

Effective Communications

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Questions this class will answer

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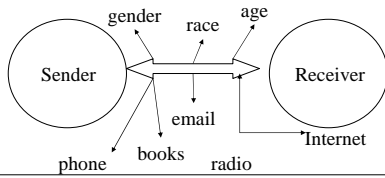
- ◆ What is communications?
- ◆ How do we communicate?
- ◆ What are the barriers to communications?
- ◆ How do we know we've communicated successfully?
- ◆ How do we communicate when the situation is difficult?

Communications Process: What is communications?

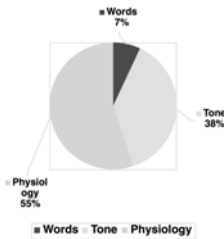
- ◆ Communications is a two-way activity between 2 or more people.
- ◆ Goal of communications is to convey the idea from the sender's mind to the mind of the receiver.
- ◆ Communications is done in a variety of ways ...

Communications Process

- ◆ The communication process links a sender with a receiver over a channel of communication which carries a message to the receiver's physical senses.



Composition of Communications



Communications Methods

- ◆ Written word
- ◆ Spoken word
- ◆ Symbolic gestures
- ◆ Visual
- ◆ Mass media

Non-verbal Communication

- ◆ Gestures
- ◆ Facial expressions
- ◆ Silence
- ◆ Tone of voice
- ◆ Stance
- ◆ Posture
- ◆ Movements

Communication Barriers

- ◆ Jargon
- ◆ Disabilities
- ◆ Age
- ◆ Status
- ◆ Lack of empathy
- ◆ Stereotyping
- ◆ Unclear or incomplete messages
- ◆ Distance
- ◆ Lack of time

Overcoming Communication Barriers

- ◆ A message doesn't contain meaning.
- ◆ Meaning exists in your mind and in the mind of your receiver.
- ◆ To understand each other you must share similar meanings for words, gestures, tone of voice and other symbols.

Overcoming barriers

- ◆ Difference in perception
- ◆ Incorrect filtering
- ◆ Language problems
- ◆ Poor listening
- ◆ Differing emotional states
- ◆ Differing backgrounds

Strategies to use to overcome communications barriers

- ◆ Feedback
- ◆ Consider the words used
- ◆ Use repetition
- ◆ Use empathy
- ◆ Timing
- ◆ Be positive rather than negative
- ◆ Select best location
- ◆ Listening
- ◆ Check written communication

12 Essential Elements

- ◆ Must be led from the top
- ◆ Good communication is consistent
- ◆ Successful communications owes as much to consistency, careful planning and attention to detail as they do to charisma or natural gifts
- ◆ Communication via the line manager is most effective

7 Laws of Maximum Communication

1. It's not about you.
2. The unconscious mind is your most important ally.
3. Questions are the answer, aren't they?
4. Perfect practice makes perfect.
5. You must know your outcome before you start.
6. The result of the communication is the responsibility of the communicator.
7. If you aren't getting the result you want, increase your flexibility.

12 Essential Elements

- ◆ Employee communication is not an extra, it's part of business and should be planned and budgeted for
- ◆ Must be an integration between internal and external communications
- ◆ Timing is critical
- ◆ Tone is important

12 Essential Elements

- ◆ Never lose sight of the "what's-in-it-for-me" factor
- ◆ Communication is a two-way process
- ◆ A key theme(s) give coherence to the message
- ◆ Set your standards and stick to them

Things to remember when communicating

- ◆ Work toward better communication
- ◆ Be effective
- ◆ Recognize barriers
- ◆ Communicate positively
- ◆ Achieve clarity
- ◆ Choose a method
- ◆ Cultural differences
- ◆ Combine methods

Successful Communication In Difficult Times

Gettysburg Address

Four score and seven years ago, our fathers brought forth upon this continent a new nation: conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, . . . testing whether that nation, or any nation so conceived and so dedicated, . . . can long endure. We are met on a great battlefield of that war.

We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we cannot dedicate, . . . we cannot consecrate, . . . we cannot hallow this ground. The brave men, living and dead, who struggled here have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember, what we say here, but it can never forget what they did here.

It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us, . . . that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion, . . . that we here highly resolve that these dead shall not have died in vain, . . . that this nation, under God, shall have a new birth of freedom, . . . and that government of the people, . . . by the people, . . . for the people, . . . shall not perish from the earth.

President Abraham Lincoln
November 19, 1863

Gettysburg Address

Readability statistics

- ◆ Words: 272
- ◆ Sentences: 10
- ◆ Words per sentence: 27
- ◆ Letters per word: 4
- ◆ Passive voice: 20% of sentences
- ◆ Grade level: 11

Successful Communication

- ◆ PERCEPTION = REALITY
 - It's not about the facts
- ◆ YOUR GOAL IS TO ESTABLISH
 - Trust
 - Credibility
- ◆ COMMUNICATION IS A SKILL.

ACHIEVING TRUST AND CREDIBILITY:

- ◆ Caring and empathy
- ◆ Competence and Expertise
- ◆ Honesty and openness
- ◆ Dedication and commitment

Caring and Empathy:
TWA FLIGHT 800

Competence and Expertise

- ◆ Ensure your introduction stresses your credentials
- ◆ Reinforce credentials
- ◆ Use more facts, figures
- ◆ Limit use of notes, avoid written speeches

Competence and Expertise

- ◆ Show high level of organization and logic
- ◆ Dress professionally
- ◆ Use less emotional inflection
- ◆ Use lower voice tone

Competence and Expertise

“My Cousin Vinnie”

COMMUNICATION RULES:

- ◆ Soundbites work
- ◆ Have a short soundbite ready for the big question
- ◆ Repeat it for retention

How to create a soundbite

- Write down your proposed soundbite
- Remove unnecessary words
- Get it down to 12 words or fewer
- Test on others
- Revise as necessary
- Practice till you can say it naturally

COMMUNICATION RULES:

- ◆ Know your audience
 - Be first to the meeting
- ◆ Everyone wants to know:
 - **Do you care about me?**
 - ◆ Ask questions
 - ◆ Pronounce and spell names correctly
- ◆ Facts are never enough
 - We all have our own facts

COMMUNICATION RULES:

- ◆ Employ third-party endorsements
- ◆ Avoid negative statements
- ◆ Never use humor in a situation involving health and safety
- ◆ Dollar answers don't mix well with safety questions

COMMUNICATION RULES:

- ◆ Non-verbal communication... When trust is low and concerns are high, non-verbal cues
 - take on more importance and meaning;
 - are observed intensely;
 - are interpreted *negatively*;
 - override what you say.

MODEL ANSWER:

- ◆ Express empathy or concern:
 - differs for male/female
- ◆ Offer conclusion:
 - positive
 - 7-12 word sound bite
 - address underlying concern

MODEL ANSWER (continued):

- ◆ Provide supporting information:
 - third-party endorsement
 - story and/or analogy for one fact
- ◆ Repeat exact conclusion as stated before (sound bite)
- ◆ Describe future action
 - your commitment to the issue
 - indicate how to obtain more information, or participate in resolving the issue

Practice:

1. Determine question
2. Create caring statement
3. Create sound bite

I wish you success.

◆ Thank you.

Nancy Hawkins
