



Organizational Communication – Part 1 & 2

OVERVIEW

Effective communication is essential at every level in every organization. The amount of information people must respond to each day is overwhelming. Increased distractions and decreased attention spans have become major obstacles to productivity and success.

Communication styles influence the power of both the intent and the impact of a message. The most effective communicators understand the importance of organizing their thoughts and then speaking with purpose and intention.

LEARNING OBJECTIVES

- ***Understand your opposite style and how to better communicate with them***
- ***Create an environment for meaningful and effective communication***
- ***Organize your thoughts clearly to deliver your message concisely***
- ***Become adaptable without compromising your authentic style***
- ***Speak persuasively by using personal examples***

Scott Nelson scott@claritycentral.net is a leadership coach, communications trainer and senior partner at Clarity Central. He is also an instructor for the University of St. Thomas Executive Education and St. Cloud State University Professional & Continuing Education. Previously, he was a conflict resolution mediator at Mayo Clinic.

Scott started his career as a sales manager while also training and speaking on the topic of influential communication. He has done post-graduate work in ontology following his BBA in Management. He is also a firefighter with Excelsior Fire District and a leadership development instructor for the Minnesota Board of Firefighter Training and Education.

Scott's experience involves several industries as well as many different organizational and personality types. He has worked with people of incredibly varied backgrounds including Maasai tribes in Tanzania, executives in corporations, and leaders in health care, non-profits, schools, local and federal government.

Rule of Three

“If you can’t explain it simply, you don’t understand it well enough.” - Albert Einstein

Chunking information down into topics is a very widely used communications technique. This is an excellent format for organizing talks, planning a meeting on the fly, leaving voicemails, and responding effectively in a variety of situations.



The **Rule of Three** usually takes the following form:

- Reasons
- Situations
- Items
- Possibilities
- Facts
- Tasks
- Points
- Issues
- Areas
- Considerations
- Elements
- Topics

Subject / Question:
What are some of your favorite things to do outside of work?

forecast

1. _____
2. _____
3. _____

recap

Subject / Question:
What are some of the most important aspects of your job?

forecast

1. _____
2. _____
3. _____

recap

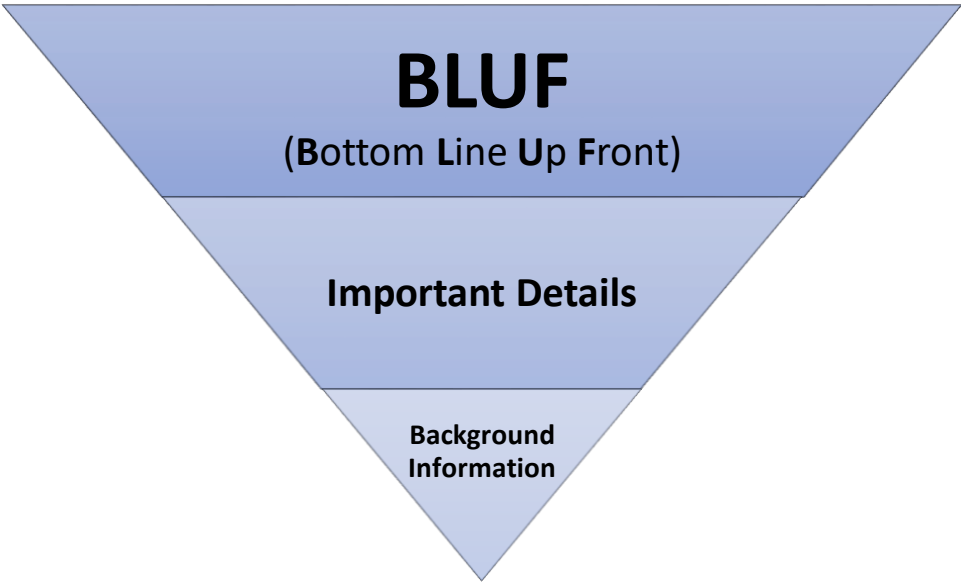
Subject / Question:
In your opinion, what are the traits of an excellent leader?

forecast

1. _____
2. _____
3. _____

recap

Journalism's Inverted Pyramid



Example:

I recently met with Jack Smith, the advertising director of SuperValu stores who we have been working with for years and understands our business well. He has authorized the use of our displays from May 4 all the way through June 4.

He has approved the use of new kiosks and to take advantage of this opportunity, I think we should use the kiosks and corresponding banners. Also, he has noted that he would prefer to have the display located as customers walk through the front door or on their way out by the cash registers.

Rewrite:

| | |
|-------------------------------|--|
| Bottom Line Up Front | <i>Jack Smith, the advertising Director of SuperValu stores, authorized the use of our displays from May 4 – June 4.</i> |
| Important Details | <i>Two things to do: 1) Contact the individual store managers to reserve floor space by April 1. 2) Display the kiosks and banners near the entrances and exits.</i> |
| Background Information | <i>Due to the relationship we've built over the years with Jack, this is an opportunity to really impact our business by selling more through the use of kiosks and banners.</i> |

Providing Examples

“People are persuaded more by the depth of your passion than the height of your logic.”
- David Peoples

How does it work?

True persuasion is the transfer of enthusiasm and belief from the mind and heart of one person to another. The best way to do this is by providing an example making it personal, relevant and memorable.

A good example is one that provokes an emotional reaction. It’s all about engaging your listener with an example that’s real, compelling and relatable.

Subject / Question:
What is a problem/challenge that you have overcome in your career?

Answer: _____

Example:
(notes, not script)

Subject / Question:
What makes you good at your job?

Answer: _____

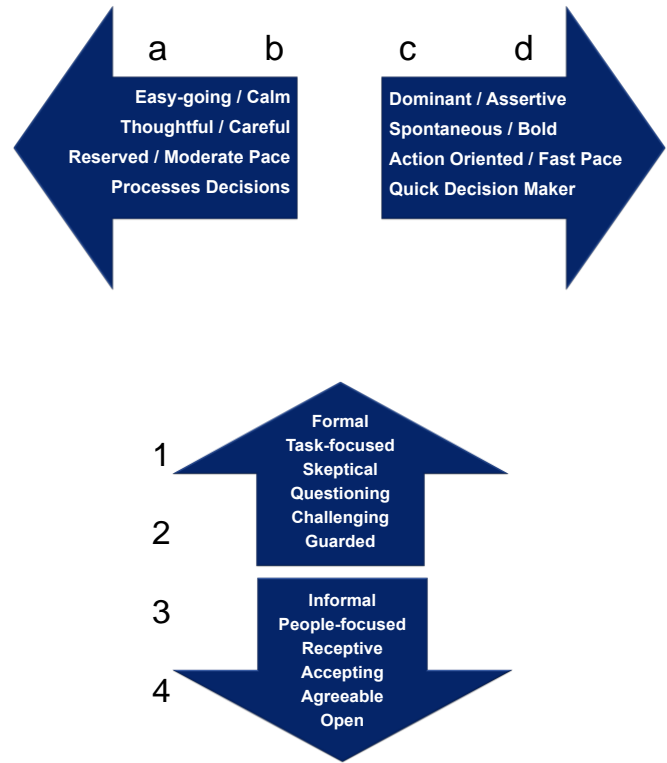
Example:
(notes, not script)

Self-assessment

| | a | b | c | d |
|---|---|---|---|---|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |

“If you don’t know what an extrovert is thinking, you haven’t been listening. If you don’t know what an introvert is thinking you haven’t asked.”
 - Isabel Briggs Myers

Communication Styles



What is one thing that you can do to communicate more effectively with the **Driver Style**? _____

What is one thing that you can do to communicate more effectively with the **Expressive Style**? _____

What is one thing that you can do to communicate more effectively with the **Amiable Style**? _____

What is one thing that you can do to communicate more effectively with the **Analytical Style**? _____

Communication Styles

"The single biggest problem in communication is the illusion that it has taken place." - George Bernard Shaw

| | <u>Driver</u> | <u>Expressive</u> | <u>Amiable</u> | <u>Analytical</u> |
|--|---|---|---|--|
| Communication Roles | Competitor Implementer Conductor Producer Initiator Commander Doer | Promoter Persuader Socializer Influencer Risk Taker Adventurer Enthusiast | Supporter Relator Counselor Caretaker Helper Listener Server | Analyzer Coordinator Thinker Organizer Challenger Investigator Perfectionist |
| Communication Strengths | Determined Strong-Willed Assertive Ambitious Focused Competitive Commanding Authoritative Results Oriented Direct Decisive Brief | Adventuresome Inspirational Charming Outgoing Humorous Cheerful Independent Optimistic Spontaneous Sociable Persuasive Dynamic | Supportive Cordial Agreeable Accepting Encouraging Personable Thoughtful Sensitive Tolerant Considerate Caring Patient | Systematic Logical Scientific Methodical Meticulous Diagnostic Cautious Detailed Precise Thorough Accurate Conservative |
| Can Be Perceived By Others As | Demanding Controlling Insensitive Impersonal | Insincere Cluttered Scattered No Follow Through | Weak Wishy-washy Smothering Too Accepting | Indecisive Critical Boring Too Picky |
| What They Do | Solve Problems Make Decisions Delegate Initiate | Gesture Imagine Talk Risk | Listen Empathize Take Time Feel | Analyze Process Organize Clarify |
| What They Value | Productivity Results | Enthusiasm People | Relationships Quality Time | Accuracy Security |
| What They Want | To Be In Action To Get Things Done | Variety Flexibility | To Be Liked To Be Understood | To Be Correct Time To Prepare |
| What They Dislike | Inefficiency Indecision | Structure Routine | Insensitivity Conflict | Surprises Unpredictability |
| What They Fear | Loss of Control | Lack of Freedom | Confrontation | Unknowns |
| Best Way To Communicate With Them | Cover High Points Focus on Results Speak Directly Be Brief | Give Recognition Show Enthusiasm Be Talkative Be Open | Be Present Be Curious Be Patient Relaxed Pace | Inform Listen to Details Discuss Facts Clarify |