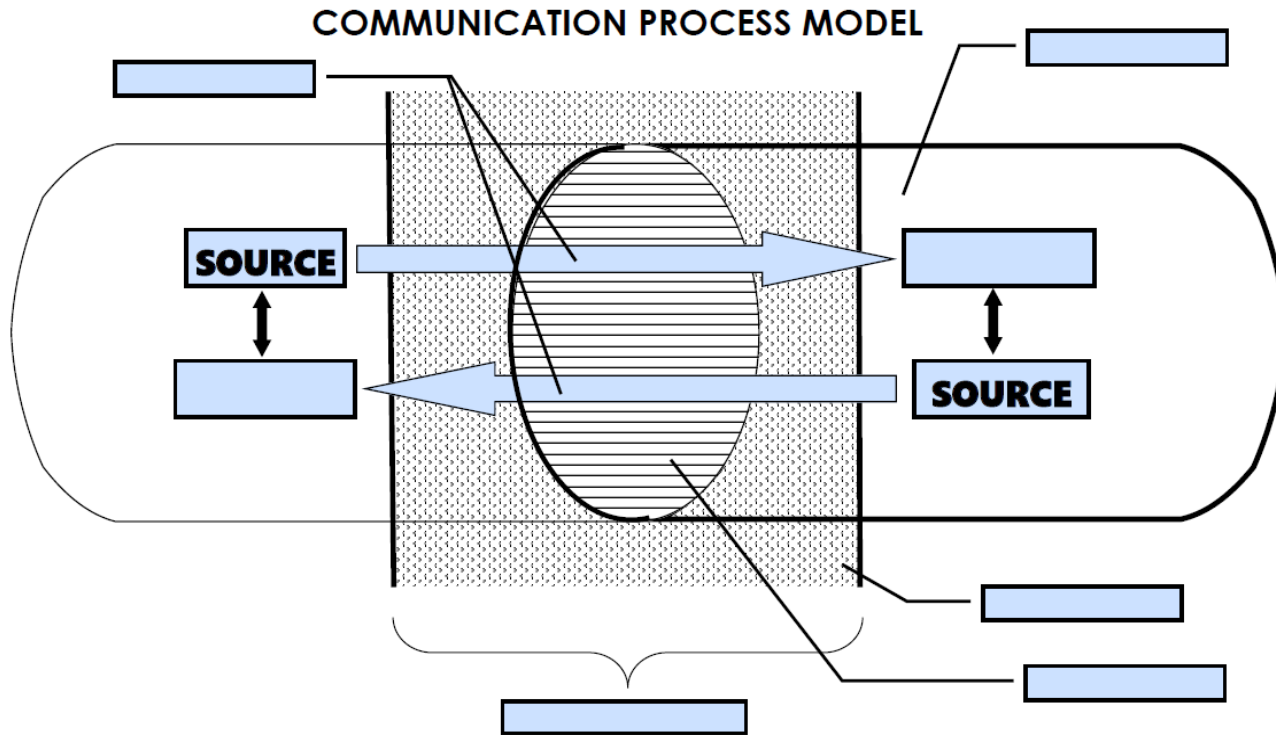


COMMUNICATION

THE SUPER POWER BEHIND EFFECTIVE LEADERSHIP...AND NOT SO EFFECTIVE LEADERSHIP



EXERCISE

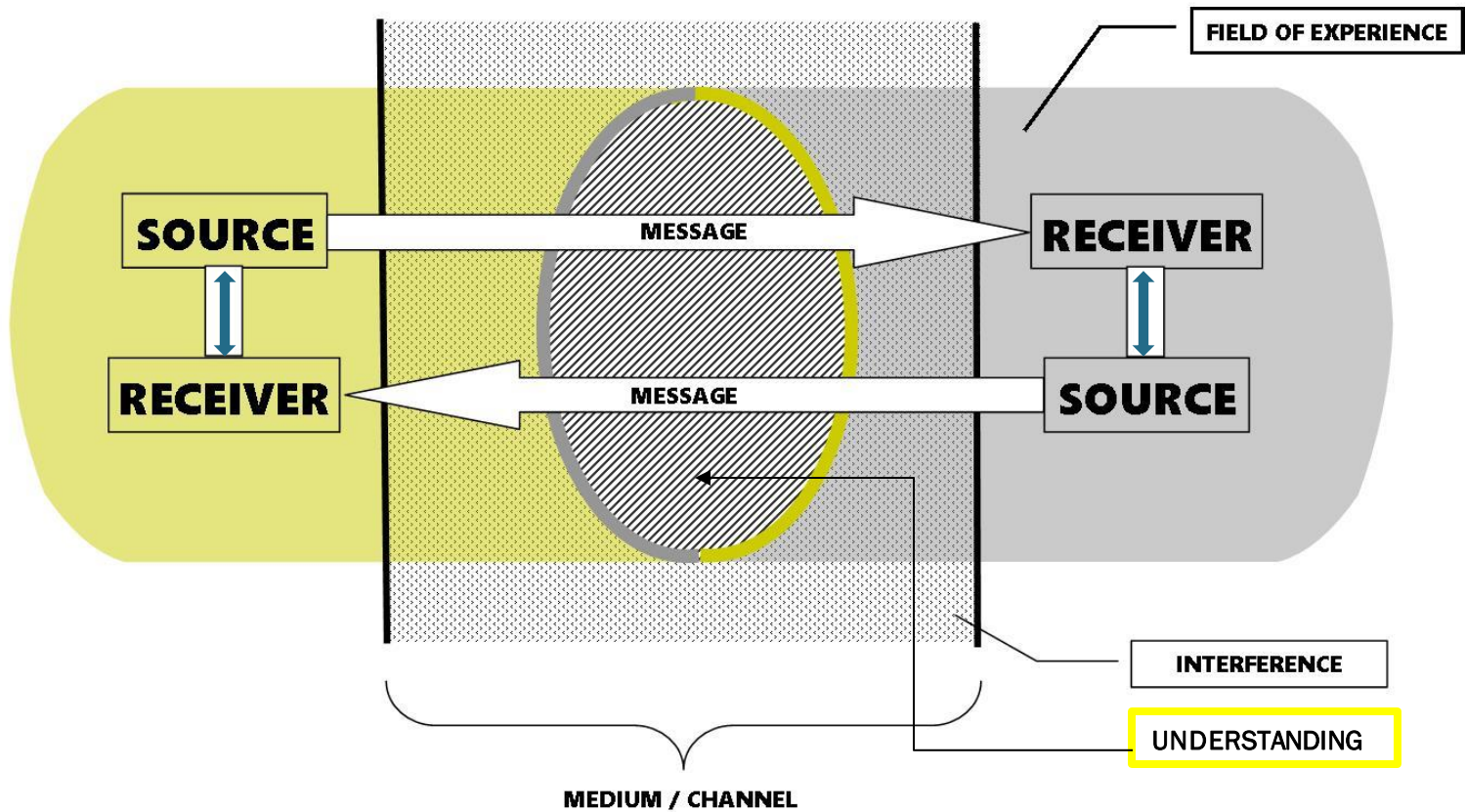


COMPLETE the Communication Process Model. Envision a typical conversation. Fill-in the **BLUE** highlighted areas with the correct label from the list below.

LABELS:

- Source (given)
- Receiver
- Medium/Channel
- Field of Experience
- Understanding
- Message
- Interference

COMMUNICATION PROCESS MODEL



COMMUNICATING NON-VERBALLY

The components of POSITIVE body language include:

- **Eye Contact**

50% + ideal, 15-30% = insincere

- **Smile**

Smiling makes you happy

- **Proximity**

Intimate 6-18", personal 1.5-4 ft, social 4 to 12 ft,

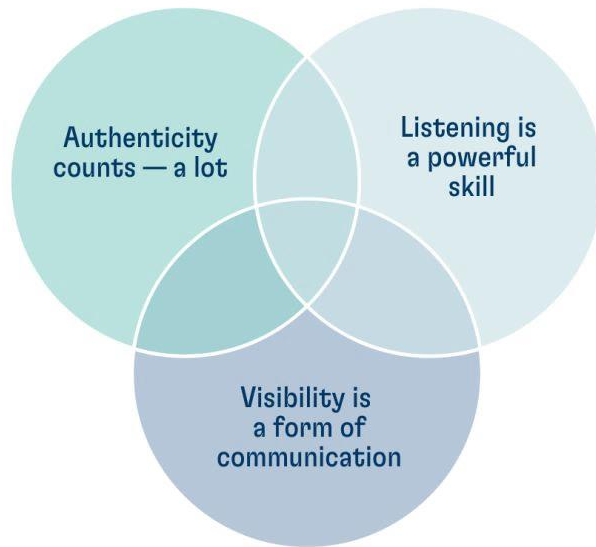
- **Posture**

Open posture indicates friendliness, openness, willingness, take-up space

- **Handshake**

To create rapport...leave your hand perfectly up and down and meet the level of the pressure given by the other person.

3 IMPORTANT COMMUNICATION FACTS FOR LEADERS



The Most Effective Communication Tactics



- Communicate carefully.
- Communicate often.
- Communicate clearly.
- Communicate respectfully.

COMMUNICATE CAREFULLY.

- Speak in a way that allows people to hear you.
- Don't assume you are speaking the same language.
- Assume the Most Respectful Interpretation
 - Make deposits into the communication account – in case you need to make a withdrawal down the road
 - When you make a communication error CALL IT OUT!

Communication

Get to the point without waffle or trying to 'pad' the bad news. Link performance to success criteria and emphasise what success would mean to them.

Communication

Frame the issue within the wider picture and use stories to illustrate the under-performance. Acknowledge and praise areas where performance has been good. Watch out for blame being passed. Use Humour.

Communication

Take it slowly and allow time for a response. Frame the issue sensitively and avoid allocating blame. Stress the benefits to the team as a whole.

Communication

Present the facts in an orderly and timely manner. Have the information written down for analysis later on. Allow for periods of silence and reflection.

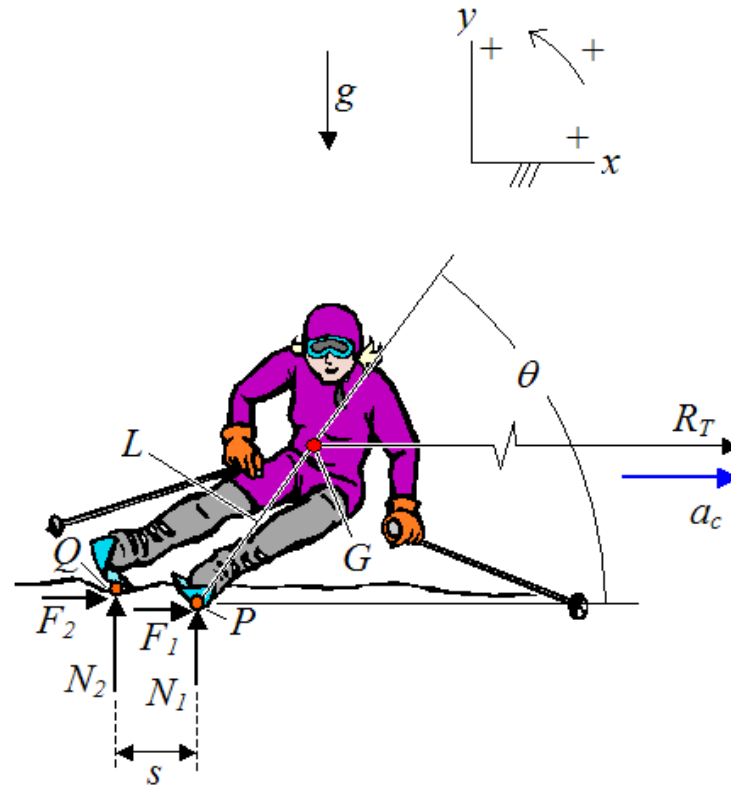
COMMUNICATE OFTEN.

- If we don't communicate it, it doesn't exist.
 - Update when there is no update.
 - Communicate in advance of the story.
- People will fill-in a communication vacuum with unproductive assumptions.





COMMUNICATE
CLEARLY.




NOT like this....



Instead do this!

(Communicate in a way that is understandable to a 4 year old)

STORYTELLING

- **What is the problem** – Have situational awareness
 - Is this a pattern or an isolated event?
 - Who should be involved in problem solving?
 - How should this be communicated?
 - Is the solution obtainable?
 - **Do the work**– What does the data tell you? Think beyond your 'gut'
 - **Run a test** - Can the story be understood without context?
 - **Check for alignment** -
- 

When writing...make it easy

Dear [PNC],

Even before meeting you, we thought you might appreciate knowing more about the firm that you may be entrusting to create this vital planning for your family and loved ones. ABC founded ABC Law in 2000 with a singular mission: to give everyday people, from all walks of life, the time and attention “big” law firms give their high net-worth clients, but with a personal and down-to-earth approach. In that time, we have been recognized by many legal and civic organizations for our work in the community and the legal field.

We pride ourselves in being responsive to clients, which is why all communication will be returned within 24 hours if not the same day. We also take a thorough and comprehensive approach so that you know all your options and will be able to navigate the complex legal language in even the simplest Wills and trusts.

We also think “beyond the Will” and ensure that you and your family are organized and prepared. We provide every client with a Will Memorandum that allows them to record where they keep important paperwork, who to contact in an emergency, and a list of usernames and passwords as well as other critical information. We also maintain signed copies of your signed documents on our online portal that you, or anyone you want to add, can access copies of your documents from their smart phones or computer at any time. Additionally, we help you update beneficiaries on any life insurance, retirement, and investments to ensure that those assets fall in line with your overall plan. Most of all, we are here to answer any questions you have during the drafting process and after you’ve completed your documents. We want to be your go to lawyers! If we cannot personally help you, chances are we have an excellent referral to someone who can.

At ABC Law, our core values are thoroughness, accountability, and compassion. We believe in providing protection for your family and peace of mind for you.

We look forward to the honor of serving you!

We haven't met you, but we already care.

We thought you would appreciate knowing more about **the firm you can entrust** to create vital planning for your family and loved ones.

ABC Law, founded in 2000, **give** all people, from every walk of life, the **time and attention** “big” law firms save for their highest net-worth clients, while being **personal and down-to-earth**.

We are responsive.

We are thorough.

We think “beyond the Will.”

We provide a record of important paperwork.

We maintain copies of your signed documents in our secure portal

We help beneficiaries keep aligned with your overall plan.

Most of all, we are here to answer any questions you have during the drafting process and after you’ve completed your documents.

We want to be your lawyer! *(If we cannot personally help you, chances are we have an excellent referral to someone who can.)*

At ABC Law, our core values are thoroughness, accountability, and compassion.

We look forward to the honor of serving you!

Write less to say more

Reduce overall word count (start with that and which)

20 words per sentence

5 sentences per paragraph

Use lists and bullets

Tell a story in bold



COMMUNICATE RESPECTFULLY.

- Check your assumptions
 - CC thoughtfully
 - Use salutations
- Say nothing ABOUT others you have not said to them first.
 - Align the medium to the message.
 - Make sure EVERY voice is heard.
 - Praise publicly – correct privately.
 - Don't confuse praise with platitudes.

You control your mindset and how you choose to perceive the intention behind a communication is up to you. Give grace.