


The Art & Science of Communication

Supercharge Your Career

6 reasons why we suck at communication

**5 reasons why you want to care
about it (as a )**

2 experiments

1 framework to improve communication

1 framework to improve communication

Even if you're an introvert 🤗



your career

**Probably make you a little
uncomfortable...**



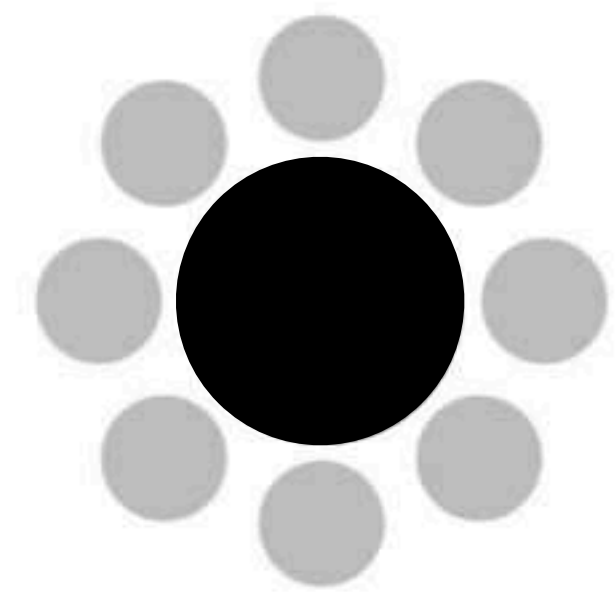
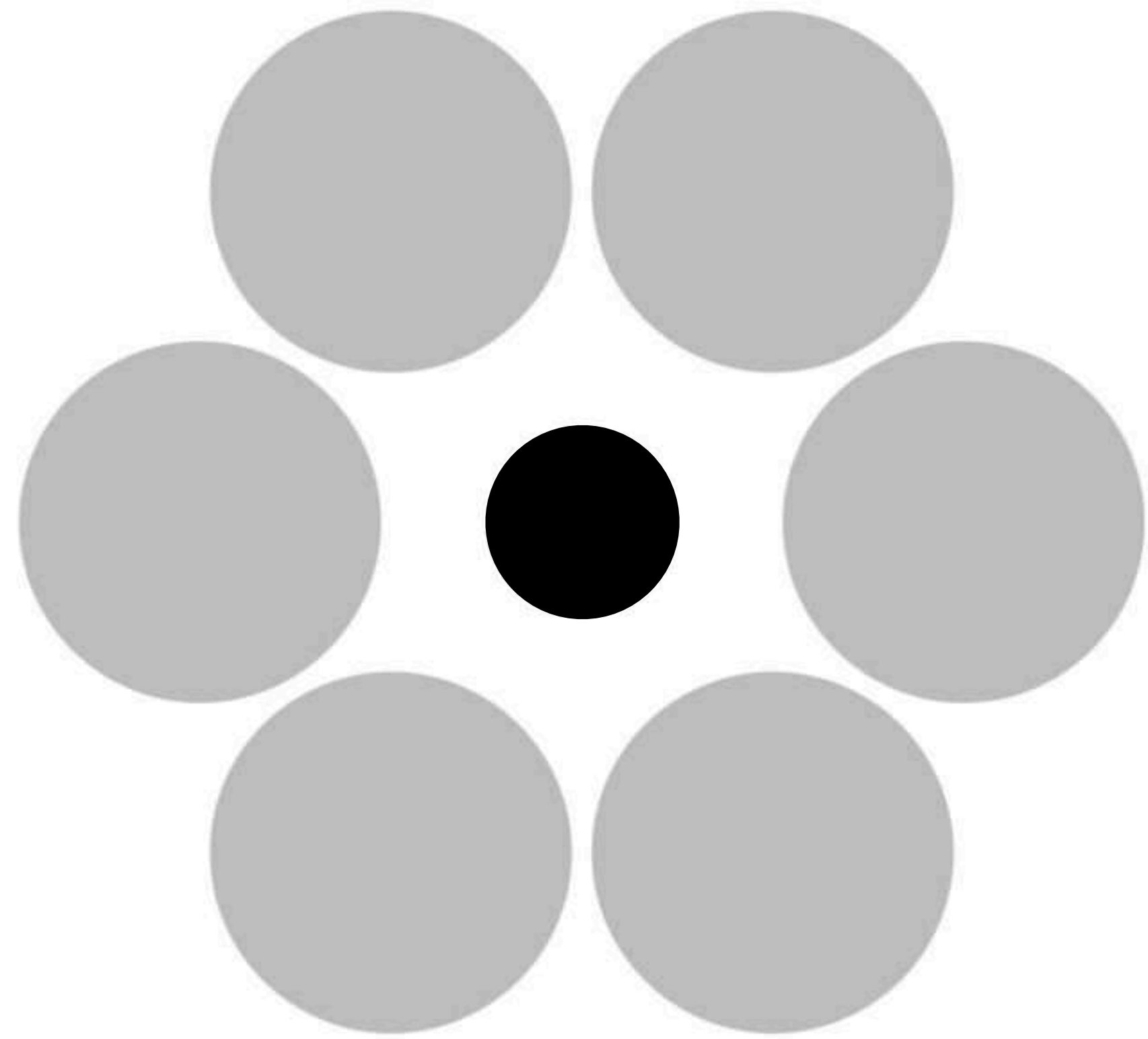
We are engineers.

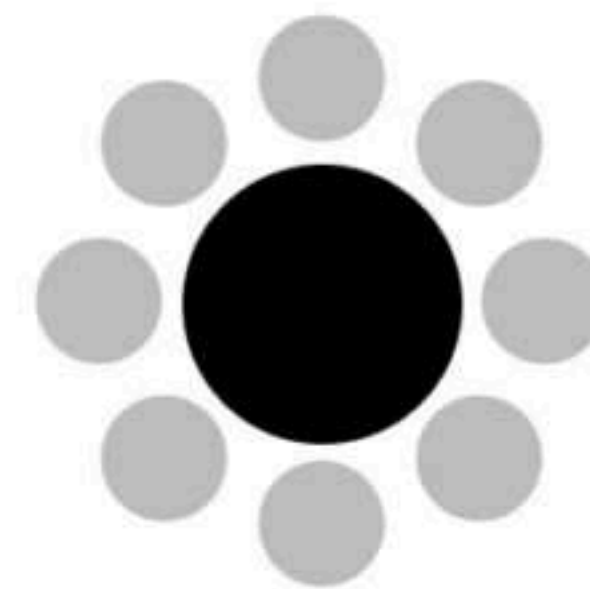
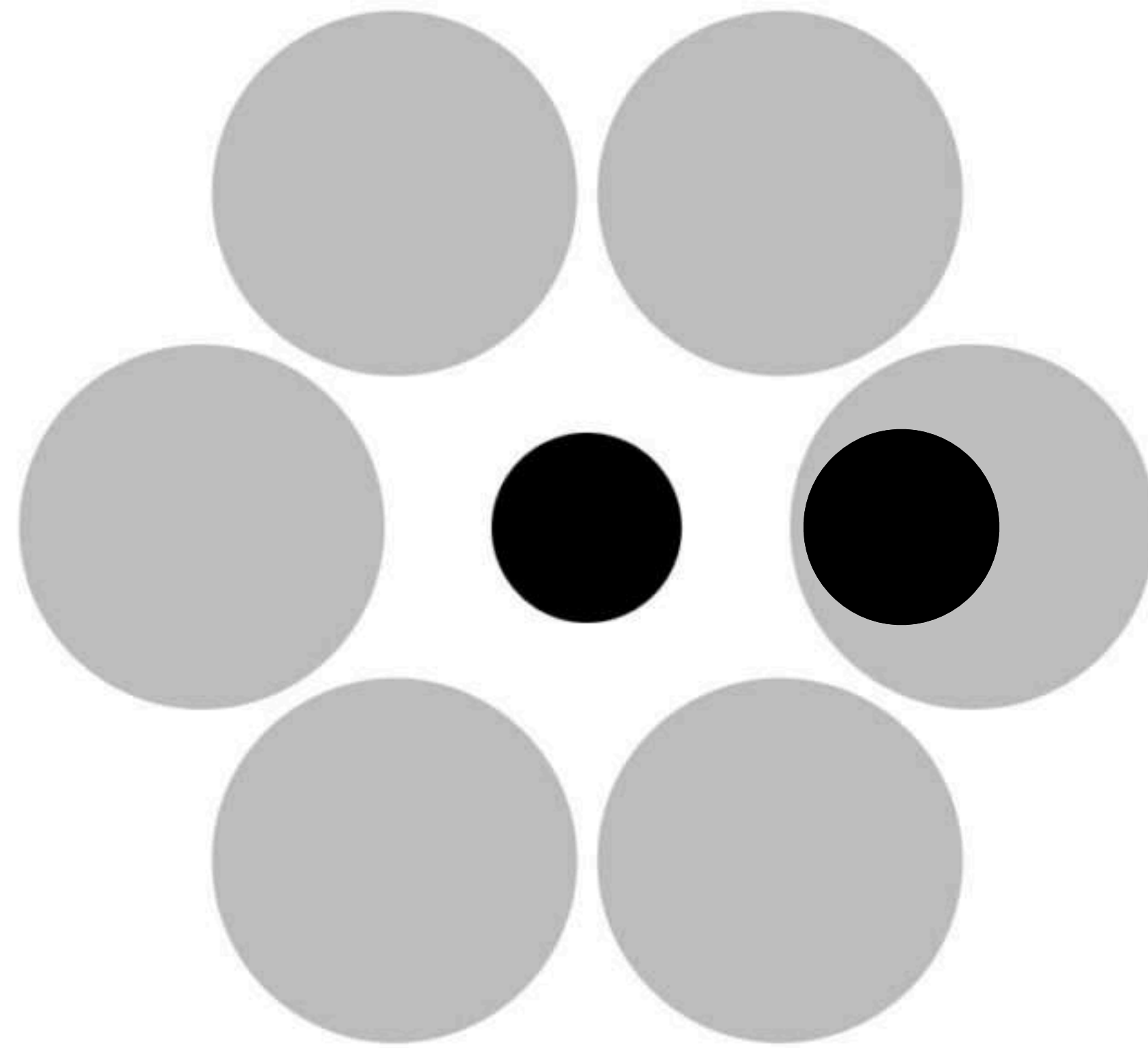
We want to be *better* engineers

**Rigorous thinking, flawless code
and ✨ learning ✨**

Why

**As humans, we don't make
any sense**





Everything is **relative** to us

Web Only



\$59

SUBSCRIBE NOW

A

Print Only



\$125

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B

Print + Web



\$125

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C

	When two options presented	When three options presented
Web only: \$59	68%	16%
Print only: \$125	Not Shown	0%
Web+print: \$125	32%	84%

We're rational right?

We don't make *any* sense

But we think we do.

**How many blogs and newsletters
have you read about Swift?**

**How many blogs and newsletters
have you read about leadership?**

**So we're not improving
something we do daily...?**

The hard truth

“We question all our beliefs, except for the ones that we really believe in, and those we never think to question.”

— Orson Scott Card

Maxim, I've been communicating to other humans for like years now 🙄

Research shows we suck at it 😱

We only know very little about things we use all the time.

– Drs. Leonid Rozenblit and Frank Keil

We think we're better at things we do all the time than we really are.

– Drs. Justin Kruger, David Dunning

Ouch.

“I just suck at people skills”

— people

People become experts by learning and practising, not because they were born that way.

– Dr. K. Anders Ericsson

**“I’m an introvert, so I prefer to just quietly
go about my work”**

– maybe you?

Introverted leaders who are proactive have the biggest advantage at work

– Drs. Adam Grant, Dave Hofmann, Francesca Gino

Soft skills are fluffy and for non-technical roles.

– experts

**“Why is this my job? Can’t others
understand _____ better?”**

– some engineers

**The more we know, the less we listen to
new ideas.**

– Dr. Victor Ottati



BYPASS
LANE

Palisade
Creek





A person with dark hair tied back, wearing a white t-shirt, dark shorts, and black boots, is bent over in a grassy field. A white speech bubble is positioned above them, containing the text "Fine! I give in". The background is a hazy, overcast landscape with some greenery.

Fine! I give in



your career

**Every year, because of *communication*,
an employee might lose the business
more than \$26,000 in productivity.**

If a business has 100 employees, they spend 17 hours every week clarifying communication.

**This is estimated to lose them
over \$530,000 every year.**

Who cares



4

11

18

25

Luther King, Jr. Day

MAY 21 1968

MAY 21 1968

12

19

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22

29

MAY 21 1968


```
import passport from 'passport';
import LocalStrategy from 'passport-local';
import { Strategy as JWTStrategy, ExtractJwt } from 'passport-jwt';
import request from 'superagent';

import User from '../models/user.model';
import constants from '../config/constants';
import { createUser } from '../helpers/auth.helper';

/**
 * Local Strategy Auth
 */
const localOpts = { usernameField: 'username' };

const localLogin = new LocalStrategy(
  localOpts,
  async (username, password, done) => {
    try {
      const user = await User.query().where('username', username);

      if (user.length === 0) {
        const userData = {
          username,
          password,
        };
        const createdUser = await createUser(userData);
        return done(null, createdUser);
      } else if (!user[0].authenticateUser(password)) {
        return done(null, false);
      }
      return done(null, user[0]);
    } catch (e) {
      return done(null, false);
    }
  }
);

/**
 * JWT Strategy Auth
 */
const jwtOpts = {
  // Telling Passport to check authorization headers for JWT
  jwtFromRequest: ExtractJwt.fromAuthHeaderWithScheme('JWT'),
  // Telling Passport where to find the secret
  secretOrKey: constants.JWT_SECRET,
};

const jwtLogin = new JWTStrategy(jwtOpts, async (payload, done) => {
  try {
    console.log(payload);
    const user = await User.query().where('user_uuid', payload.user_uuid);
    console.log(user[0].toJSON());

    if (user.length === 0 || !user) {
      return done(null, false);
    }

    return done(null, user[0]);
  } catch (e) {
    console.log(e);
    return done(e, false);
  }
});
```

- 1.8k auth.js Javascript-IDE @@@@ Git-feature/fullSchedule

unix | 1: 0 Top

Impact on the business matters





**We have a surprising number of
forces working against us...**

We think others agree with us more than they really do.

– Drs. Ross, Greene, and House

We predict what comes next because of what happened before.

— Dr. Gina Kuperberg

**And when reality isn't what we
think it is... we're confused**



And you're just as **human** at work
as you are in the rest of life.

**Our feelings act faster and sometimes
stop us from thinking clearly.**

— Daniel Goleman

Cultural differences

Cultural differences
Ambiguity of language

Cultural differences

Ambiguity of language

Lack of body language online

Cultural differences

Ambiguity of language

Lack of body language online

Cognitive load

**It's a miracle we understand
each other at all!**

So what can you do about it?



BUILDING A STORY BRAND
DONALD MILLER Author
Clarify Your Message So Customers Will Listen

THE 5 SECRETS OF SUCCESS
The Art of Living from Top to Bottom

fragile power
Why Having Everything Is Never Enough
Lessons from Treating the Health of the World's Richest Expert on Celebrity Identities
Dr. Paul L. Hokemeyer

GRIT
Why passion and resilience are the secrets to success
Angela Duckworth
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DALE CARNEGIE

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BOSS, DO WHAT YOU WANT AND WORK BETTER
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New Bestseller

WARREN BUFFETT'S WORDS OF WISDOM EXPLAINED
MARY BUFFETT & DAVID CLARK

Chess Strategy
Patrick Bet-David
with Greg Dinkin

INTELLIGENT INVESTOR
TIM CA

HOW TO START TRYING TO WIN

And yet most people, whether knowledge workers in noisy open-plan offices or creatives struggling to sharpen their vision, have lost the ability to go deep - spending their days instead in a frantic blur of email and social media, not even realising there's a better way.
A mix of cultural criticism and actionable advice, Deep Work will point the way to anyone seeking focused success in a distracted world.
'Makes a compelling case for cultivating intense focus, and offers immediately actionable steps'
Adam M. Grant, author of Originals
www.CalNewport.com

CHARLES DUHIGG

Start Now Get Perfect Later
TASK ONE
TASK TWO

Aswath D

James Clear

One simple model

Six questions

Yourself



Awareness

Yourself

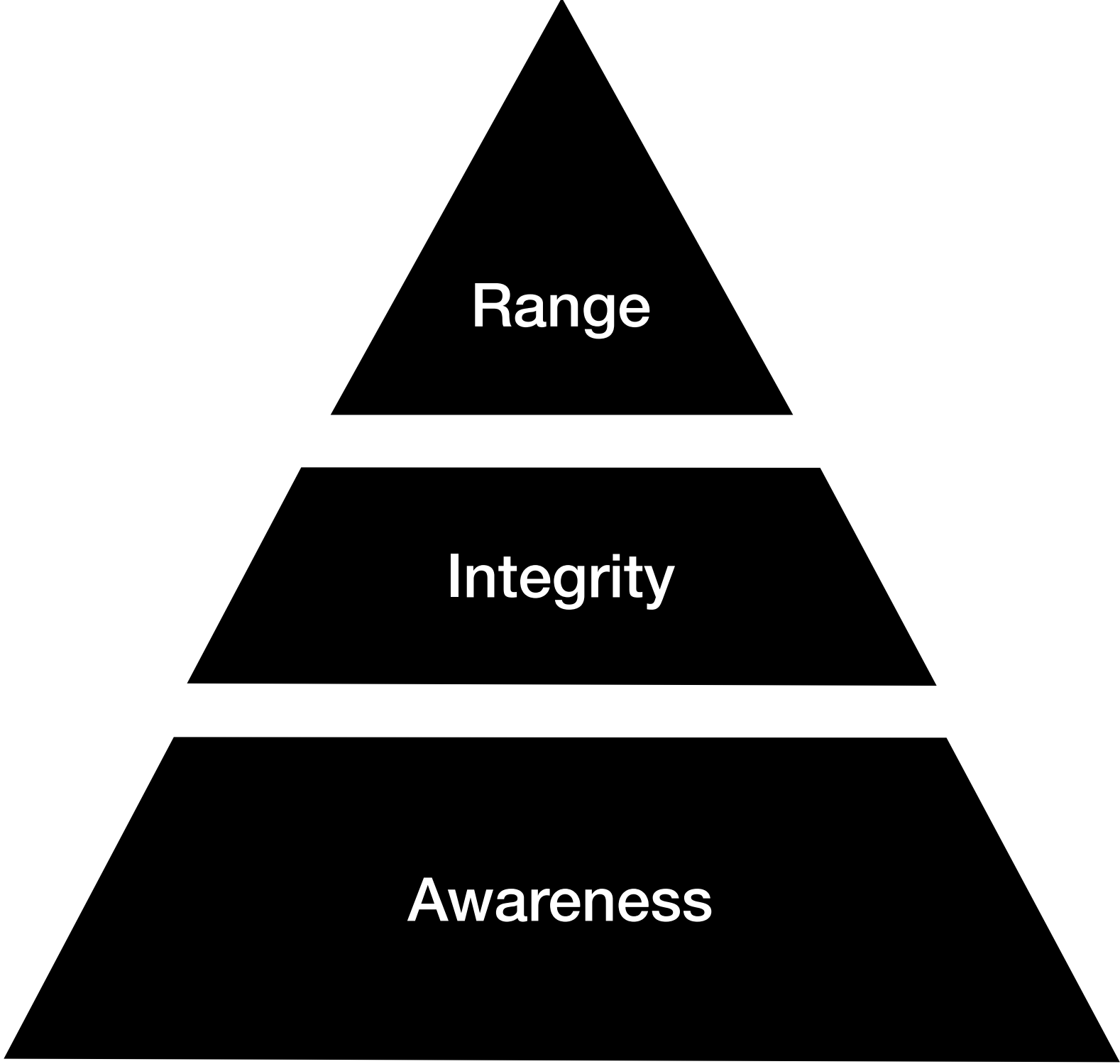
How am I feeling?

Integrity

Awareness

Yourself

Am I being honest?



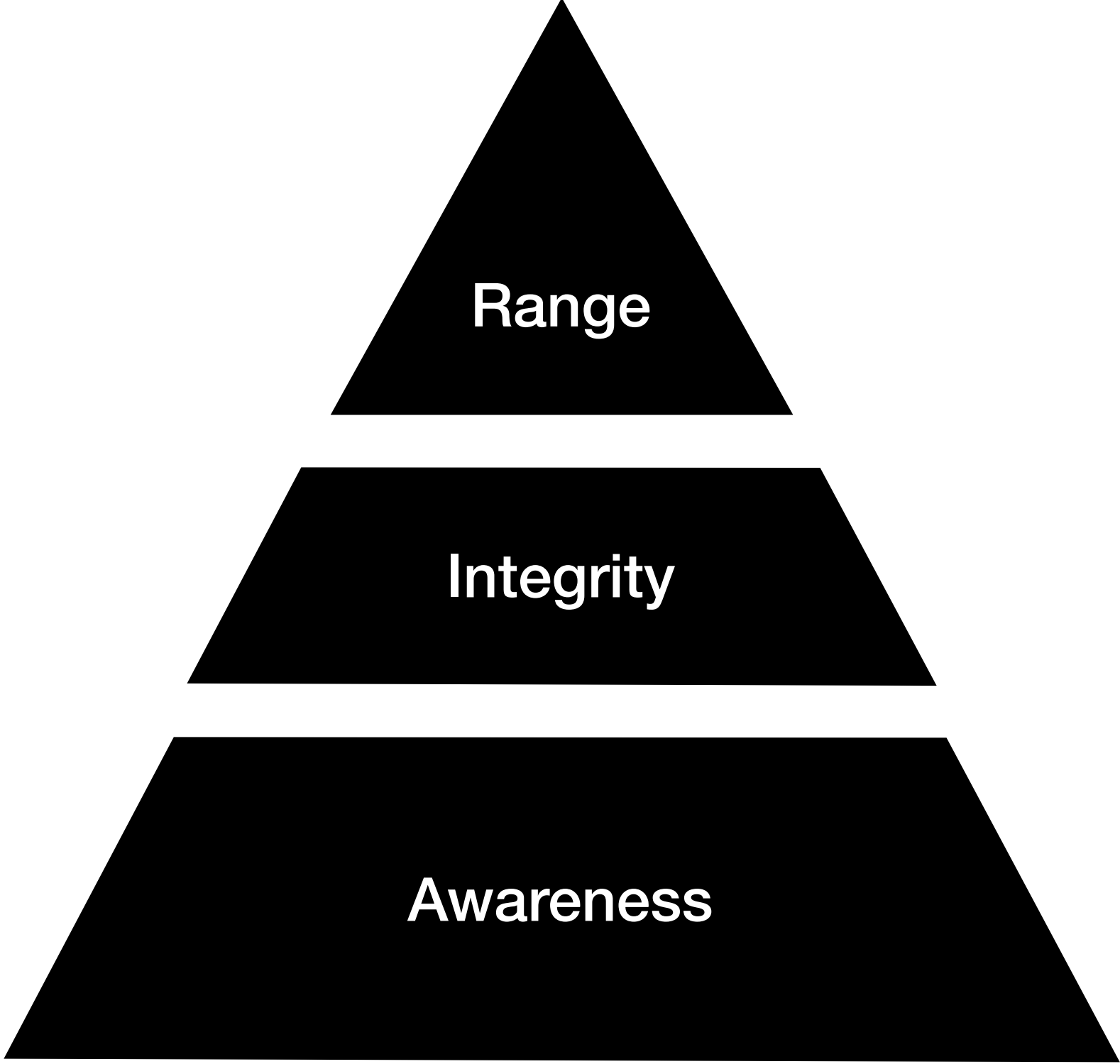
Range

Integrity

Awareness

Yourself

**What's my default way of
expressing myself?**



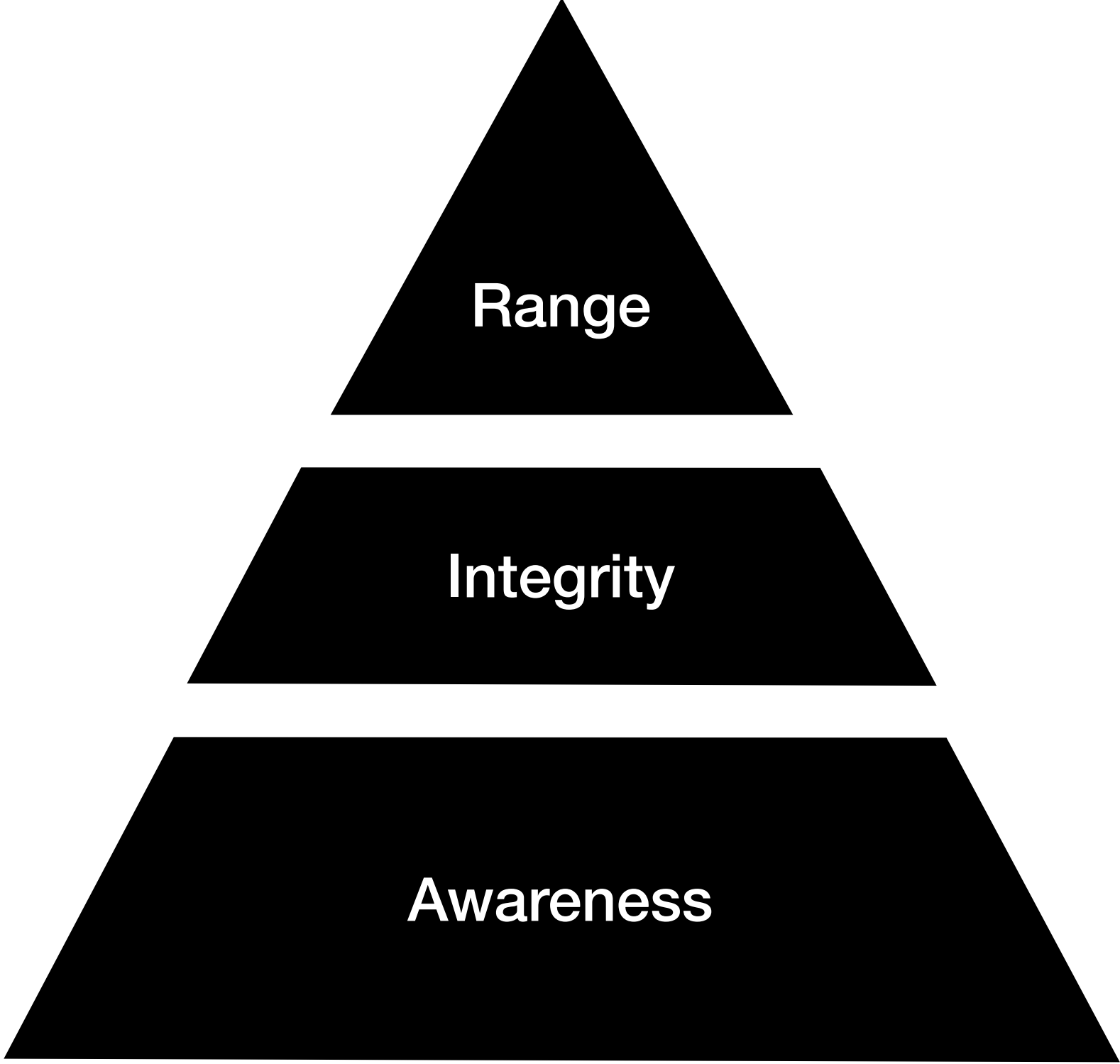
Range

Integrity

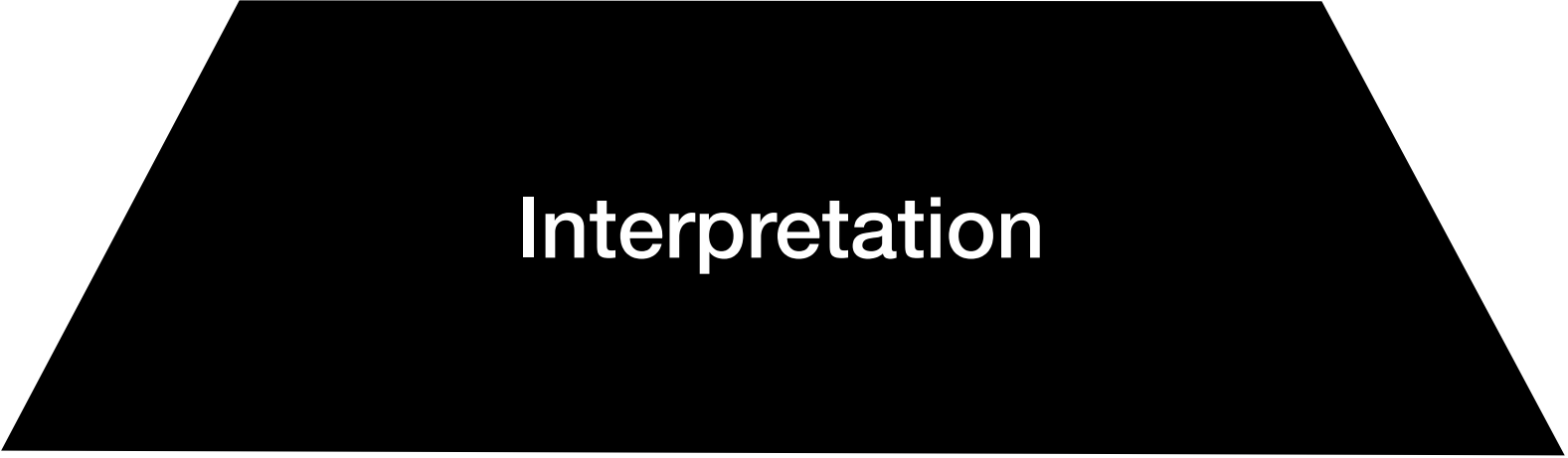
Awareness

Yourself

Others

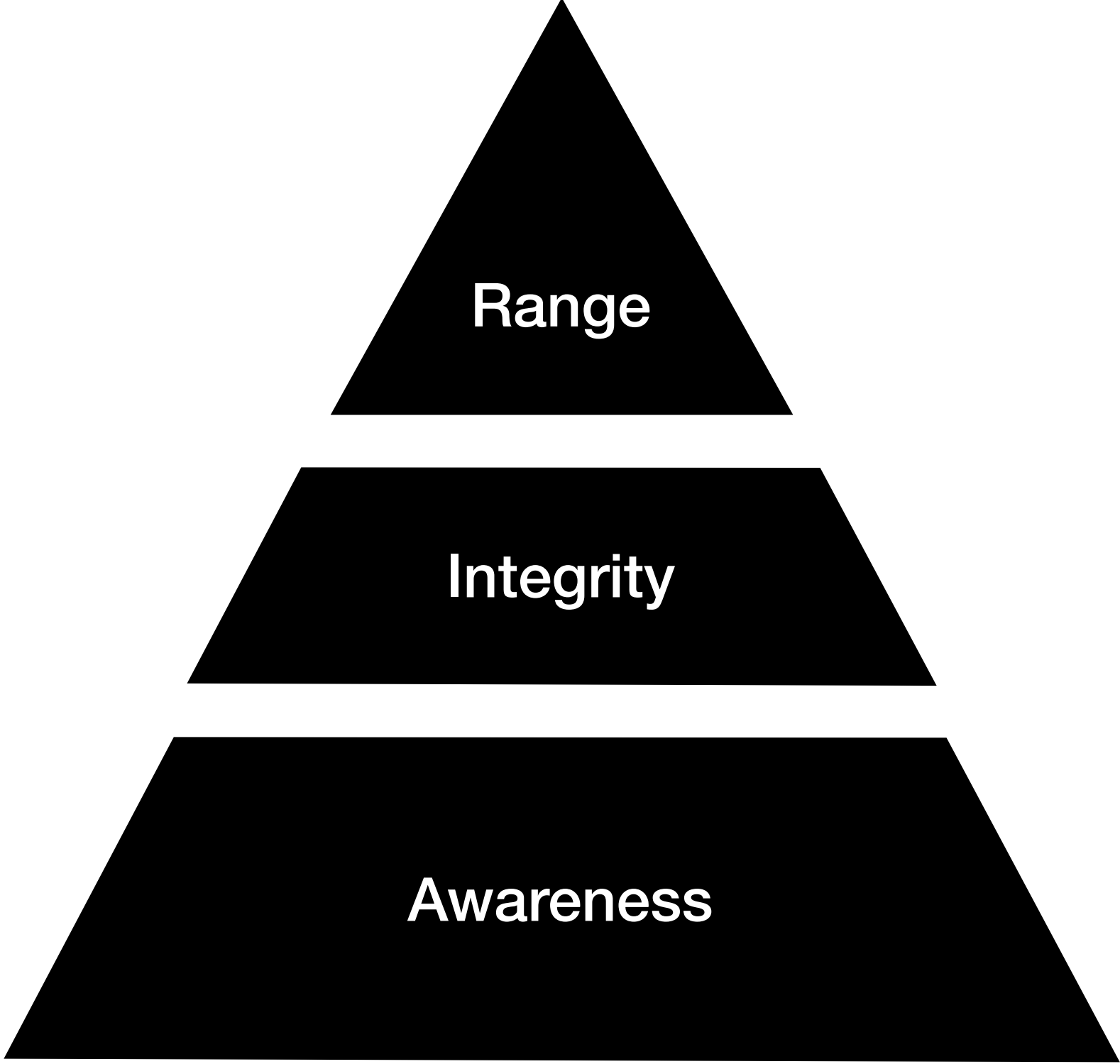


Yourself

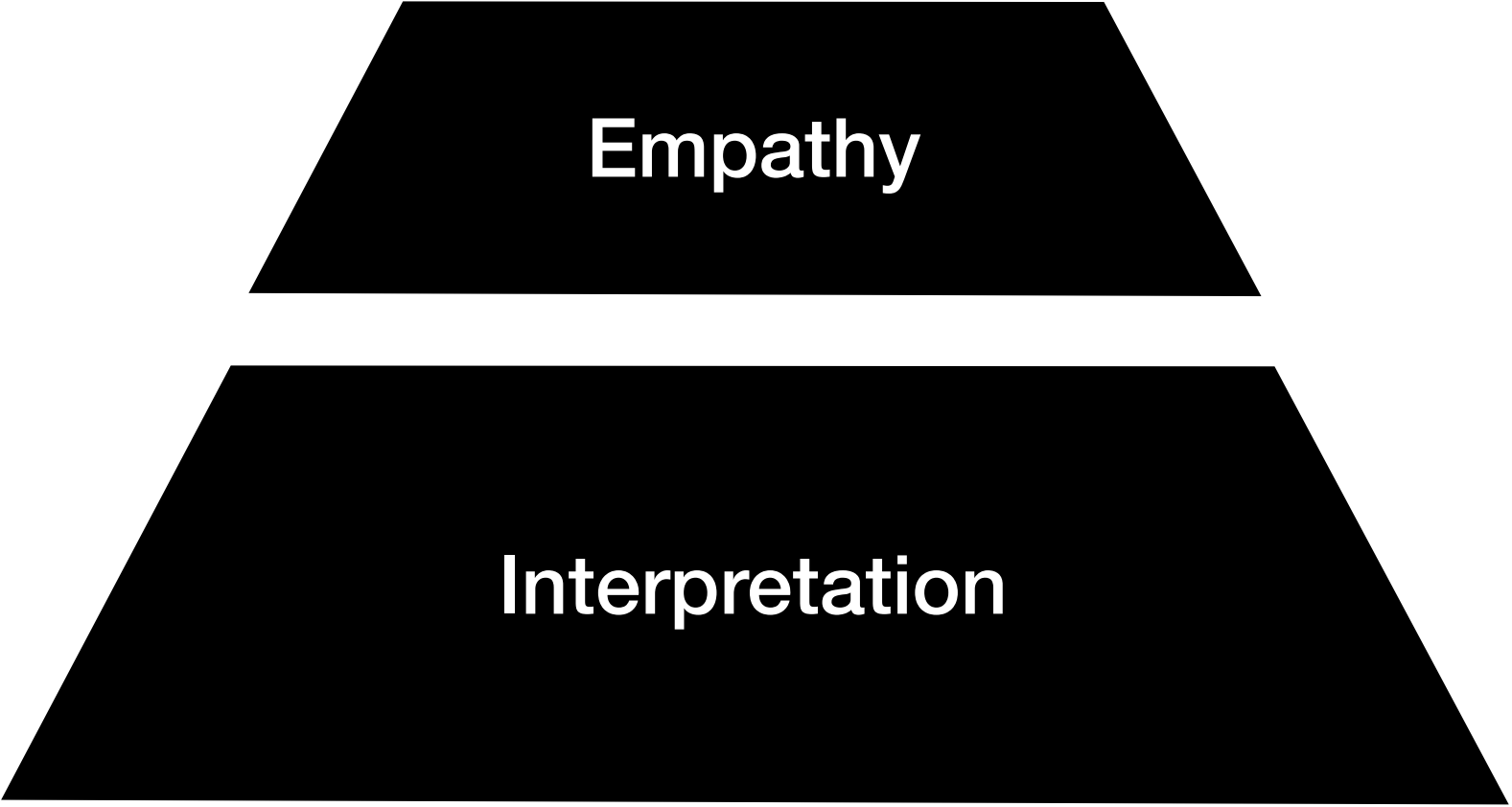


Others

**Are there questions I can ask to
better understand?**

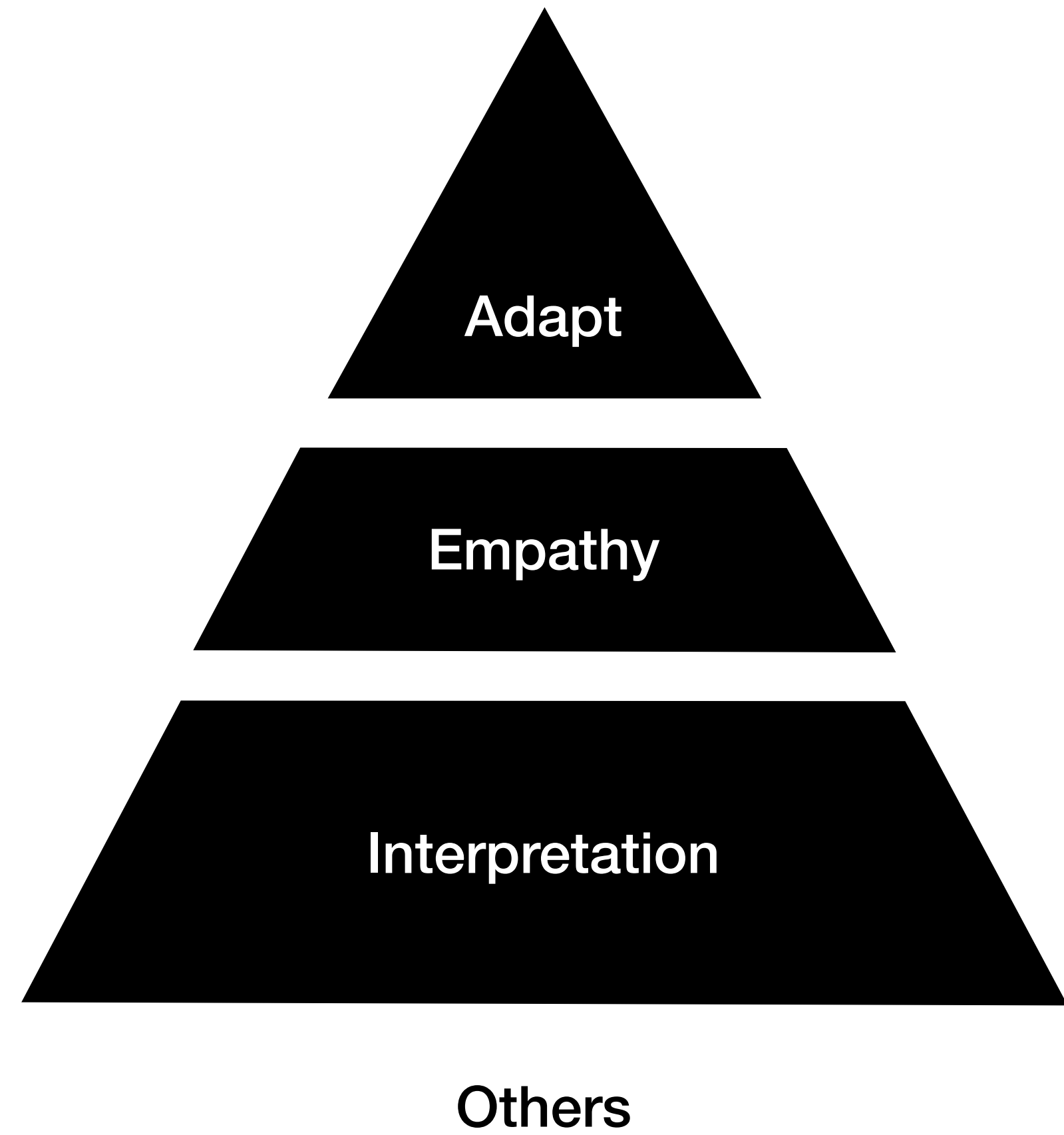
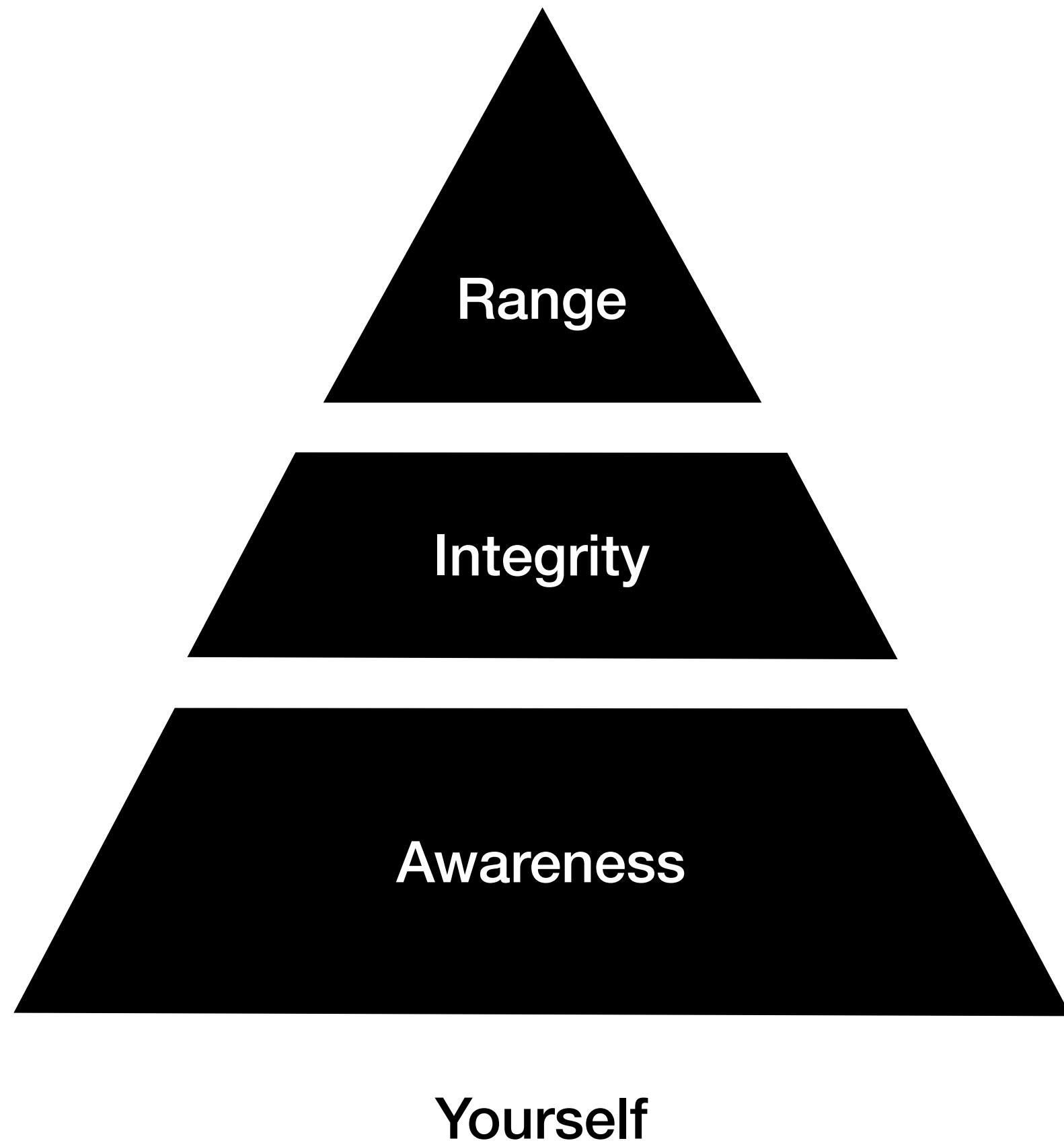


Yourself

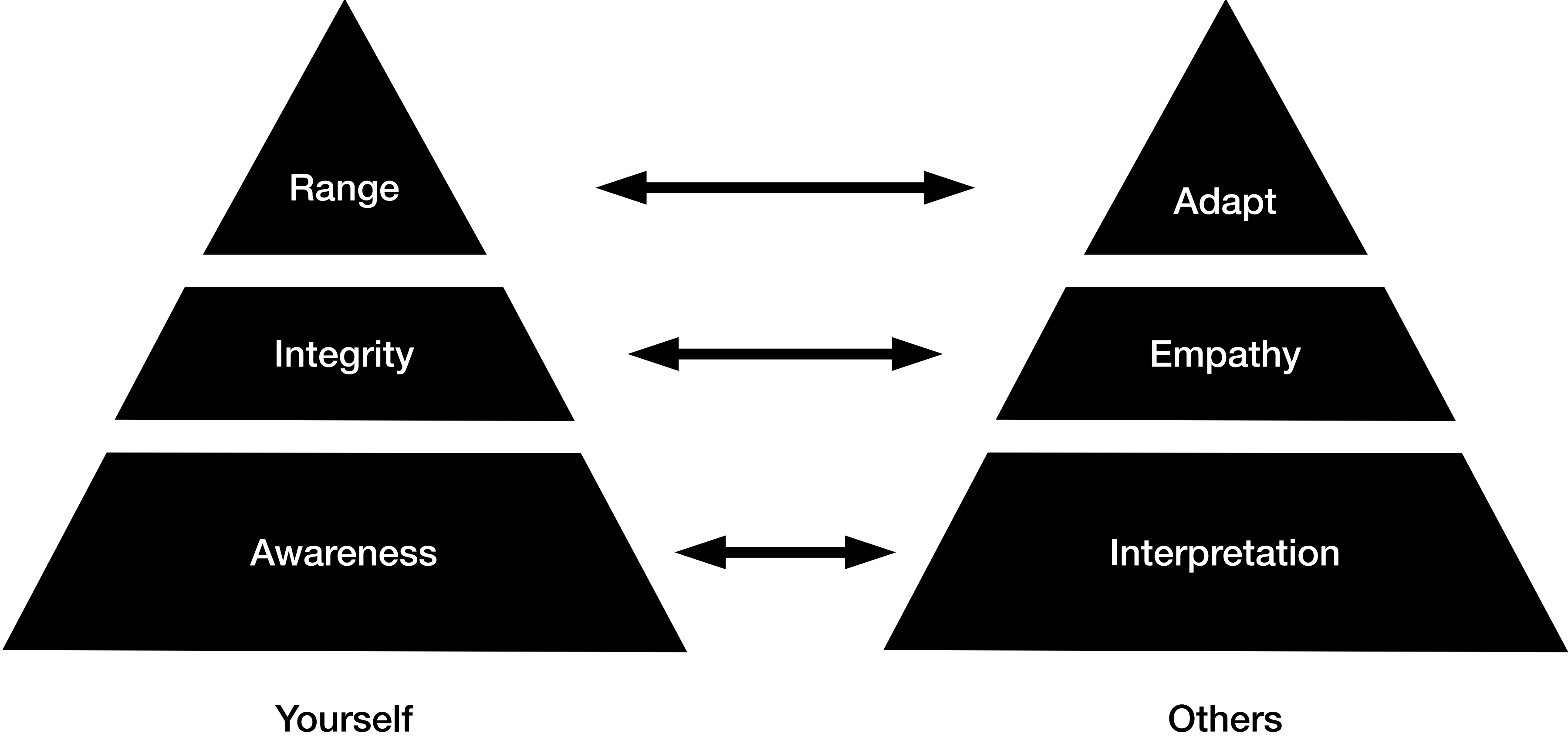


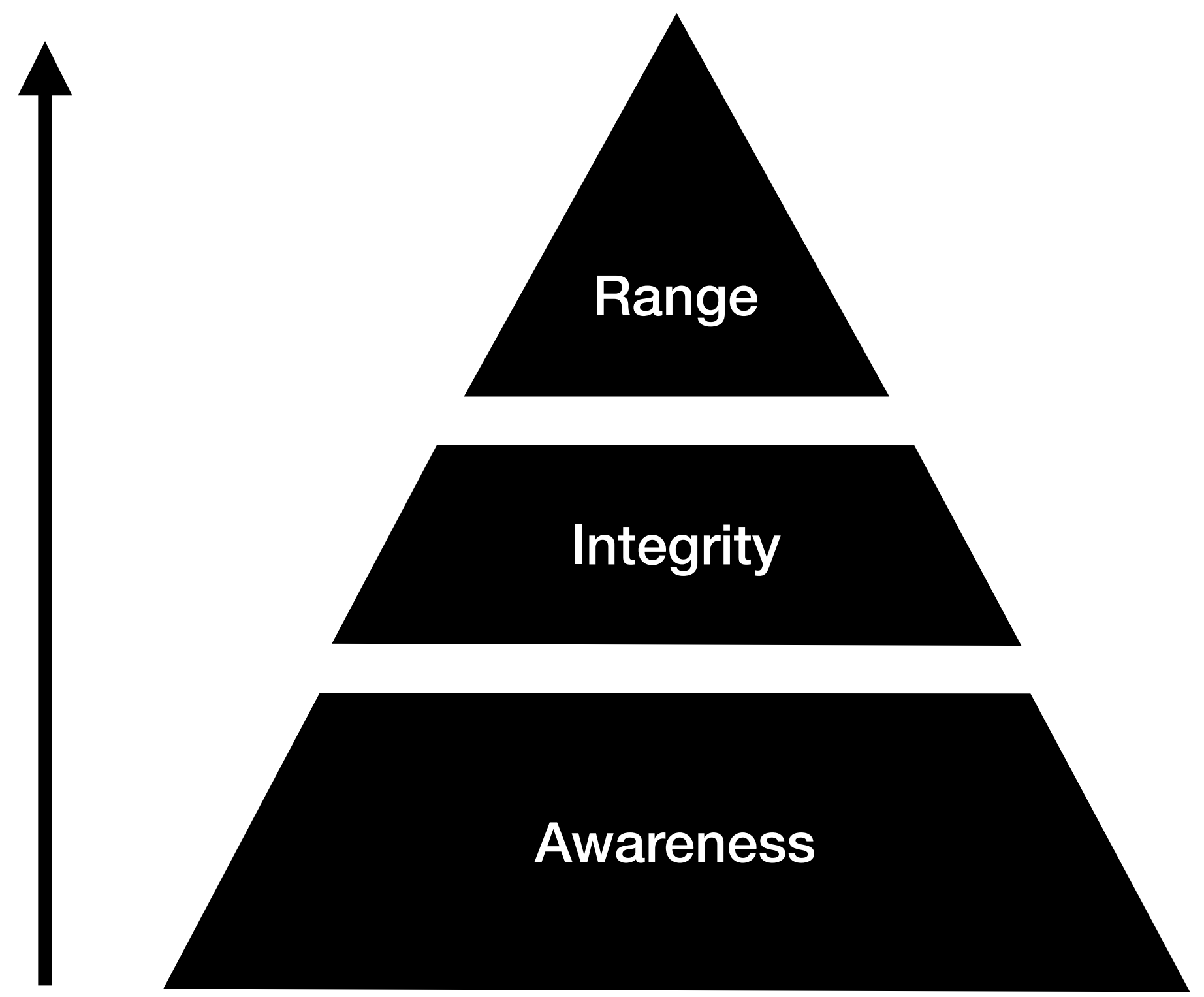
Others

Why is this important (to them)?

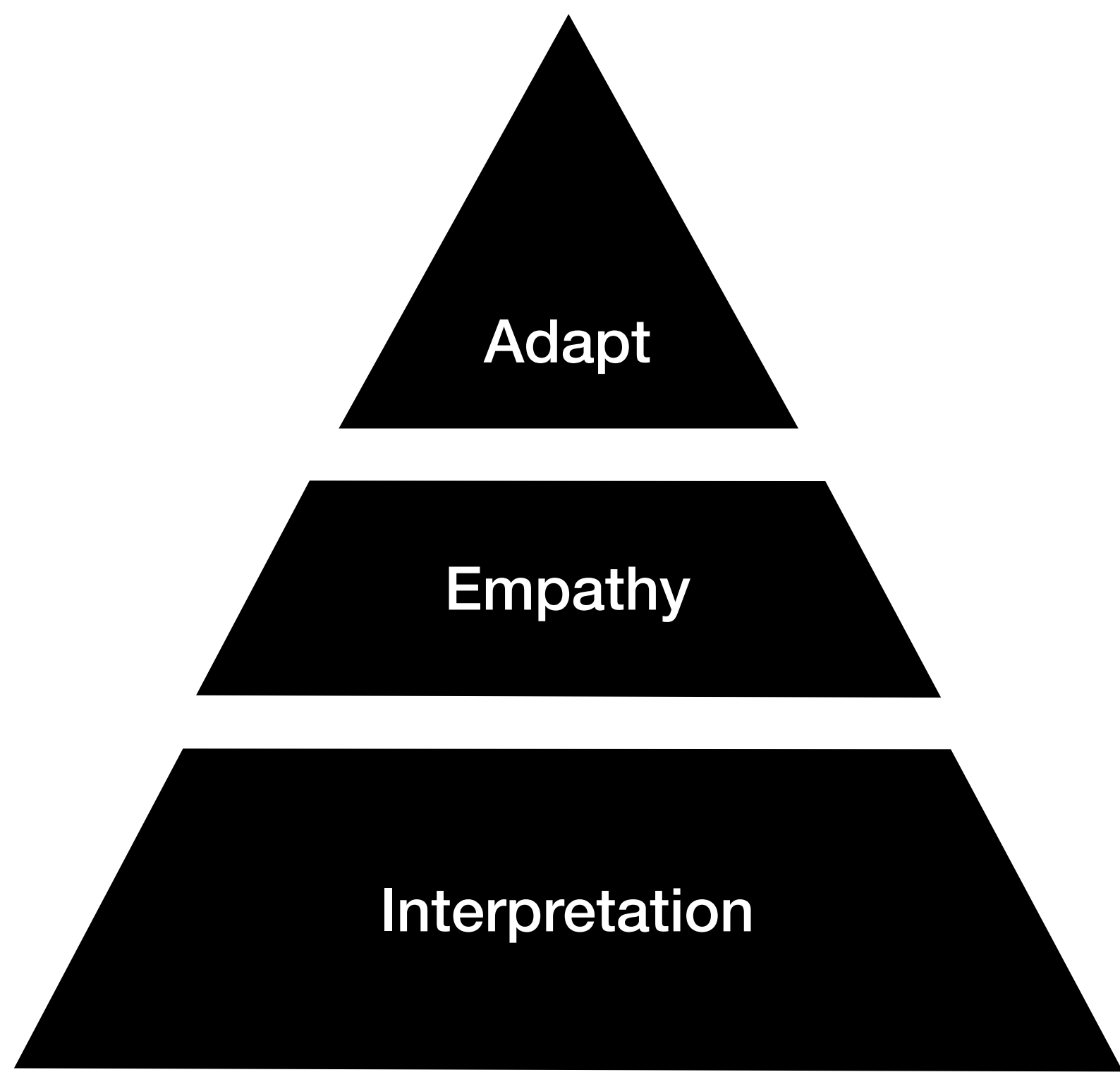


**Can I adjust my communication
to better match the situation?**





Yourself



Others

Trust

Trust = *speed*

**Who here felt they've been super clear,
yet the person didn't do what you
expected?**

Do you think they...

A: Didn't feel like it

A: Didn't feel like it

B: Were overwhelmed with other tasks

A: Didn't feel like it

B: Were overwhelmed with other tasks

C: Misunderstood the ask

A: Didn't feel like it

B: Were overwhelmed with other tasks

C: Misunderstood the ask

D: Thought they did what you asked

#shipyard

Justin 3:22 PM
What Oh not much really. Just a lil' attribution
Why Show in cold hard numbers how much money Proof is earning our customers
Who Notification customers. All of 'em.



Proof is pocketing this particular customer about \$400/month after expenses even given that negative campaign.

Cody Stanfield 5:38 PM
So for a bit more information, we had ^ working early this morning, but it wasn't performant enough. So in one day, we ripped it out of api-campaigns and rewrote it in the standard

CH 5:49 PM
amazed



AZ 5:52 PM
WOW! Amazing y'all. That is DELIGHTFUL!

Dave Rogemose 6:09 PM
WOW LETS FUGGIN GO!
That looks really amazing guys



How am I feeling?

Am I being honest?

How am I expressing myself?

What questions can I ask?

Why is this important to them?

How can I adjust my communication?

**The more senior we are (and want to get)
the more we have to ensure our
communication and people skills match**

**This is that moment where just writing the code is no longer
enough.**

**The more senior we are (and want to get)
the more we have to ensure our
communication and people skills match**

**This is that moment where just writing the code is no longer
enough.**

You have to

- 1) tell people what you did**
- 2) tell them why it mattered and**
- 3) get their buy-in to do more things you know are essential.**



**Communication is both an art
and a science**

It's simple to get started