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Effective Organizational Communications

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Video Discussion



- *How did this happen?*
- *What can be done to prevent it from happening again in the future?*



Organizational Communication





- There are risks involved with communications
- The absence of communication also creates risks
- Communications are fundamental to success at all levels in all aspects of business (process, team development, continual improvement, customer satisfaction, etc.
- Communication plans and procedures minimize risk.
- Effective communication can begin with you!



Miscommunication

80% of what is said is misunderstood to some extent.

-Dale Carnegie





Miscommunication

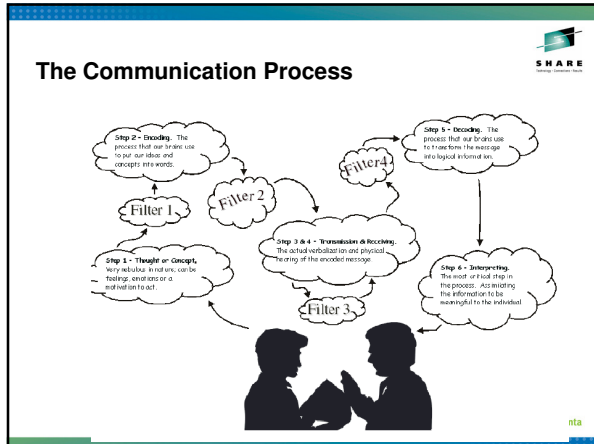
- There are many factors that affect communication:
 - Personality
 - Circumstances
 - Environment
 - Audience
 - Time restraints and pressures
 - Filters



Miscommunication

- **Filters** are key contributors to miscommunication.
- **Filters** are background processes occurring throughout the communication process. Instead of being environmental distractions, filters are internal; they are processes which preoccupy your thoughts.
- Communication styles are a type of filter.





Miscommunication

We don't listen with the intent to understand, we listen with the intent to respond.

-Dale Carnegie

Communication Styles

- What adjectives would you use to describe your communication style?
- What adjectives describe the person with whom you communicate well?
- Are the adjectives similar?
- Identifying our communication style tendencies and comparing them to others' will make us aware of how we are perceived and how better to use a balance of styles

BEST Communication Style

- Choose the column whose adjectives best describe your communication style.



direct	cordial	patient	structured
determined	calm	passive	precise
confident	persuasive	unselfish	detailed
decisive	likeable	steady	sure
diligent	responsive	generous	disciplined
firm	enjoyable	content	organized
eager	enjoyable	agreeable	cautious
impatient	talkative	caring	systematic
ambitious	optimistic	steady	orderly
intimidating	influential	loyal	contemplating
outspoken	well-liked	modest	consistent
persistent	enjoyable	yielding	logical
self-reliant	well-spoken	accommodating	adherent
strong	convincing	genuine	accurate



BEST Communication Style

- We each have our own communication patterns.
- We tend to communicate best with those who communicate like us.
- Each column represents one of James Brewer's four communication styles:
 - Bold, Expressive, Sympathetic, Technical
 - http://www.bestinstruments.net/home_catalog.htm
- Let's find out about your style!





BOLD Communication Style

- Style reflects need to be independent, free, practical, and domineering. Speaker is in charge. Likes to be challenged. Wants quick results. Poor listener.
- Quickly gives and responds to information.
- Recognize that this style may be viewed as uncaring and impersonal. Poor listening may result because this person usually goes onto another thought and/or is quick to respond or rebut ideas without letting others finish their statements. Concentrate on what is said and do not respond too quickly.

Expressive Communication Style


- Style reflects need to influence others, be popular, and to gain public recognition. Speaker is a persuader. Likes popularity. Likes to talk; finds persuading others stimulating. Often speaks in emotional terms.
- Gives a lot of information although sometimes it is perceived as too much.
- When speaking, know what you want to say. Do not repeat or oversell every idea. Create a structure. Write notes or an agenda and stick to it. Do not embellish or editorialize.

Sympathetic Communication Style


- Style reflects need to feel appreciated. Speaker is a quiet and calm communicator and is sincere with others. Likes to listen more than talk and can come across not being enthusiastic. Is turned off by aggressiveness. Tends to need much personal attention.
- By communication with others, this person gives and seeks personal attention.
- Remember that because others are brief, do not be put off by their style of quickly moving through information. Keep in mind that not everyone needs the same sense of belonging or affiliation as you.




Technical Communication Style


- Characterized by order, detail, and logic. Focuses on details and must see the big picture in small parts before proceeding. Speaker is thorough. Likes to ponder and prefers low risk.
- Leaves little information out which can sometimes be more than audience needs.
- Simplify what you say. At times, provide the big picture instead of great detail. Too many details often confuse the issue instead of clarifying.






How can you better deal with different styles?


<p style="text-align: center;"><u>Bold</u></p> <ul style="list-style-type: none"> • Use bullet points • Give facts, figures, and benefits • Be brief • Avoid excessive detail 	<p style="text-align: center;"><u>Expressive</u></p> <ul style="list-style-type: none"> • Let the person talk • Don't interrupt until they repeat themselves • Give the big picture first, then specifics
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How can you better deal with different styles?

<p style="text-align: center;"><u>Sympathetic</u></p> <ul style="list-style-type: none"> • Show empathy • Build respect & trust • Keep feelings in mind 	<p style="text-align: center;"><u>Technical</u></p> <ul style="list-style-type: none"> • Set objective up front • Provide general information only after presenting specifics
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Summary



- Be aware of diverse communication styles/behaviors and learn to use them in different situations.
- Be cognizant of a person's communication style and adjust yours.
- All styles are appropriate when used at the right times, with the right people, and to achieve the right results. These are dependent on the listener, the business situation, and your communication skills.
- Be flexible. Better results are achieved if you communicate with a style that the receiver is comfortable with which allows him/her to be open to listen and accept what you're saying.



