

Global Market Delivery: ROW



Communications

Mar 23, 2010

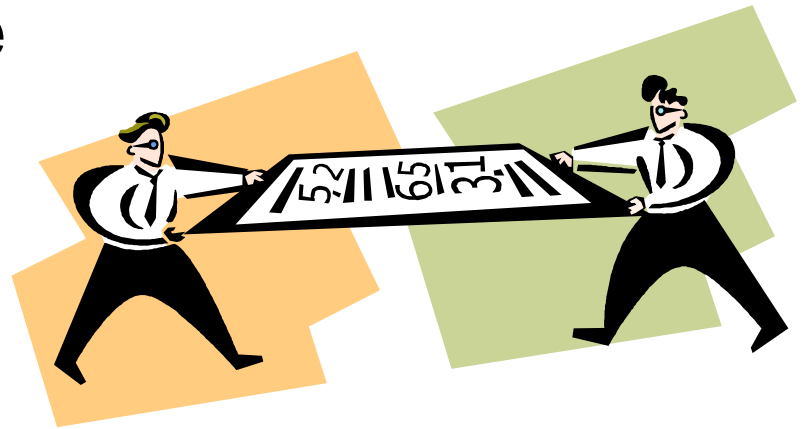
The importance of accurate communications

Source: <http://www.youtube.com/watch?v=SyiVgTclXk4>

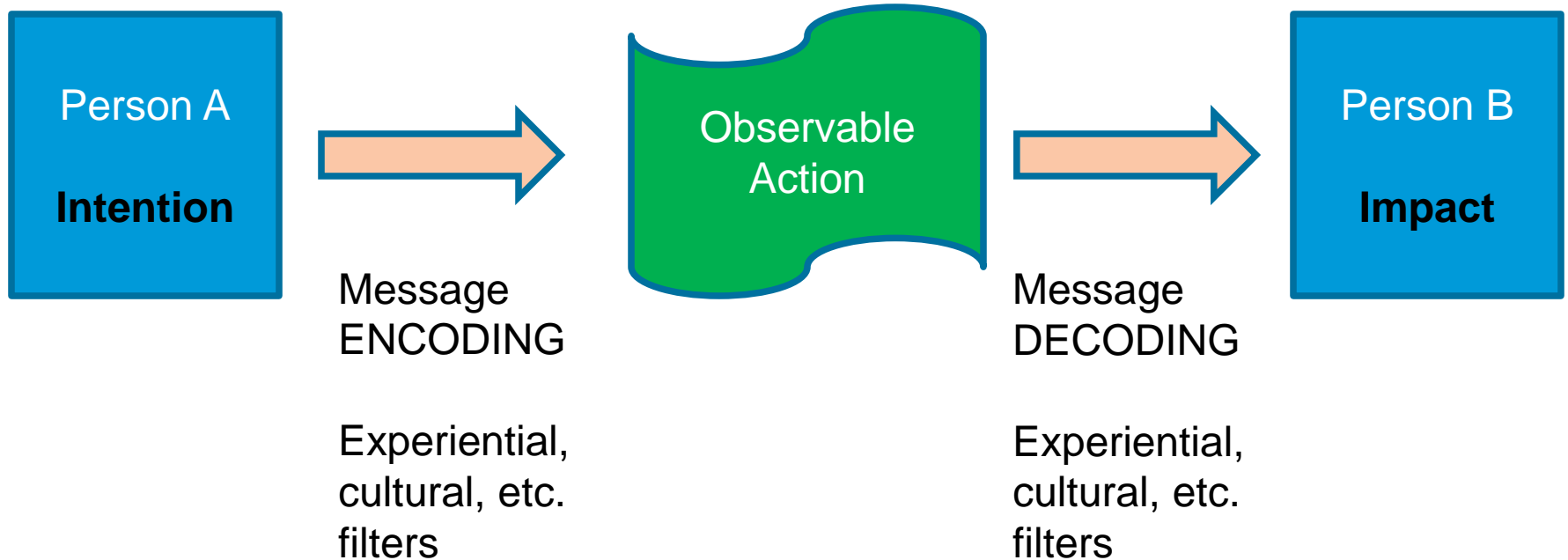
Play the video

Interpersonal Gap

- An Interpersonal Gap in communication occurs when one person's intention does not match the impact he/she has on another person.
- An Interpersonal Gap is bridged when the impact on the receiver **is** what was intended by the sender.



Interpersonal Gap



Interpersonal Gap

- Interpersonal Gaps occur because senders' intentions and receivers' impacts are private and invisible.
- Only the *observable actions* used by the sender to express intention and by the receiver to express impact are public and visible.
- These observable actions are chosen and interpreted through sets of encoding and decoding filters.
- Filters are developed through life experiences and are unique to each individual.
- Just as intention and impact are private and invisible, so are filters.
- **We can control these**

Interpersonal Gap

“We know and judge ourselves by our intentions, while we know and judge others only by our interpretation of their actions.”

Dear John.. (DON'T OPEN your letter until told!)

Dear John:

I want a man who knows what love is all about. You are generous, kind, thoughtful.

People who are not like you admit to being useless and inferior. You have ruined me for other men. I yearn for you. I have no feelings whatsoever when we're apart.

I can be forever happy -- will you let me be yours?

Gloria

Dear John:

I want a man who knows what love is. All about you are generous, kind, thoughtful people, who are not like you. Admit to being useless and inferior.

You have ruined me. For other men, I yearn.

For you, I have no feelings whatsoever. When we're apart, I can be forever happy. Will you let me be?

Yours,
Gloria

woman without her man would be nothing

- a. Woman, without her, man would be nothing.
- b. Woman, without her man, would be nothing.

what is this thing called love

- What? Is this thing called love?
- What is this thing called, love?
- “What is this thing?” called love.

Frameworks and ideas for more effective communication

Before the communication:

- Who is the audience?
- What is the message you want to convey?
- Do you have an ask, just sharing information, what's the point?
- What is their context and perspective – default position?
- What essential context do you need to share? This goes in the “main” part. Background goes in an appendix or at the end
- Every sentence needs a point and must be essential.

After creating and before communicating it:

- How will this person interpret the message?
- Where have you made assumptions?
- What ambiguous statements have you made?
- Read this through their eyes – and revise and repeat as needed

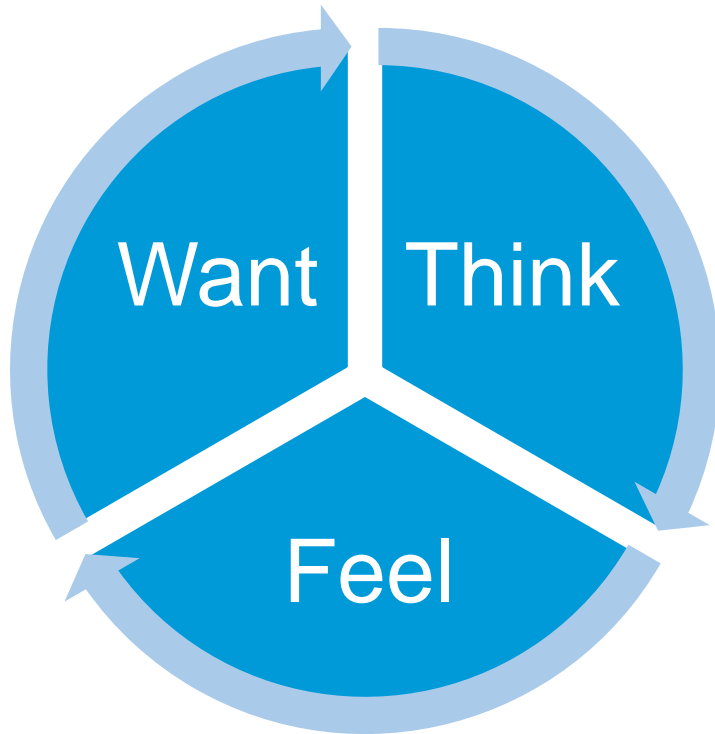
“Drop the Pink Elephant” - excerpts

- **Be principled in what you say** – retain the moral high ground by remaining patient and polite (rather than biting replies and sarcasm). Be sure of your facts and explain them. Give the other person a way out without losing face.
- **Tell the whole truth rather than a White Lie** – once you lie, no matter how small, you are a liar and have lost your credibility
- **Sorry, Thank You, and Well Done** are sorely lacking in use
- **Who looks stupid when criticizing in public?** Criticize in private only – be constructive, share your expectations and how the person can meet them. Avoid sarcasm – it always is destructive

“Drop the Pink Elephant” - excerpts

- **Avoid words that dilute the message.** Stop using words and phrases such as “maybe, hopefully, likely, relatively, probably, fairly, possibly, quite, reasonably, I’ll try..”
- **Use words with commitments** – “yes, no, I don’t know”
- **Talk positively about yourself** and avoid unnecessary criticism.
- **Know your audience** – it’s all relative to their filters
- **Listen first to understand** – contribute to conversations in meaningful ways or stay quiet.

The Mush Separator: Diffusing and Responding to Emotional Situations



- Think of a real situation (work or personal) where the other person is emotionally responding to something
- Write down what the person:
 - Is *feeling*
 - Is *thinking*
 - Is *wanting*
- It is critical that we respond to all three of these components in any response. Otherwise, they will be left unsatisfied.
- Apply this proactively where you anticipate an emotionally-charged environment.

Communications summary

- We control the message we send through:
 - What we say
 - What we don't say
 - How we act and behave
 - Our body language
 - How we dress
- Every interaction only has 1 of 2 outcomes – it raises or lowers others' perceptions of us and those we represent
- Filters – ours and others – are both conscious and subconscious
- Strong communications is more important to me than technical or process competence. (Although those are a strong second 😊)