


How To Communicate Effectively 1

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Objectives

- ❑ Define Communications
- ❑ Identify Roadblocks And Barriers To Effective Communication
- ❑ Describe Levels Of Listening
- ❑ Identify Listening Techniques and Skills
- ❑ Explain How To Develop and Action Plan



Communications General Information



Communication

- What is your definition of communications?



Defining Communication

- 1 : an act or instance of transmitting
- 2 **a** : information communicated **b** : a verbal or written message
- 3 **a** : a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior <the function of pheromones in insect *communication*>; *also* : exchange of information **b** : personal rapport <a lack of *communication* between old and young persons>
- 4 : *plural* **a** : a system (as of telephones) for communicating **b** : a system of routes for moving troops, supplies, and vehicles **c** : personnel engaged in communicating
- 5 : *plural but singular or plural in construction* **a** : a technique for expressing ideas effectively (as in speech) **b** : the technology of the transmission of information (as by print or telecommunication)



Communication

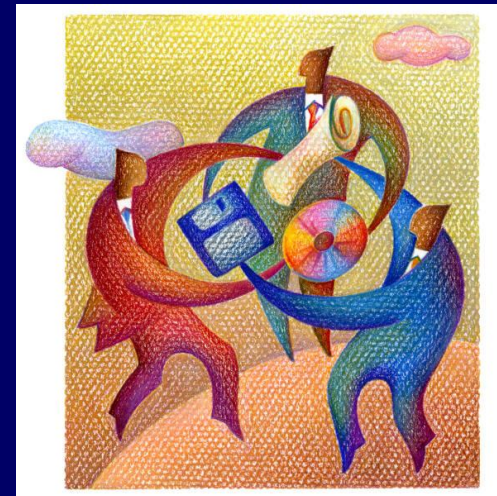
□ Researchers claim that we spend our time communicating by writing, reading, speaking, and listening. Please match the correct percentage to each type of communication

- | | |
|-------------------|-------|
| ■ Writing _____ | ■ 9% |
| ■ Reading _____ | ■ 16% |
| ■ Speaking _____ | ■ 30% |
| ■ Listening _____ | ■ 45% |



Forms Of Communication

- ❑ Verbal/Auditory
- ❑ Non-verbal
 - Body Language
 - Visual
 - Written
 - Drawn
 - Encrypted/Codified
 - Symbolized
- ❑ All of the above



Pointer

- Nonverbal messages and actions speak louder than words!



What are you saying when you are silent?



Test: What Is The Implied Message With This Picture?

As it pertains to the sale of our offering



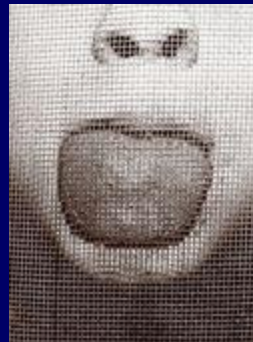
Question

- Can a person read your body language and feelings over the phone or over the internet/email?





Barriers To Communication





Barriers To Communication

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Are These Barriers?

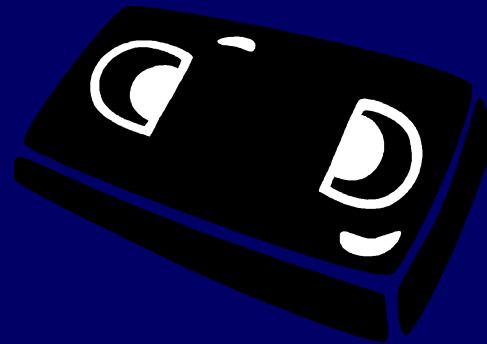


What About These?



I Know Just What You Mean

- Play four video tape clips
 - Waitress and her boss
 - Senior exec giving a performance review to his subordinate
 - Account manager and two members of his team





Roadblocks To Effective Communications (Robert Bolton PhD)

1. **Criticizing:** Making a negative evaluation of the other person, their actions, or attitudes

Examples:

“This idea will never work”

“This is the silliest thing I’ve ever heard”



Roadblocks To Effective Communications (Robert Bolton PhD)

2. **Name-calling:** Putting down or stereotyping

Examples:

“I think you are a brown-noser”

“I know what you are ...”

“You are just like the rest of them ...”



Roadblocks To Effective Communications (Robert Bolton PhD)

3. **Diagnosing:** Analyzing why a person is behaving as they are; playing amateur psychiatrist

Examples:

“I think your personal problems at home affect your performance”



Roadblocks To Effective Communications (Robert Bolton PhD)

4. **Praising Evaluatively:** Making a positive judgment of the other person

Examples:

“You are such a hard worker. I know you will work overtime this weekend”



Roadblocks To Effective Communications (Robert Bolton PhD)

5. **Criticizing:** Commanding the other person to do what you want to have done

Examples:

“Why? Because I said so!”



Roadblocks To Effective Communications (Robert Bolton PhD)

6. **Threatening:** Trying to control the other's actions by warning of negative consequences

Examples:

“If you are late one more time, I am going to write you up”



Roadblocks To Effective Communications (Robert Bolton PhD)

7. **Moralizing/Preaching:** Telling another person what they should do

Examples:

“You ought to tell him you are sorry”



Roadblocks To Effective Communications (Robert Bolton PhD)

8. **Inappropriate/Pressure/Excessive Questioning:** Closed-ended questions that put the other person in a difficult position

Examples:

“Do you want to stay as a Sale Rep?”

“Do you like Sally?”



Roadblocks To Effective Communications (Robert Bolton PhD)

9. **Advising:** Giving the other person a solution to her/his problems

Examples:

“If I were you, I would tell him off”



Roadblocks To Effective Communications (Robert Bolton PhD)

10. **Diverting:** Pushing the other person's problems aside through distraction and diversion

Examples:

“Think you’ve got it bad? Let me tell you what happened to me ...”



Roadblocks To Effective Communications (Robert Bolton PhD)

11. **Logical Argument:** Attempting to convince the other with an appeal to the facts or logic, usually without consideration of the emotional factors involved

Examples:

“Look at the facts, if you hadn’t bought a new car, the insurance premium would have been lower”

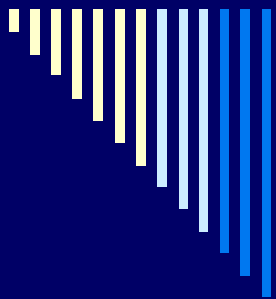


Roadblocks To Effective Communications (Robert Bolton PhD)

12. **Reassuring:** Trying to stop the other person from feeling the negative emotions they are experiencing

Examples:

“There is nothing to worry. I never heard anybody getting fired for this reason”



Roadblocks To Effective Communications

13. **Placating:** Using platitudes to make a point

Examples:

“Don’t worry. It’s always darkest before the dawn”



Roadblocks To Effective Communications

14. **BSing/Lying:** Using BS and lies to hide the facts and the truth

Examples:

“I never said anything of the sort” (when in reality s/he did and the other person knows it)



Miscommunication



Miscommunication

- Miscommunication occurs when the message sent is not the message received



Miscommunication Can Be The Result Of:

- **Internal Factors** --- based on the receiver's values and perceptions
- **External Factors** --- things in our environment that prevent us from being able to listen at the appropriate level



Miscommunication Examples



Internal



External



How To Reduce Miscommunication

- Recognize your own tendencies
- Reduce the distractions that you can control
- Recognize that communication is an effort
- Use your discipline to maintain focus



How We Communicate

- 55% - Non-verbal communications a.k.a. body language
- 38% - How we say words (tone)
- 7% - Words we use





Communication Dynamics

Person A

Person B

Adult



Adult

Adult



Child

Child



Adult

Child



Child

The dynamics are more complex than this, but this is enough to understand that the very basic role one assumes affects the nature of communication and its value



Listening and Effective Techniques Of Listening





Listening

- Almost half of all communication time is spent listening
 - Listening is not the same as _____
 - Listening is an active process that requires both _____ and _____

Listening

- The majority of us are not good listeners. We listen at about _____% of our potential, which means we ignore, forget, distort, and misunderstand _____% of what we hear.

- a) 25% -- 75%
- b) 35% -- 65%
- c) 40% -- 60%
- d) 50% -- 50%



This Is Due To The Fact That Our
Brain Thinks 4 Times Faster Than The
Spoken Word



**The normal brain will wonder around.
It takes discipline to keep concentration!**

Another Fact

**Very few people can maintain their attention
over a few minutes.**

Being in the “Here and Now!” is very difficult

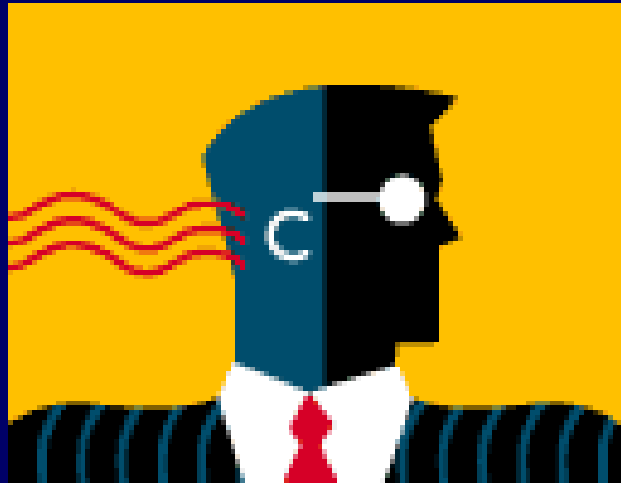




Additional Factors Impeding Listening

- Accent
- Health
 - Hearing problems
 - Other physical/health problems (i.e.: lisp)
 - Mental health (i.e.: ADD, depression)
- One's own filters
- One's level (or type) of listening

How Important Are One's Own Filters?



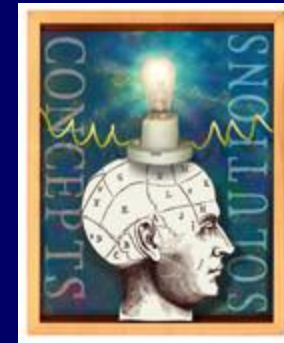
What If

- One told you that most of your filters were biased, predisposed, outdated and/or wrong. How would you react?

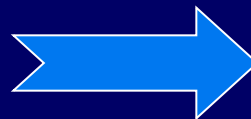




... And Yet It Is True!



Sorry, to burst your bubble!





Why?

- Because upon profound and extensive evaluation of our collective filters, we find out that most of the things we have learned from our parents, teachers, preachers, and civic leaders are untrue, half-true, and/or riddled with holes. This is not an accusation, but a fact!



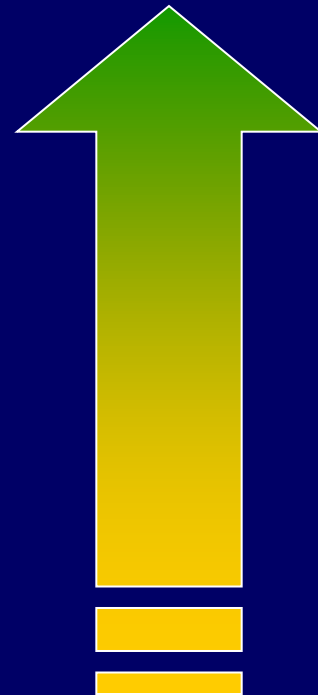
Think about it!!!





Levels Of Listening

- ☐ Empathic/Reflective
- ☐ Attentive/Active
- ☐ Selective
- ☐ Pretending
- ☐ Ignoring



Pointer

- We need to listen to what is said and what is not said. In other words, is the prospect's or client's tone of voice saying something that her/his words are not?





Group Survey (True/False Answers)

- ☐ If the listener doesn't understand, s/he only has her/himself to blame
- ☐ When you are specific about what needs to be done, it helps the listener understand your instructions
- ☐ Allowing a listener to ask questions just adds to her/his confusion



Group Survey (True/False Answers)

- It is a good idea to consider the listener's level of knowledge before you begin your communication effort
- Determining your communication objective in advance is important in gaining the listener's understanding



When We Do Not Listen Effectively, We may:

- ❑ Misunderstand the other person's problem or concern
- ❑ Jump to conclusions without knowing all the facts
- ❑ Give incorrect information
- ❑ Cause confusion with an inappropriate response

Listening

What is wrong with these listening techniques?





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