<https://www.youtube.com/watch?v=JDdb-BUZz00>

As far as the message sent:

1. Frame your message from the receiver point of view
2. The business is interested of how we contribute to the business
   1. How you make things better ?
   2. How you make things faster ?
   3. How you make things cheaper?

As far as communication:

* Content
  1. What you communicate
* Style
  1. How you communicate?
  2. Keep in mind the context of the listener: goals, mental model, accountability , language of the receiver

Both have to be planed, practice and executed

How to gain respect/trust?

* Sphere of influence, what we say does matter and when and how we say it
* Opportunities we see or miss do have an impact on how others perceives us
  + “telling someone their baby is ugly with the smile on your face ”
* We need to always make improvements, try to be the change agents
* We need to be this objective voice: works? , does not work? – is it ready to release ?

The best method for gaining respect is

* First to build relationships ,relationships, relationships
* Second speech to facts, do not speak with emotions – just lay the facts on the table
* Third “what is in for me Questions” – what is going to help business
* Do not be the gate keeper – bring the data to the table and bring others in making that decision (PM, SDM… all customers )

Do not focus on proving a point, instead step back and ask:

* what is your desired outcome here? For this particular communication (1:1 with someone , ownership clarity )
* How those outcomes will bee seen by the people you communicating with, what is their mental model , what is going in their heads, what do they struggle with ?