

AGM 2001

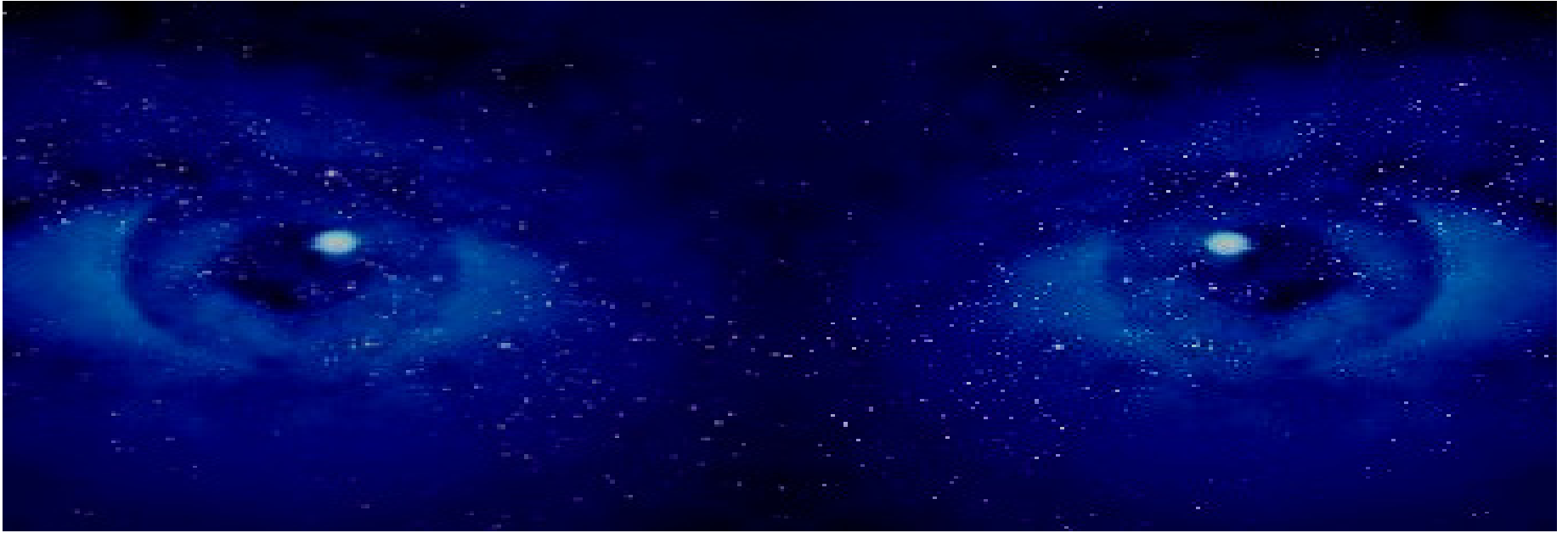
Communication

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Professional Services

We see things not as they are, but as we are.

H.M. Tomlinson, Journalist and Novelist



Humans cannot stop
observing how others
communicate

Communication

7% Words

38% Tonality

55% Non Verbal

Communication

Two Way

Transmitting

Receiving

Communication

IS A SKILL!

Great Communicators

Understand Different Types of
Receivers

Understand Different Types of
Transmitters

Communication

GREAT COMMUNICATORS HAVE
HIGHLY TUNED RECEPTORS

Ask a lot of the right (well targeted)
questions

Pull rather than push Information

Use a lot of metaphors and
analogies

Communication

POOR COMMUNICATORS
HAVE OVER ACTIVE
TRANSMITTERS

Tell a lot of answers

Make a lot of assumptions

Communication

The Great Communication Dichotomy

Talking vs Communicating

Listening vs Hearing

Communication

Learned & "Practice"

Without Instruction

With Instruction

Becomes Habitual

Communication

Four Stages of Learning

Unconscious Incompetence

Conscious Incompetence

Conscious Competence

Unconscious Competence

Communication

Unconscious

Involuntary

Skin Tone

Voice

Body

Eyes

Breathing

Conscious

Deliberate

Kinesthetic

Touch, feel

Olfactory

Smell, taste

Visually

Look, focus

Auditory

Listening

Communication

Objective

Impartial

External

Scientific

Detached

Impersonal

Disassociated

Third Person

Subjective

Partial

Internal

Emotional

Attached

Personal

Associated

First Person

Communication

Verbal

Words

Tone

Inflection

Speed

Pitch

Non-Verbal

Body Language

Implications through Physical Acts

Communication

Transmit

The Meaning of Your
Communication Is the
Response You Get

Responsibility of the Transmitter

The individual transmitting

the message is responsible

for the receiver getting 'it'

Responsibility of the Transmitter

AGAIN!

The individual transmitting
the message is responsible
for the understanding by the
receiver

Responsibility of the Transmitter

Must learn how the receiver
"receives"

Observe receiver

Clues

Accepted - Congruency

Rejected - Incongruency

Responsibility of the Transmitter

One can window shop for many things...but music and comfort are not things we see...but hear and feel...we must experience them to appreciate them.

Communication

One of the best radio adds I have ever heard...

Voice one - male

Picture...in your minds eye...the perfect road

Voice two – female

It's a summer afternoon....a ribbon of winding blacktop shimmers with the heat....the mountains...the sky...its like I could reach out my finger and touch them both

Voice one – male

Now...picture...the perfect car. The Brand new...2002 Acura R-S-X. You can draw a line straight back to the Formula one track! From its precision suspension to its advanced I-V-TEC engine to its aerodynamic lines...the R-S-X is race track engineering and cutting edge style!

Voice two – female

Take a seat in the cockpit and feel your heart beat...just a little faster!
But that's nothing...wait until you take it for a test drive!

(Sound of a throaty sports car...shifts and disappears down the road)

Voice one – male

Feel the adrenaline of a 160 horsepower I-V-TEC engine as it takes you to the limit...and back!

Voice two – female

The Brand New 2002 Acura R-S-X....I-V-TEC....I Rule

Responsibility of the Receiver

Listen

Objectively

Subjectively

Differentiate & Decide

what is appropriate

Responsibility of the Receiver

Playback to the Transmitter the

Interpretation of the Message

Received for Clarity

Playback

Objectively

Subjectively

Appropriate

Skill Level

Responsibility of the Receiver

Transmits whilst in receiving mode

Creates Miscommunication

Receiver tries to finishing the transmission

Internally

Thinking about what to say next

Externally

Verbal, Visual and Body cut offs

Talking before the transmitters is finished

Looking away as if distracted

Stepping up or away

Understanding Communication

How can one know or predict how another will respond to a conscious or unconscious communication?

Understanding Communication

What would happen if we presumed we knew what the other person knew about what we know to be the:

Truth

Reality

Understanding Communication

What happens when an event becomes attached to a person rather than a process?

Understanding Communication

Can you think of a
better way to deal
with the event?

Communication

Thinking Out Loud

What happens when we process our own thoughts and feelings externally for others to observe?

Maturity based on social acceptance creates filters to recognize when the process is acceptable.

Communication

Respect is Earned

There is a big difference between earning respect and expecting respect

Earned respect joins

Expected respect divides

ask:

“How am I communicating consciously or unconsciously my perception of how I want to be treated?”

Communication

Leadership Is An Evolution

Communication

Experiences Create Perceptions

Humans can share the same event but the conclusion of the experience can be different with totally different perceptions of what the event was all about.

Communication

Ideas Control Behavior

vs.

People behave their way
in and out of a
feeling/thought or habits

Communication

Ideas With Action Lead To
Results

If an idea is followed by an action
ending in a unwanted result

Question the
The Idea and/or
The Action

Communication

Equifinality

Many way to the same ending

More than one way to skin a cat

Communication

The Map is NOT the territory

We respond to our thoughts and
memories

These are our internalized map of
reality

These maps may or may not be true

Communication

Experience has a structure

When we change the structure, the experience will automatically change

example: Criticism

If we presume we are all
different machines, then
understanding how each
machine works makes
for better relationships

Communication

So Always Believe

People Work Perfectly

They don't need fixing!

We just need to figure out
how individuals operate within
their reality

Communication

People are always
making the best
choice(s) available
to them

Communication

People already
have all the
resources they
need

Communication

Anyone can do anything

If one person can do something,
anyone can learn to do the same
thing.

When there is a physical or
environmental limit the world of
experience will let us know

Communication

Mind and body are parts of
the same system

The body will reveal what the
mind is processing

Example: Fight or flee

Communication

You cannot *NOT* communicate

We are always
communicating, at least
nonverbally

Even thoughts are
communicated with the self.

Communication

Communication is
not what is
intended, but
what is received

Communication

Underlying every
behavior is a
positive intention

Communication

The person or element with the most flexibility in a system will have the most influence

People with a sense of humor are typically more flexible and better communicators

Communication

There is no such thing as
failure - it is feedback for the
next step

Whether you can or can't...you
are right.

Communication

Creating Relationships

Rapport

How do I want people to feel when I'm around?

What can I do to help others feel that way when I'm around?

What are the feelings I get when I know I've lost rapport

Communication

Creating Relationships

Alignment

Emotional State

Body Posture

Rhythm

Communication

Creating Relationships

Alignment

Physical Positioning

Round Tables vs Square Table

To match another's behavior or experience by getting into the same line of sight and thought as the person

Communication

Creating Relationships

Emotional State

Matching someone's emotional
state of mind

“You seem really upset”

Communication

Creating Relationships

Body Posture

Matching someone's whole body
or part of his/her stance

Communication

Creating Relationships

Rhythm

Matching someone's tempo, tone, volume or pitch of speech.

Matching someone's rhythm of movements

Communication

Persuasion Strategies

Offering Compelling Value to others

Finding another's values

What do you want in a_____?

What's important about_____?

What do you value about_____?

Finding the higher value

What will having that _____do for you?

Communication

Persuasion Strategies

Toward (Goals)

Away (Problems)

Communication

Persuasion Strategies

Toward (Goals)

Use words like:

Achieve

Attain

Gain

Get

Communication

Persuasion Strategies

Away (Problems)

Use words like:

Avoid

Relieve

Release

Out

Communication

Representational Systems

Average population

45% use vision as the dominant input

35% use feelings as the dominant input

20% use sounds as the dominant input

Communication

Some people need to see before they can hear and feel

Some people need to hear before they feel and see

Some people need to do before they see and hear

Communication

Representational Systems

Input is processed into output

The processing is done through our own maps

Left Brain

Sequential, Inductive, logical, analytical, abstract, rational

Right Brain

Simultaneous, Deductive, intuitive, creative, concrete, emotional

Output shows up in our language and body

Communication

Representational Systems

Seeing

Eyes - Look up to the left or right

Gestures - Quick and angular and include pointing

Breathing/speech - High, shallow and quick

Words

See, Look, Imagine, Reveal

Prefer pictures, diagrams, movies

Communication

Representational Systems

Hearing

Eyes - Left, right or down and to their left

Gestures - Rhythmic, touching ones face/ears

Breathing/speech - Mid chest, rhythmic

Words

Hear, listen, ask, tell, clicks, in-tune

Prefer lists, summarize, quote, read

Communication

Representational Systems

Feeling

Eyes - Look down to their right

Gestures - Rhythmic, touching ones chest

Breathing/speech - Deep,slow with pauses

Words

Feel, touch, grasp, catch on, contact

Prefer hands on, do it demonstrations, test drive

Communication

How People Learn

83% Sight

11% Hearing

3% Smell

2% Touch

1% Taste

Communication

How People Remember

10% of what they read

20% of they hear

30% of what they see others do

50% of what they see and hear others
do

70% of what they practice

90% of what they practice with guidance

Communication

Time and Retention		
Method	3 Hours	3 Days
Tell	70%	10%
Show	72%	20%
Show & Tell	85%	65%

Communication

Seeing and Hearing		
Age	% Defective Hearing	% Defective Sight
20	13%	23%
40	25%	48%
50	34%	71%
60	51%	82%

Signals

In a business relationship

Criticism & Self Confidence

When you become emotional (subjective) you
need to reframe to the objective perception

Do whatever you need to do to feel detached
from the subjective

Watch yourself ex.: from a stage or behind plexiglass
or put up a protective shield around yourself

Signals

In a business relationship

Criticism & Self Confidence

Detaching the event from the person and

apply it to the process

Practice, practice, practice

Communication

When people talk, listen completely.

Ernest Hemingway