

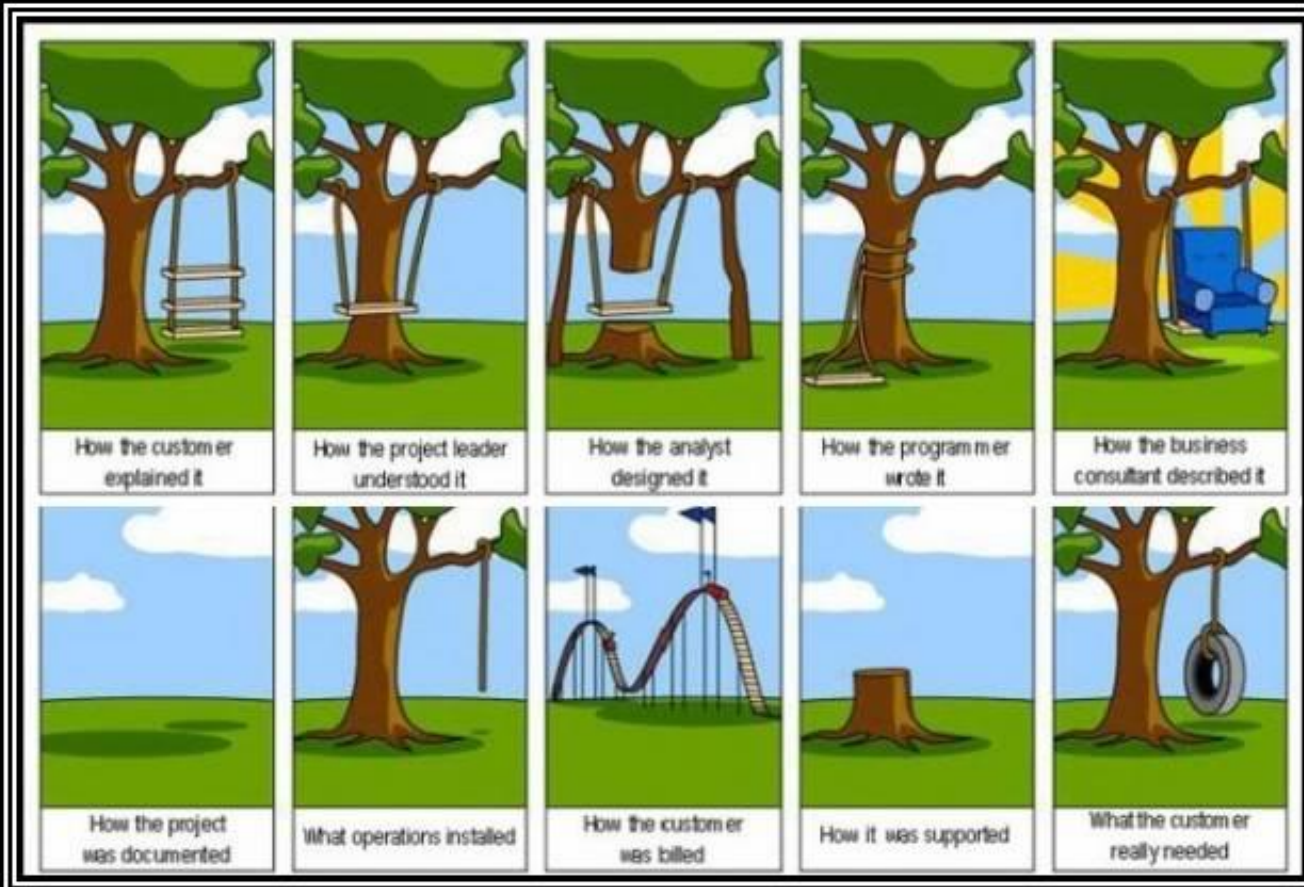


Breaking Bad...

Communication Habits

PA Conservation Districts

March 8, 2017



COMMUNICATION

sometimes people really should talk more

Did You Know?

- ◆ We talk at a rate of 125-175 words per minute, listen at a rate of 125-250 words per minute, but think at a rate of 1000-3000 words per minute.
- ◆ Humans have 5 times more capacity to listen than to speak.
- ◆ 4/5 of our minds have the opportunity to wander while we are listening to someone else.
- ◆ Humans generally listen at a 25% comprehension rate

Attention Sp...



The average attention span in 2015	8.25 sec.
The average attention span in 2000	12 sec.
The average attention span of a gold fish	9 sec.
Percent of people who forget their own birthdays from time to time	7 %
Average number of times per hour an office worker checks their email inbox	30

Source: Attention Span Statistics



Impact of Poor Communications

- ◆ Errors
- ◆ Productivity Decline
- ◆ Poor Service
- ◆ Missed Deadlines
- ◆ Distrust
- ◆ Lower Morale
- ◆ Negative Reputation



WHAT IS COMMUNICATION?



Communicate

VERB

1. to impart knowledge of; make known: to communicate information; to communicate one's happiness.
2. to give to another; impart; transmit: to communicate a disease
3. to give or interchange thoughts, feelings, information, or the like, by writing, speaking, etc.
4. to express thoughts, feelings, or information easily or effectively.

Origin:

1520–30; to impart, make common

Three Parts to Spoken Messages

- ◆ Tone
- ◆ Non-Verbal
- ◆ Words

Non-Verbal Messages Convey:

- ◆ The sender's attitude toward the message.
- ◆ The sender's attitude toward him/herself.
- ◆ The sender's attitude, feelings, and intentions toward the receiver.

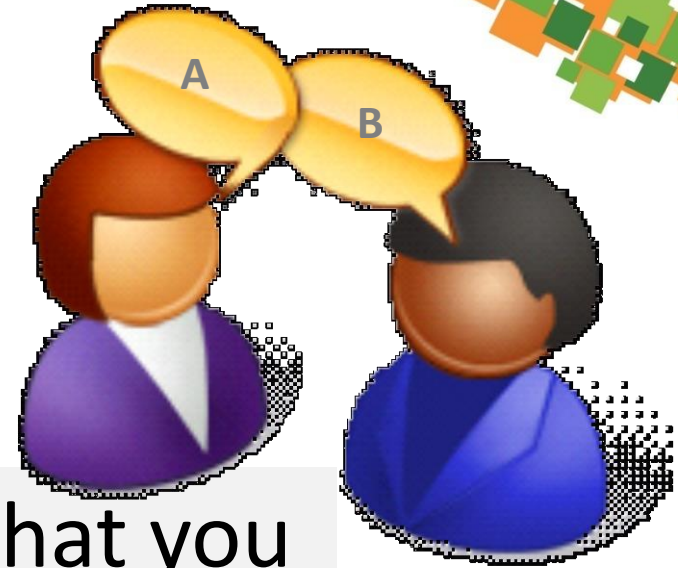


Message Compatibility

Compatible messages are messages sent by both verbal and nonverbal methods that do not contradict one another.

Incompatible messages are also sent by both verbal and nonverbal methods, but the methods contradict one another.

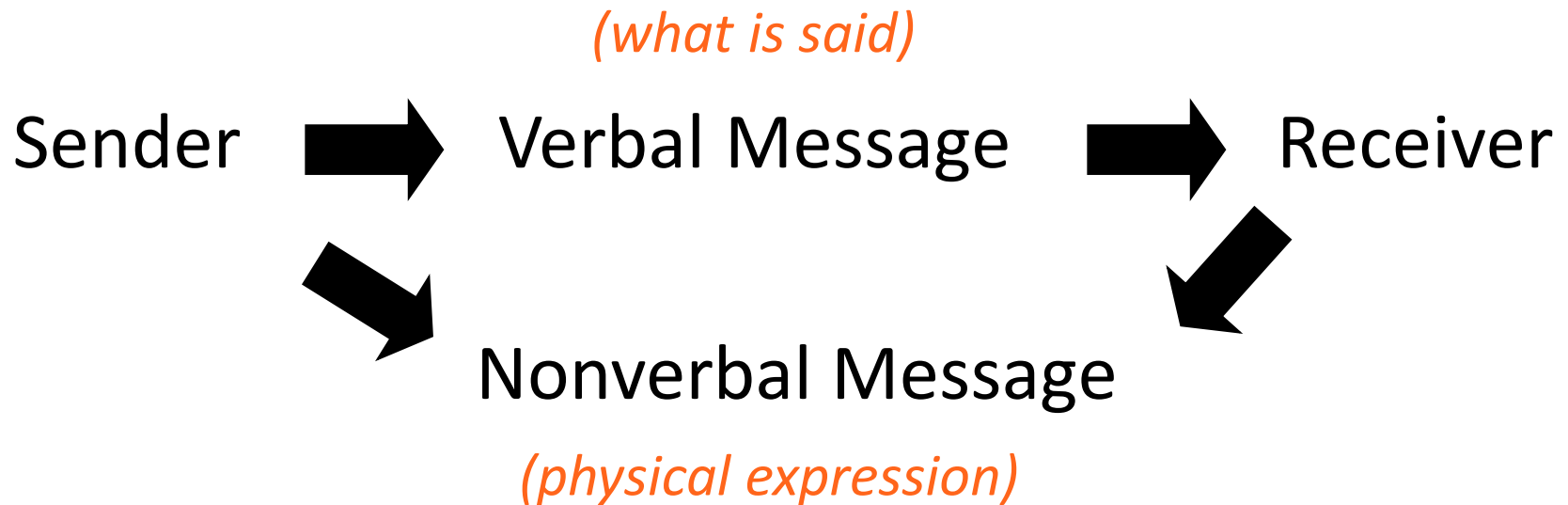
Incompatibility of messages causes a breakdown in effective communications.



“I know you believe that you understand what you think I said. But, I’m not sure that you realize that what you heard is not what I meant.”

The Communication Process

There are 4 parts to the process of *spoken* communication:



Senders and Receivers



Senders
95%

Message, Issue, and Desired Results

Personal implications and impact

Receivers
95%



What factors influence what someone hears and how that information is interpreted?

Common Communication Barriers



- ◆ Physical conditions (noise, distractions, etc.).
- ◆ Fatigue, hunger, or other physiological obstacles.
- ◆ Emotional state and feelings of both sender and receiver (anger, fear, etc.).
- ◆ Importance of the topic or agenda.
- ◆ Inappropriate or confusing body language.
- ◆ Time, timing, place, and structure of the meeting.

Common Communication Barriers

- ◆ Personal attitudes – including stereotypes, biases, and prejudicial opinions.
- ◆ Interruptions and distractions.
- ◆ Vocabulary or terminology.
- ◆ Conflicting intentions.
- ◆ Legal considerations.

Exercise



Recipe:

Peanut Butter Sandwich



Perception IS Reality

- ◆ Generally, we see what we expect to see and hear what we expect to hear.
- ◆ For communication to be effective, we have to consider what the recipient expects to see or hear.
- ◆ “Think before you speak” is a golden rule of communicating.
- ◆ If your message gels with the recipients values, goals, point of view – it can be very powerful.
- ◆ If your message contradicts recipients’ values, goals, point of view – you’ll likely meet up with resistance.
- ◆ Be prepared!





COMMUNICATION HABITS

Communication Habits

- ◆ We communicate based on OUR preference and our HABITS.
- ◆ We typically communicate based on what makes our life easier.

Then we wonder why we aren't getting what we expected.

Habits form in the brain

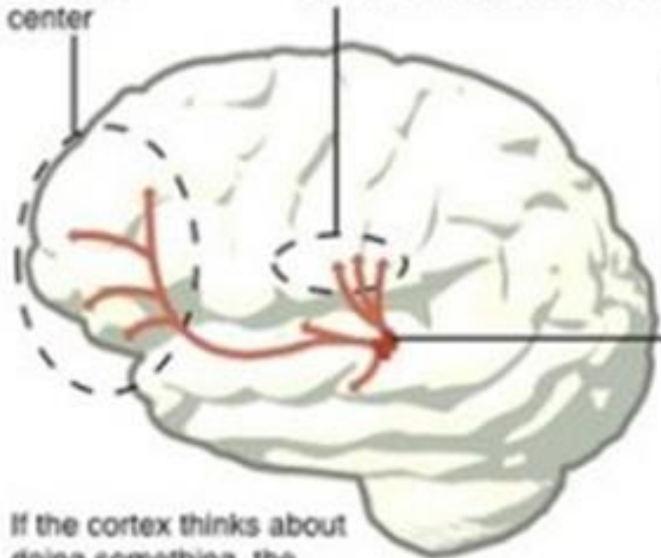
A habit is the formation of a particular kind of memory that forms in the striatum. The striatum drives that behavior, like a reflex reaction, making it hard to stop once a habit forms.

Frontal cortex
The brain's decision center

Striatum Dopamine-rich region of the brain turns habits to reflex; once you've done something several times, it reduces the need to think about it

Substantia nigra
Feeds the frontal cortex and striatum along dopamine pathways

Dopamine
A pleasure-sensing chemical that drives the brain's reward pathway, which helps condition people to a variety of habits, from overeating to alcohol or drugs

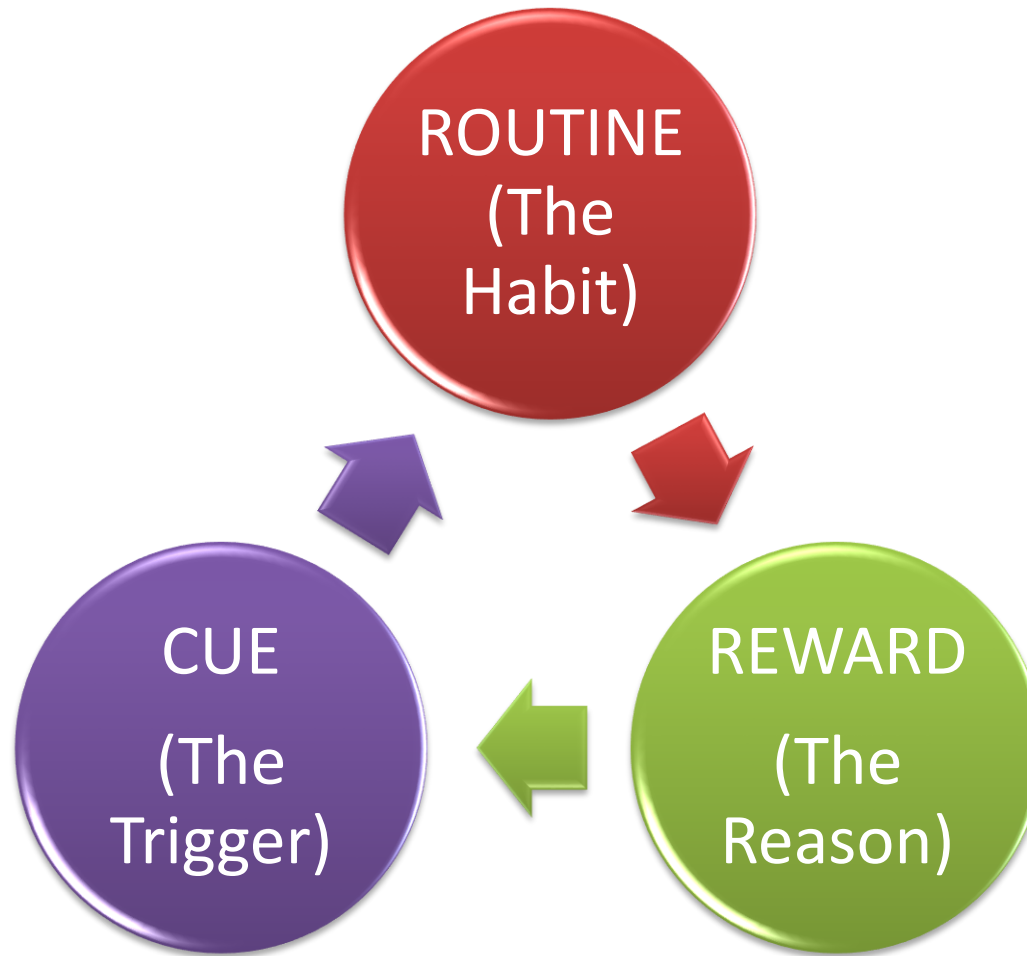


If the cortex thinks about doing something, the striatum can enable it, making it reflex, or stop it.

SOURCE: National Institutes of Health

AP

Habit Loop



Habits

- ◆ On average, it takes more than 2 months before a new behavior becomes automatic — 66 days to be exact.
- ◆ It varies based on the behavior, the person, and the circumstances.
 - The habits of 96 people over a 12-week period were studied.
 - Each person chose one new habit for the 12 weeks.
 - It took anywhere from 18 days to 254 days for people to form a new habit.
 - The truth is that it will probably take you anywhere from two months to eight months to build a new behavior into your life.

What communication habits do you have?



The “Big 10”

Worst Habits of Communication

1. Contacting others only when you need something.

- Communication is about relationships.
- Relationships require attention.

2. Foregoing basic courtesy.

- Say "please" and "thank you."
- No excuse!

The “Big 10”

3. Multitasking.

- Conversations deserve your full attention.
- That means no scrolling through your email, looking at your phone or subconsciously thinking about your grocery list.

4. Not following up, or closing the loop.

- Do what you say you will do.
- Say thank you.
- Share results.


The “Big 10”

5. Not listening.

- Poor listening skills result in miscommunications, lost opportunities, lower productivity due to mistakes or redundant efforts, employee turnover, and other costly scenarios.

6. Interrupting.

- You don't know what the other person is going to say; even if you think you do.
- And, there are few things so critical that they warrant an interruption.



Most people do
not listen with
the intent
to understand.
They listen with
the intent to
reply.

The “Big 10”

7. Overusing Qualifiers.

- "Don't take this personally, but..."; "This might be a bad idea, but..."; or "I know what you're thinking, but..."
- They often just come off as condescending and unnecessary.

8. Telling lies.

- Truthfulness requires courage and, ideally, skillfulness.
- The truth may occasionally hurt, but lies tend to be far more destructive.
- It's all about the delivery.

The “Big 10”

9. Equating your experiences.

- "I know exactly how you feel!"
- Experiences are all different.

10. Avoiding direct contact.

- Technology does not replace communication!
- In fact, it hinders it.
- Technology promotes information.



COMMUNICATION⁷

COMMUNICATION⁷

1. Clear
2. Concise
3. Concrete
4. Correct
5. Coherent
6. Complete
7. Courteous



Clear

- ◆ Be clear about your goal or message.
- ◆ What is your purpose in communicating with this person? If you're not sure, then your audience won't be sure either.
- ◆ Try to minimize the number of ideas in each sentence.
- ◆ People shouldn't have to "read between the lines" and make assumptions on their own to understand what you're trying to say.

Bad Example

Hi John,

I wanted to write you a quick note about Daniel, who's working in your department. He's a great asset, and I'd like to talk to you more about him when you have time.

Best,

Skip

Concise

- ◆ Stick to the point and keep it brief.
- ◆ Are there any adjectives or "filler words" that you can delete? ("for instance," "you see," "definitely," "kind of," "literally," "basically,")
- ◆ Are there any unnecessary sentences?

Bad Example

Hi Matt,

I wanted to touch base with you about the email marketing campaign we kind of sketched out last Thursday. I really think that our target market is definitely going to want to see the company's philanthropic efforts. I think that could make a big impact, and it would stay in their minds longer than a sales pitch.

For instance, if we talk about the company's efforts to become sustainable, as well as the charity work we're doing in local schools, then the people that we want to attract are going to remember our message longer. The impact will just be greater.

What do you think?

Jessica

Concrete

- ◆ When your message is concrete, then your audience has a clear picture of what you're telling them.
- ◆ There are details (but not too many) and vivid facts, and there's laser-like focus.

Bad Example – Advertising Copy

The Lunchbox Wizard will save you time every day.

A statement like this probably won't sell many of these products.

There's no passion, no vivid detail, nothing that creates emotion, and nothing that tells people in the audience why they should care. This message isn't concrete enough to make a difference.

Correct

- ◆ When your communication is correct, it fits your audience. Correct communication is also error-free communication.
- ◆ Do the technical terms you use fit your audience's level of education or knowledge?
- ◆ Are you using proper grammar – spoken and written.
- ◆ Are all names and titles correct? Are pronunciations correct?

Bad Example

Hi Daniel,

Thanks so much for meeting me at lunch today! I enjoyed our conservation, and I'm looking forward to moving ahead on our project. I'm sure that the two-week deadline won't be an issue.

Thanks again, and I'll speak to you soon!

Best,

Jack Miller

Coherent

- ◆ When your communication is coherent, it's logical.
- ◆ All points are connected and relevant to the main topic, and the tone and flow of the text is consistent.

Bad Example

Traci,

I wanted to write you a quick note about the report you finished last week. I gave it to Michelle to proof, and she wanted to make sure you knew about the department meeting we're having this Friday. We'll be creating an outline for the new employee handbook.

Thanks,
Michelle

Complete

- ◆ The audience has everything they need to be informed and, if applicable, take action.
- ◆ Does your message include a "call to action"?
- ◆ Have you included all relevant information – contact names, dates, times, locations, and so on?

Bad Example

Hi everyone,

I just wanted to remind you about the meeting we're having tomorrow!

See you then,

Chris

Courteous

- ◆ Courteous communication is friendly, open, and honest.
- ◆ There are no hidden insults or passive-aggressive tones.
- ◆ You keep your reader's viewpoint in mind, and you're empathetic to their needs.

Bad Example

Jeff,

I wanted to let you know that I don't appreciate how your team always monopolizes the discussion at our weekly meetings. I have a lot of projects, and I really need time to get my team's progress discussed as well. So far, thanks to your department, I haven't been able to do that. Can you make sure they make time for me and my team next week?

Thanks,

Phil



REWRITE EXERCISE

Rewrite Exercise

1. Rework your assigned Bad Example.
2. Keep in mind what we've discussed this afternoon and the tips for your specific example.
3. Be prepared to share your written example and what you did to make it more effective.

1's – Clear

2's – Concise

3's – Concrete

4's – Coherent

5's – Complete

6's – Courteous

Clear

Good Example

Hi John,

I wanted to write you a quick note about Daniel Kedar, who's working in your department. In recent weeks, he's helped the IT department through several pressing deadlines on his own time.

We've got a tough upgrade project due to run over the next three months, and his knowledge and skills would prove invaluable. Could we please have his help with this work?

I'd appreciate speaking with you about this. When is it best to call you to discuss this further?

Best wishes,
Skip

Concise



Good Example

Hi Matt,

I wanted to quickly discuss the email marketing campaign that we analyzed last Thursday. Our target market will want to know about the company's philanthropic efforts, especially our goals to become sustainable and help local schools.

This would make a far greater impact, and it would stay in their minds longer than a traditional sales pitch.

What do you think?

Jessica

Concrete

Good Example – Advertising Copy

How much time do you spend every day packing your kids' lunches? No more! Just take a complete Lunchbox Wizard from your refrigerator each day to give your kids a healthy lunch **and** have more time to play or read with them!

This copy is better because there are vivid images. The audience can picture spending quality time with their kids – and what parent could argue with that? And mentioning that the product is stored in the refrigerator explains how the idea is practical. The message has come alive through these details.

Coherent

Good Example

Hi Traci,

I wanted to write you a quick note about the report you finished last week. I gave it to Michelle to proof, and she let me know that there are a few changes that you'll need to make. She'll email you her detailed comments later this afternoon.

Thanks,
Michelle

Complete

Good Example

Hi everyone,

I just wanted to remind you about tomorrow's meeting on the new telecommuting policies. The meeting will be at 10:00 a.m. in the second-level conference room. Please let me know if you can't attend.

See you then,

Chris

Courteous

Good Example

Hi Jeff,

I wanted to write you a quick note to ask a favor. During our weekly meetings, your team does an excellent job of highlighting their progress. But this uses some of the time available for my team to highlight theirs. I'd really appreciate it if you could give my team a little extra time each week to fully cover their progress reports.

Thanks so much, and please let me know if there's anything I can do for you!

Best,

Phil

It's Up to You

**“IF YOU REALLY WANT
TO DO SOMETHING,
YOU WILL FIND A
WAY. IF YOU DON'T,
YOU'LL FIND AN
EXCUSE.”**

JIM ROHN

ADDICTED2SUCCESS.COM

This presentation is based on the work of Rhonda Campbell Consulting Solutions.

Presented by



Elliottsburg, PA 17024

717-582-8336 (p)

Rhonda@rhondacampbellconsulting.com