

Communications 101

You said what?

Dr. William Cross
Seminole Electric

Sandra Beck
ITS Florida

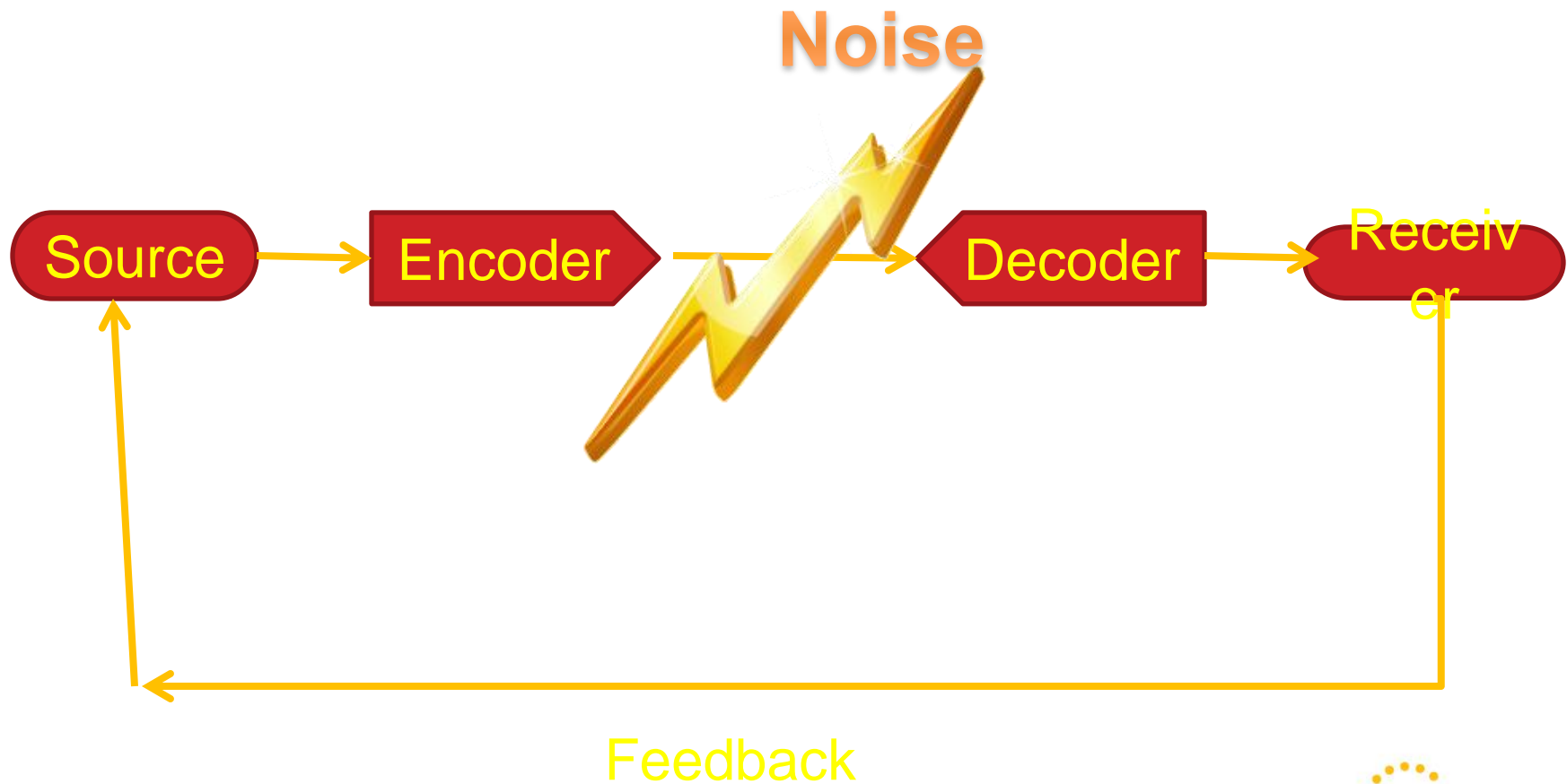
August 2011

Communication

- a process by which we assign and convey meaning in an attempt to create shared understanding.

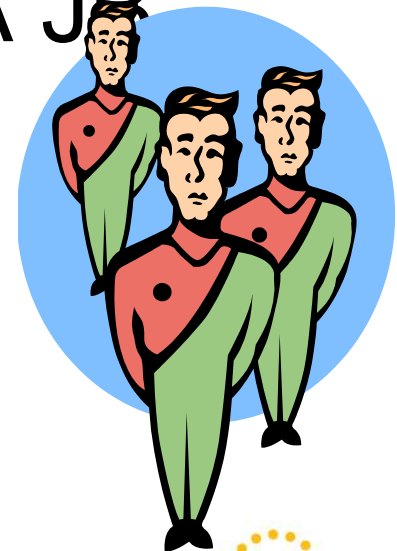


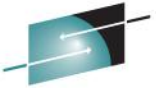
Psychological [Transmission] View



Redundancy

- Department of Redundancy
Department
- IF U CN RD THS U CN GT A JP





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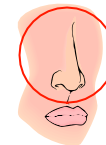
Learn to Listen

- Key Problem
 - Thought is faster than talk.
- Techniques
 - Listen with your eyes
 - Listen with your mind
 - Listen with your ears
 - Listen by responding



Help Others Listen

- Attention is key to retention
- Appeal to the eye
 - Learning - we remember:
 - 83 %
 - 11%
 - 9%
 - 2%
 - 1%



The Nose



The Palm

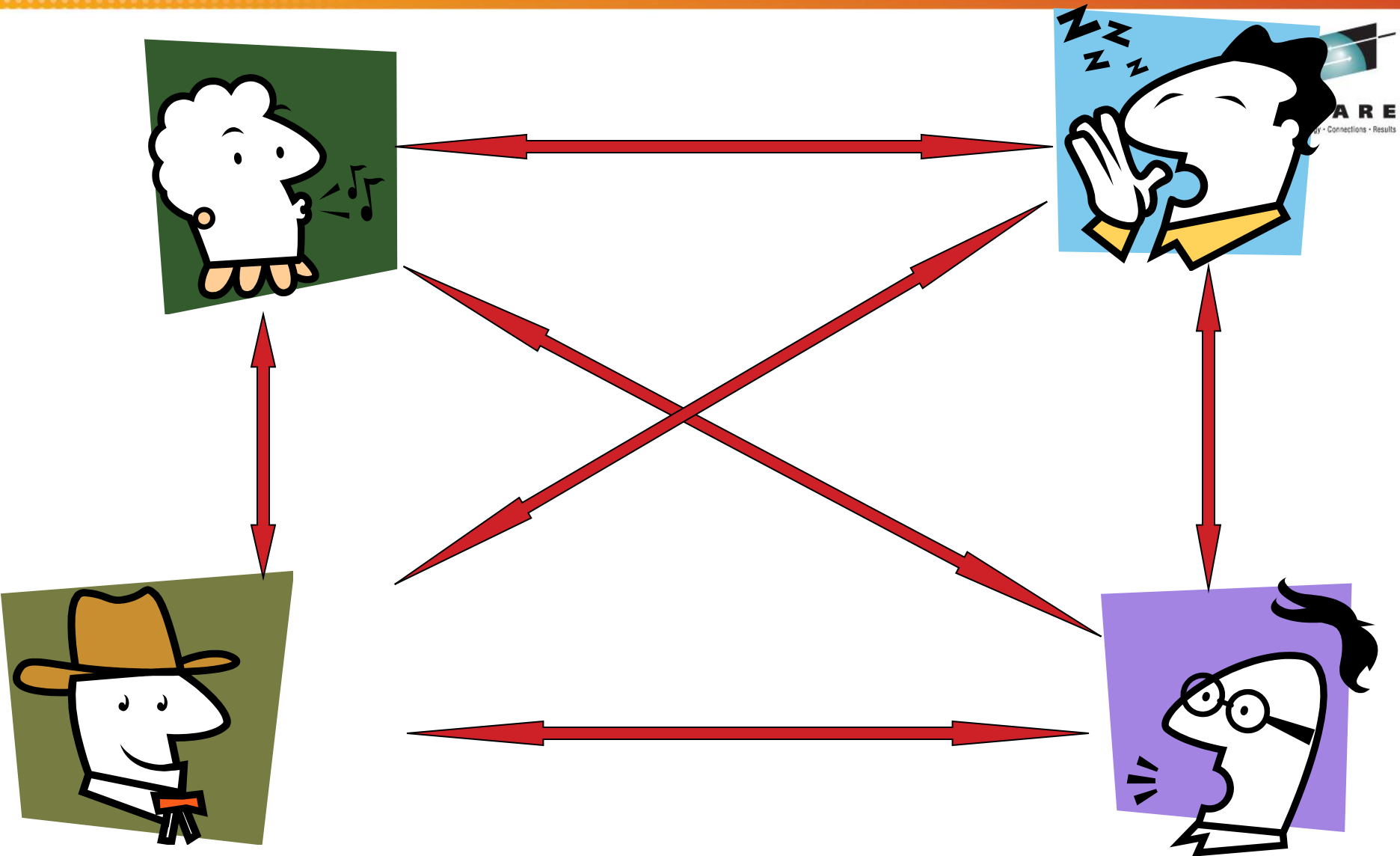


Help Others Listen

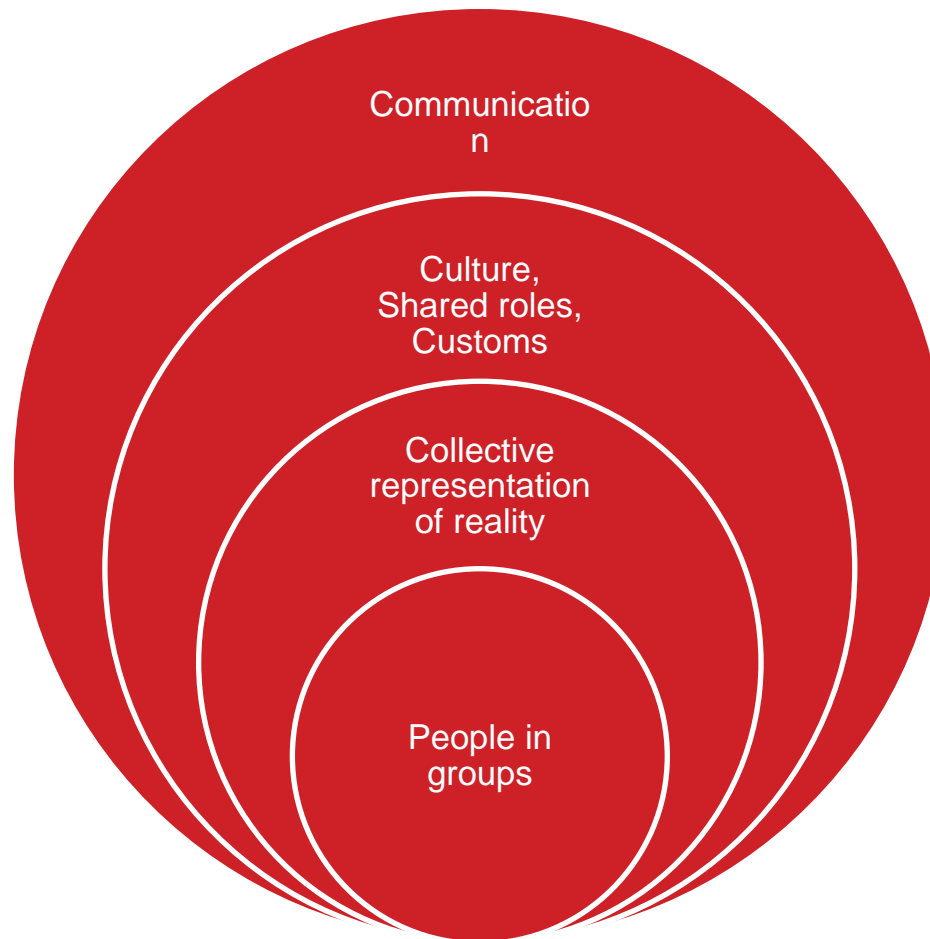
- Attention is key to retention
- Appeal to the eye
- Eye control
- Body control
- Voice control
- Talk **with** your audience
- Don't just be yourself

Communication

$$i = n*(n-1)/2$$

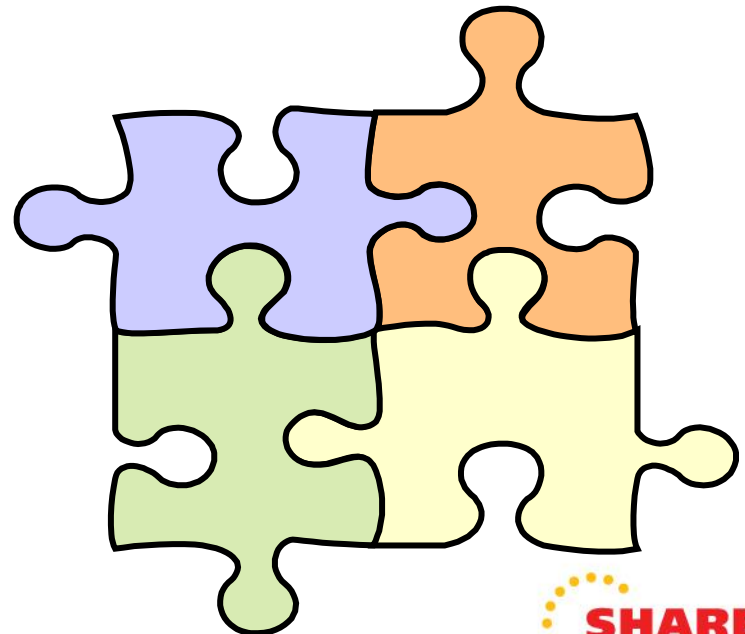


Communication



Groups Are Systems

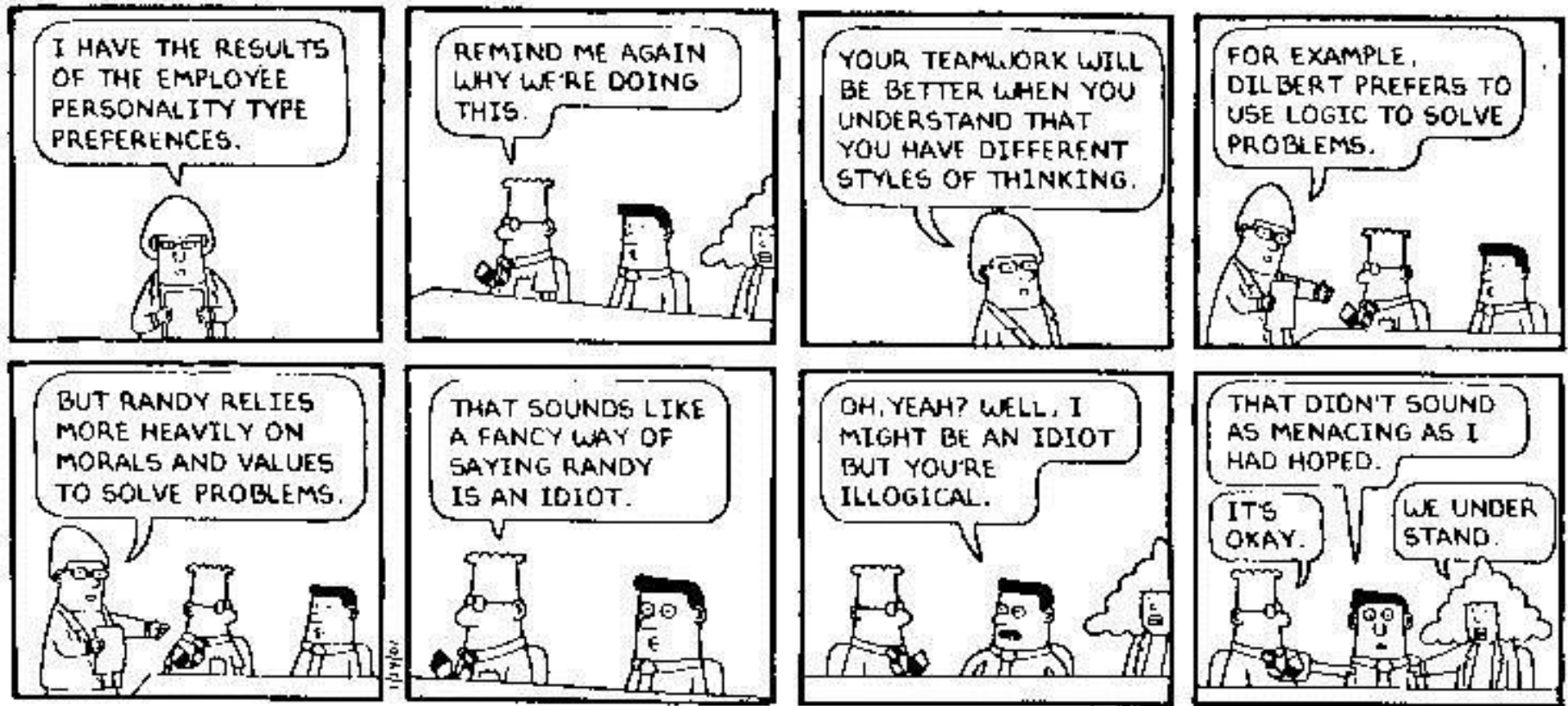
- Members interrelate
- One member change affects all
- Individual gains from group



Group Effects

- Identification and Emotional Support
- Social needs
- Assistance
- Affect behavior
 - Support, Reinforcement
 - Security, Protection
 - Encouragement
 - Rationale





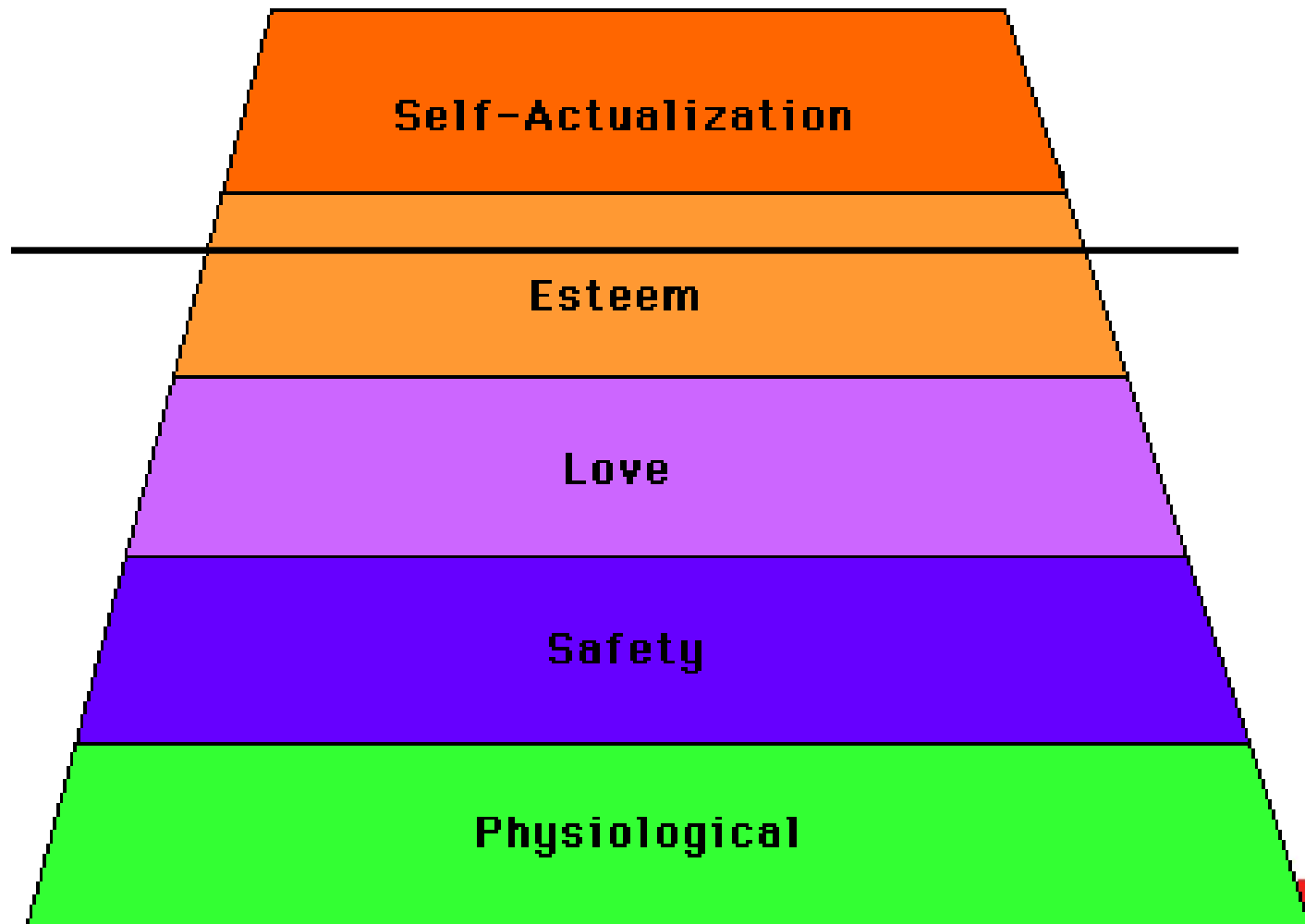
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IT People

- Low social needs
- High need for recognition and praise



IT Concerns

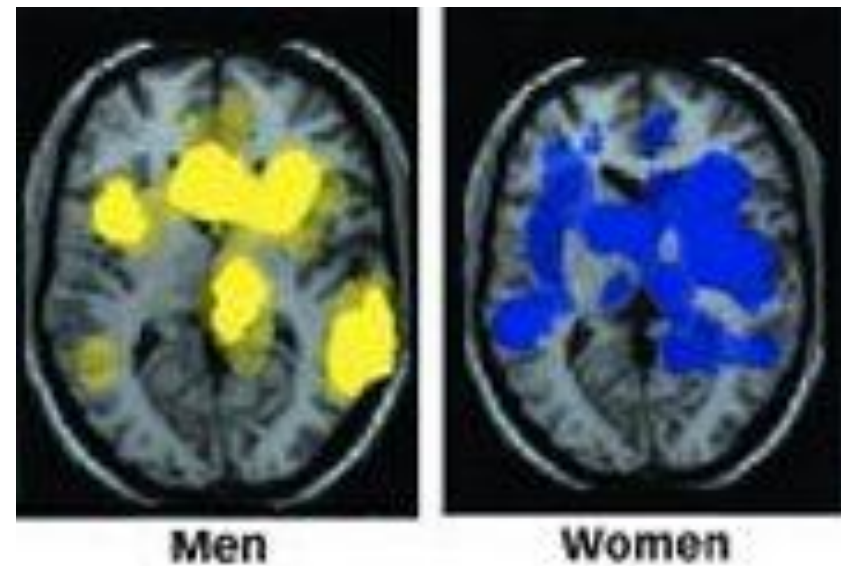


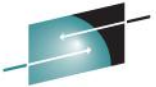


I think she
is giving me
cooties!

Men and women are different!

- Physically
 - Hormones
 - Brains
 - Amygdala
 - Hippocampus
 - Cingulate gyrus
 - Neural Pathways
 - Corpus Callosum
 - Cerebral Cortex
 - Brain Stem





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Men and women are different!

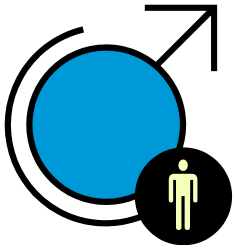
- Communication
 - Women talk
 - To resolve problems
 - About feelings
 - To bond
 - To feel good
 - About people
 - Men talk
 - About practical matters
 - About things
 - Sports, jokes, women
- Men prefer to act.



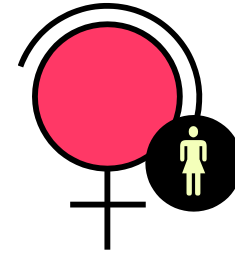
Differences

- Men talk to give information or report.
- Women talk to collect information or gain rapport.





Helpful info



- Disagreement
 - Women - affects relationship
 - Men – can move to other issues
- Getting things done
 - Men – relationships form thru working on tasks
 - Women – build relationships
- Meetings
 - Women – nod to show attention
 - Men – nod to show agreement

Tips for Females

- Don't communicate when upset
- Get to the point
- Facts not Feelings
- Avoid Gossip
- Concentrate on Problem Solving
- Listen (with intellect not emotion)
- Avoid Power Struggles



Women Can

- Use 'voice male'
 - Use report speak
 - Bottom line first
 - Resist the context
 - Avoid HINT language
 - Use I want/ I need
- Encourage questions



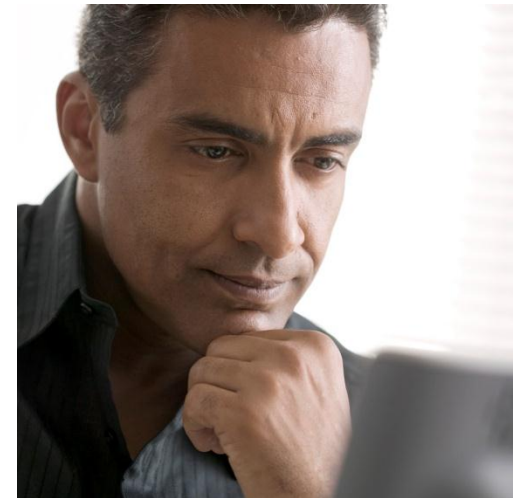
Tips for Males

- Create bonds
- Admire her talent, not her attributes
- Be open
- Don't put the gag on gossip
- Understand her thought process
- Maintain a professional relationship



Men Can

- Use voice-female
 - Increase historical detail
 - More background
 - Use 'rapport speak'
 - More questions
 - Move slowly to the bottom line
- Eye Contact
- Non verbal emphasis



Persuasion

- What's in it for them
- Make impact early
- Strong Arguments
 - Support with evidence
 - Positives are strongest
- Present Alternatives
- Balance Pros and Cons
- Anticipate Objections



Evidence

- Personal Experience
- Authority (expert opinion)
- Comparisons (analogies or similes)
- Examples
- Statistics and Facts

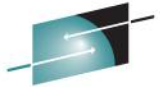


Presenting opportunities

- Objective
 - Point of view
 - Recommendation
- Situation
- Proposal
- Advantages
- Disadvantages
- Summary
- Action



Monte Draper / The Pioneer



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STRIFE

AS LONG AS WE HAVE EACH OTHER, WE'LL NEVER RUN OUT OF PROBLEMS.

www.despair.com

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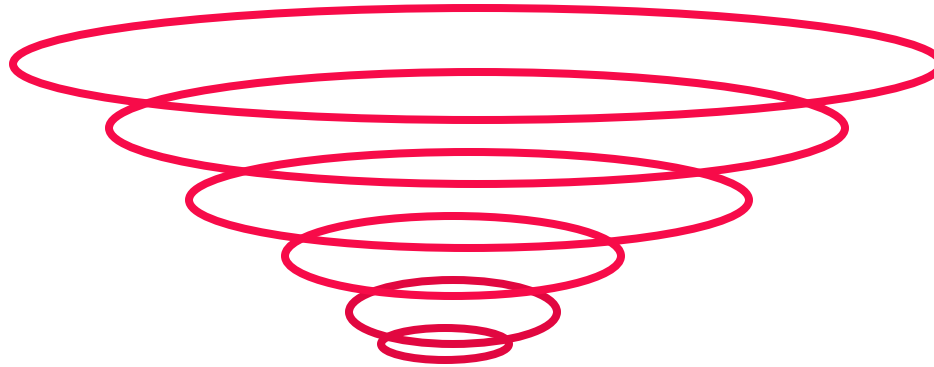
Conflict resolution

- The best victory is when the opponent surrenders of its own accord before there are any actual hostilities...It is best to win without fighting.

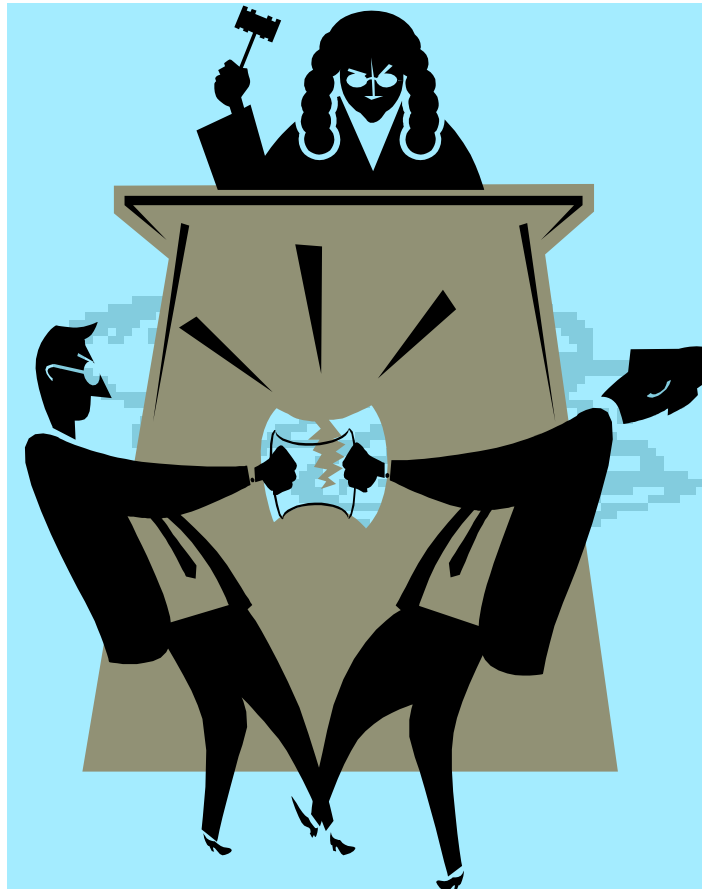


Sun-tzu, The Art of War.

Conflict resolution



Conflict resolution



Conflict resolution



Listening



Repeats her position

Repeats her new points

Explains his position

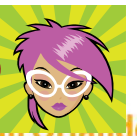
Talks some more

Explains position or feelings

Further explains her position

Repeats

Repeats what she heard



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Communications Skills Test

- http://www.queendom.com/tests/access_page/index.htm?idRegTest=683