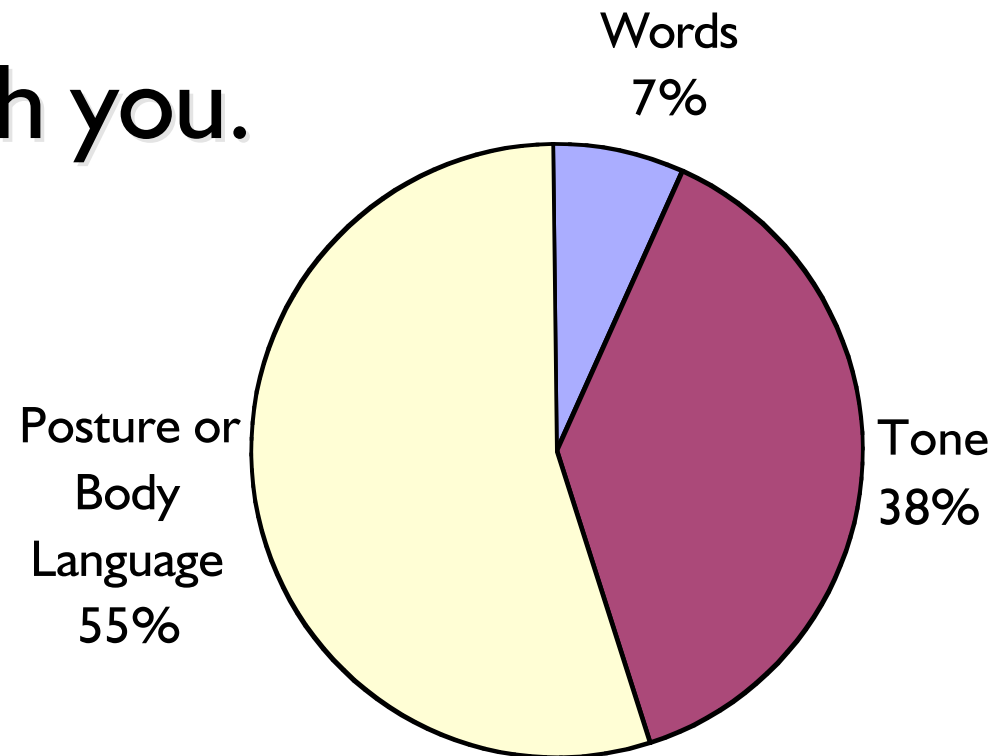
Most of our communication issues with staff and colleagues arise because of two things:

- inappropriate use of communication tools
- misunderstandings



Perception and Communication

It all starts with you.



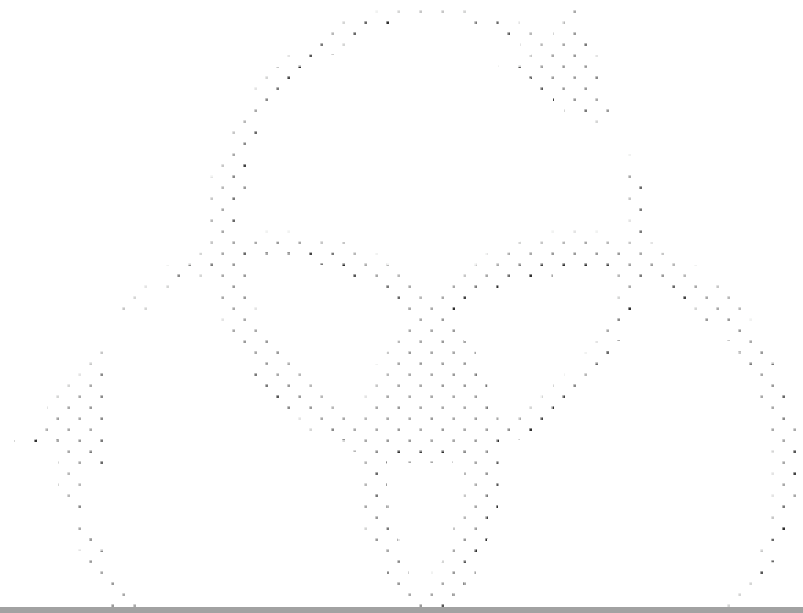
Source: UCLA

Research Shows...

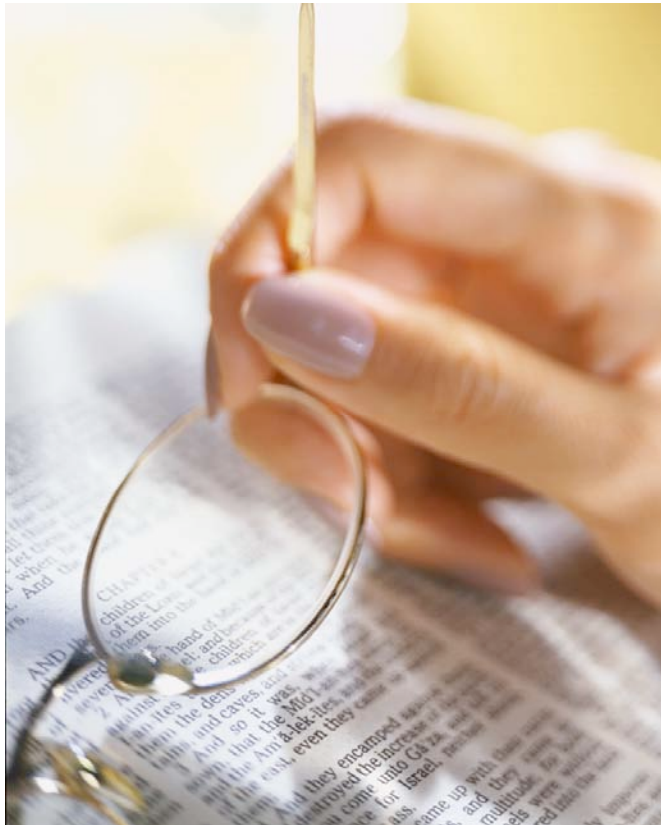


What is Your Style?

- Visual
- Auditory
- Kinesthetic



Visual



- Everything is sight-based.
- See a picture in the mind's eye & speak to it.
- Speak fast.
- Often don't finish sentences because they are on to the next picture.

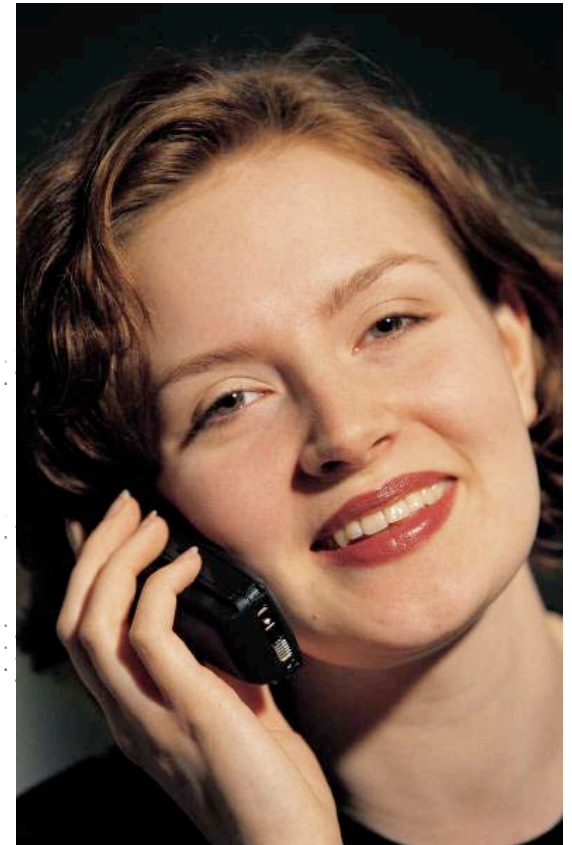


Visual

- Use words like:
 - “show me”.
 - “I see what you mean.”
- ***Appeal with:*** visual words, and use of pictures.

Auditory

- Hear the world.
- Words used are most important.
- Use phrases like:
 - “hear this”
 - “tell me how it works,”
 - “do you hear what I’m saying?”

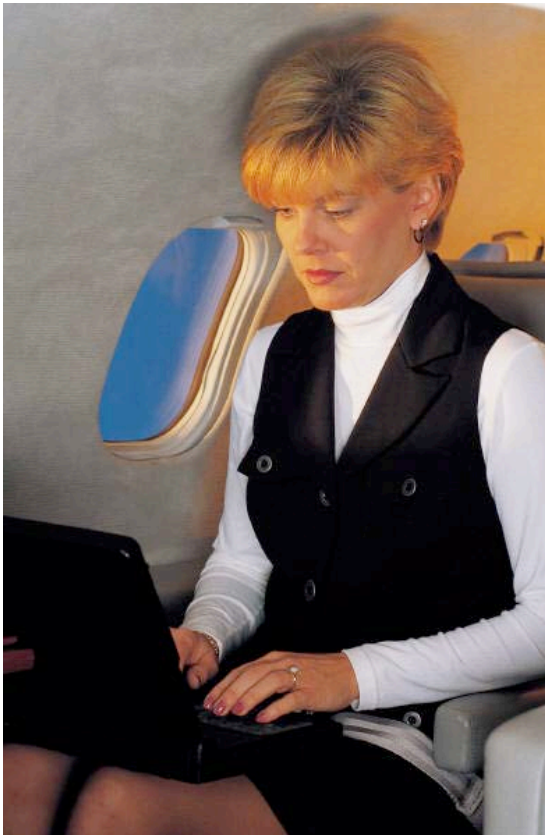




Auditory

- Speak more slowly.
- Think before speaking.
- ***Appeal with:*** descriptions of your product by explaining warranties, small print and after-sale service.

Kinesthetic



- Feelings & touch important.
- Feel the world: use gut instinct.
- Use words like:
 - “it feels right,”
 - “I sense how it works,”
 - “do you know what I’m saying?”



Kinesthetic

- ***Appeal with***: feelings you have about the product or service and samples they can touch.

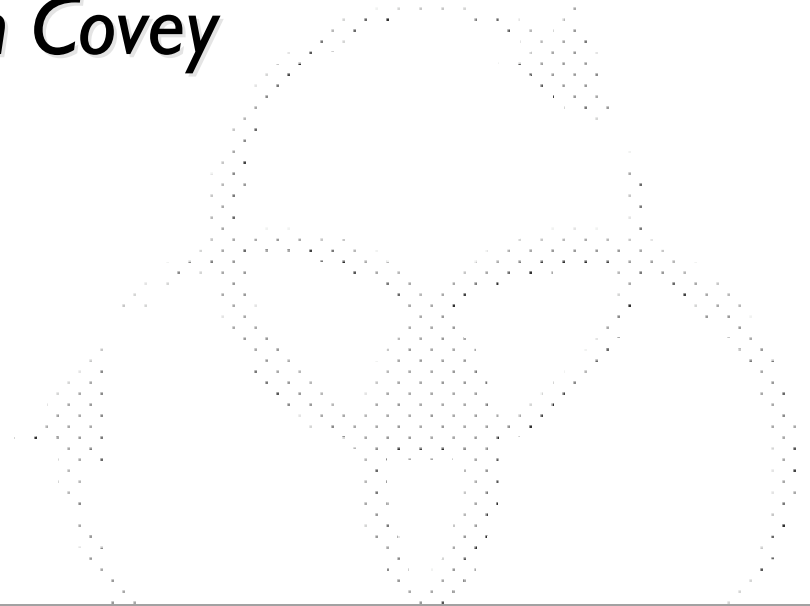




How to Have Impact

Seek first to understand than to be understood.

– Stephen Covey





How to Have Impact

- Recognize how you are programmed to communicate.
 - (visual, auditory or kinesthetic)
- Recognize how your audience is programmed to communicate.
 - Staff
 - Colleagues
 - Customers



How to Have Impact

Match your message to the audience NOT to your style

- Business owners need to motivate the troops.
- Managers need to meet your goals.
- Professionals need to understand others so they will hire you.



What is Your Style?

Your goal is to engage people with your message – not *just* get it out there.

And... you often don't have a second chance. You have to get it right first!

Five Tips to Better Communication

1. Be Self Aware

- Pay attention to your:
 - Voice
 - Eye contact
 - Posture
 - The way you hold your hands (Non-verbal cues are very powerful!)
- Be authentic about what you say – it will build trust
- Check the communication style of your audience.

Five Tips to Better Communication

2. Focus on a common goal that people can understand.

- Longer-term vision not job descriptions or day-to-day functional tasks.
- People are more committed when they see and hear their manager or supervisor is seeking the same outcomes as they are.

Five Tips to Better Communication

3. Reinforce this message.

- Every day and in simple ways.
- Remind people in meetings.
- Refer to it in emails and memos.
- Remind people of their contributions when you celebrate successes.

Five Tips to Better Communication

4. Listen more than you talk.

- Listen with your eyes and your ears.
- Ask for clarification when you see that someone's words don't match their tone.

Five Tips to Better Communication

5. Ask for feedback.

- Always listen for feedback.
- Ask for it if people don't volunteer it.
- Ask for clarification – DO not debate.
- Say thanks when people give feedback.

Remember this...

Five Tips to Better Communication

- Be self-aware or know yourself.
- Focus on a common goal.
- Reinforce this message.
- Listen more than you talk.
- Ask for feedback.





Final thought...

People want their organizations to succeed and, on the whole, are willing to put up with a lot to ensure that outcome.

But they have to be given some reason to make that sacrifice.

Communicate with clarity & purpose and people will work with you not against you.

Thank-you.