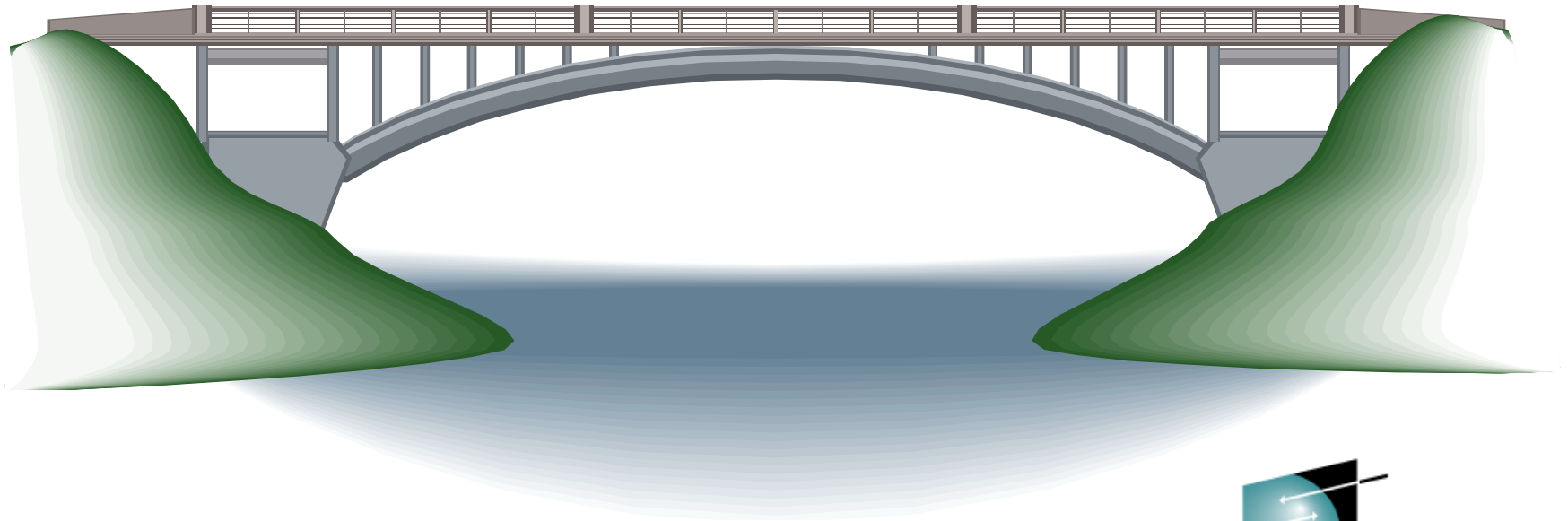




Getting Your Message

A C R O S S



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SHARE
Technology • Connections • Results

Session 13693
Hynes Auditorium
Boston, MA



Agenda

- ▶ **Elements of effective communication**
- ▶ **Obstacles and ‘the gap’**
- ▶ **Preparing the message**
- ▶ **Leveraging skills to close the ‘gap’**

Primary focus: Interpersonal communications



What is communication?

American Heritage Dictionary definition:

‘the exchange of thoughts, messages, or information’

Derivation: from the Latin word, *communicare*;

‘to impart or make common’

Effective communication (suggested definition):

‘an exchange of thoughts, messages, or information that results in a shared level of understanding’

▶ Key objective: Mutual understanding



The journey of a message

When a speaker 'sends' a message to a listener, these elements exist:

- * *The idea the speaker wants to convey (meant)*
 - * *What they say to convey it (message sent)*
 - * *Method used: electronic, face-to-face, etc.*
 - * *What the listener actually 'hears' (is received)*
 - * *What is interpreted by the listener*
- ❖ *Even in relatively simple communications there are opportunities for the original idea to 'lose its way' through no fault of either party during the journey*



Although only 3 major elements are in play ...

What they 'meant'

the idea

What is 'sent'

what they say

What is 'received'

what is interpreted

...they are not always exactly the same.

Any variation between these 3 elements means the 'communications triangle' is not congruent which results in a 'gap' in communication.



The Communications Triangle





Listener

Speaker

Obstacles



“If you understood everything I said, you’d be me!”

- Miles Davis (1926 - 1991) Jazz musician



Common obstacles

Speakers

WORDS
AGENDAS

ASSUMPTIONS
PERCEPTIONS

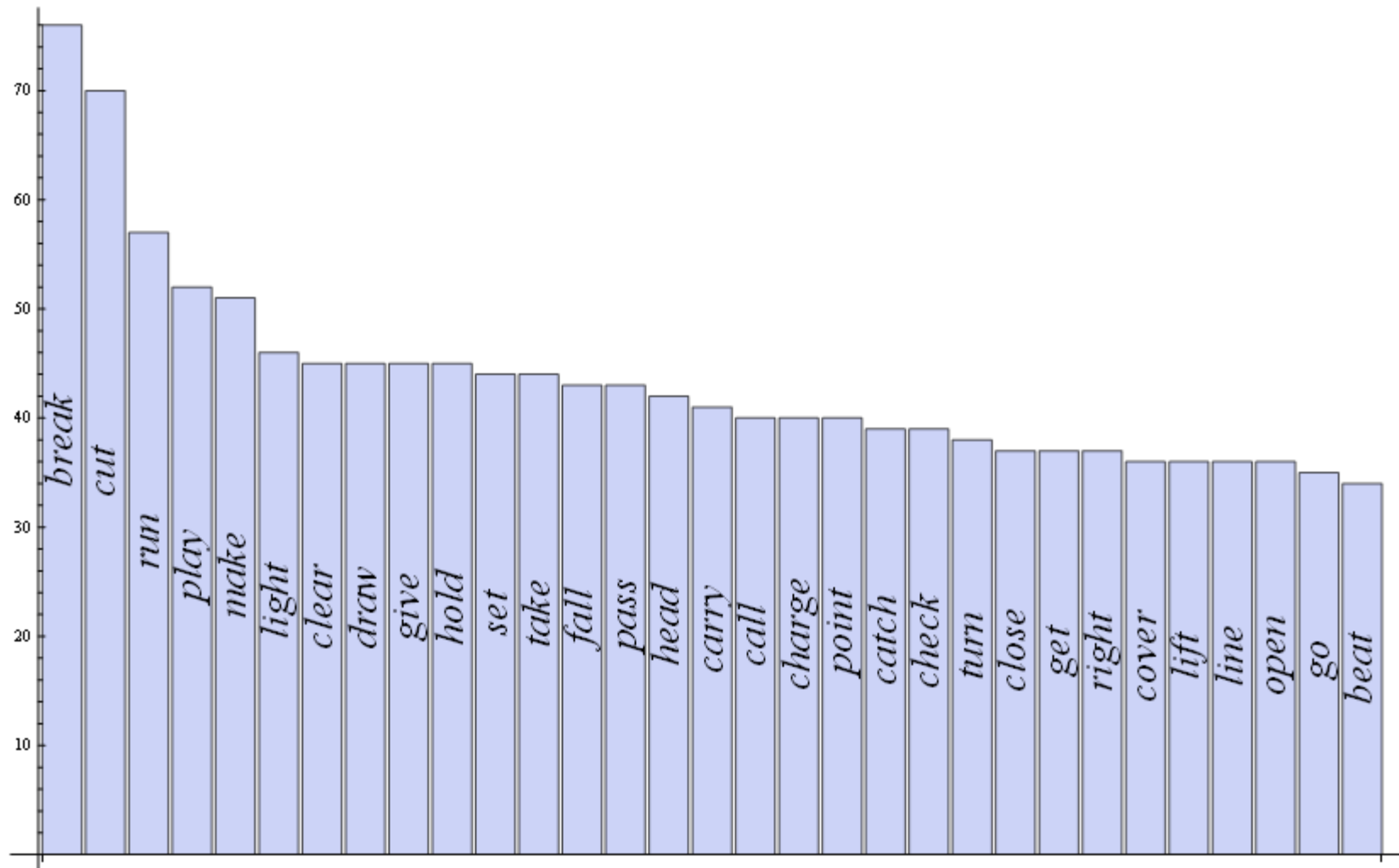
FILTERS
BARRIERS

Listeners



Words: meanings

Definitions

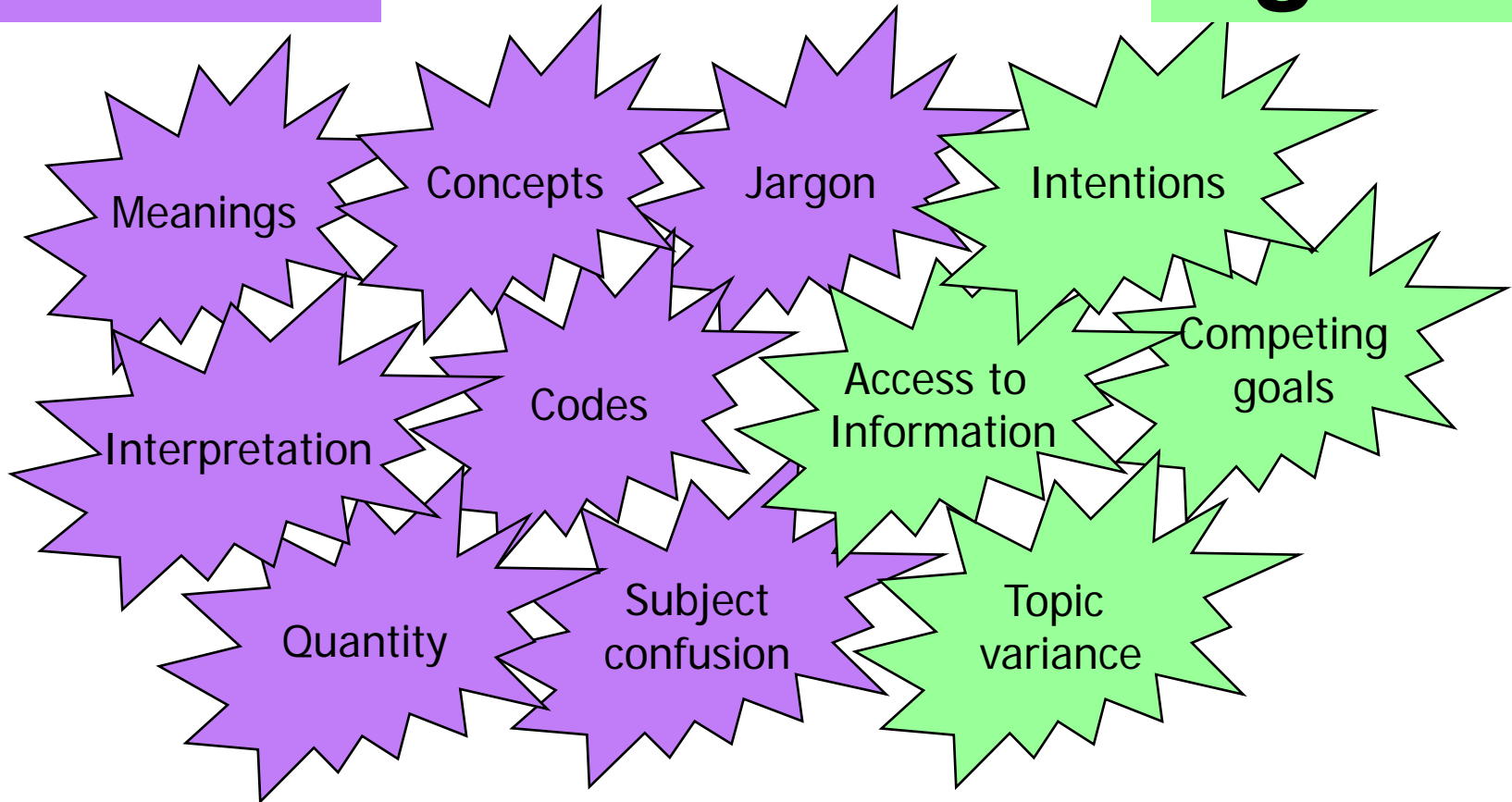


Speaking Obstacles



Words

Agendas



Listening Obstacles

Filters

Barriers

Values

Attitudes

Physical
Environment

Beliefs

Cultural
Differences

Interest
level

Psychological
factors

Expectations

Prejudices

Past
Experience





'Sending' skills

Audience focus

Intake awareness - Intent - Interest

Delivery

Content - Context - Clarity - Caring

Validation

Recognition - Reiterative summary



'Receiving' skills



Attending

Focused environment - Message awareness
Eye contact / Posture



Following

Door Openers - Encouraging
Infrequent questions - Attentive silence



Reflecting

Tactful Paraphrasing - Validation of meanings

‘Bridging the Gap’

Listener

Speaker

Audience Focus

Delivery

Validation

Attending

Following

Reflecting

filters

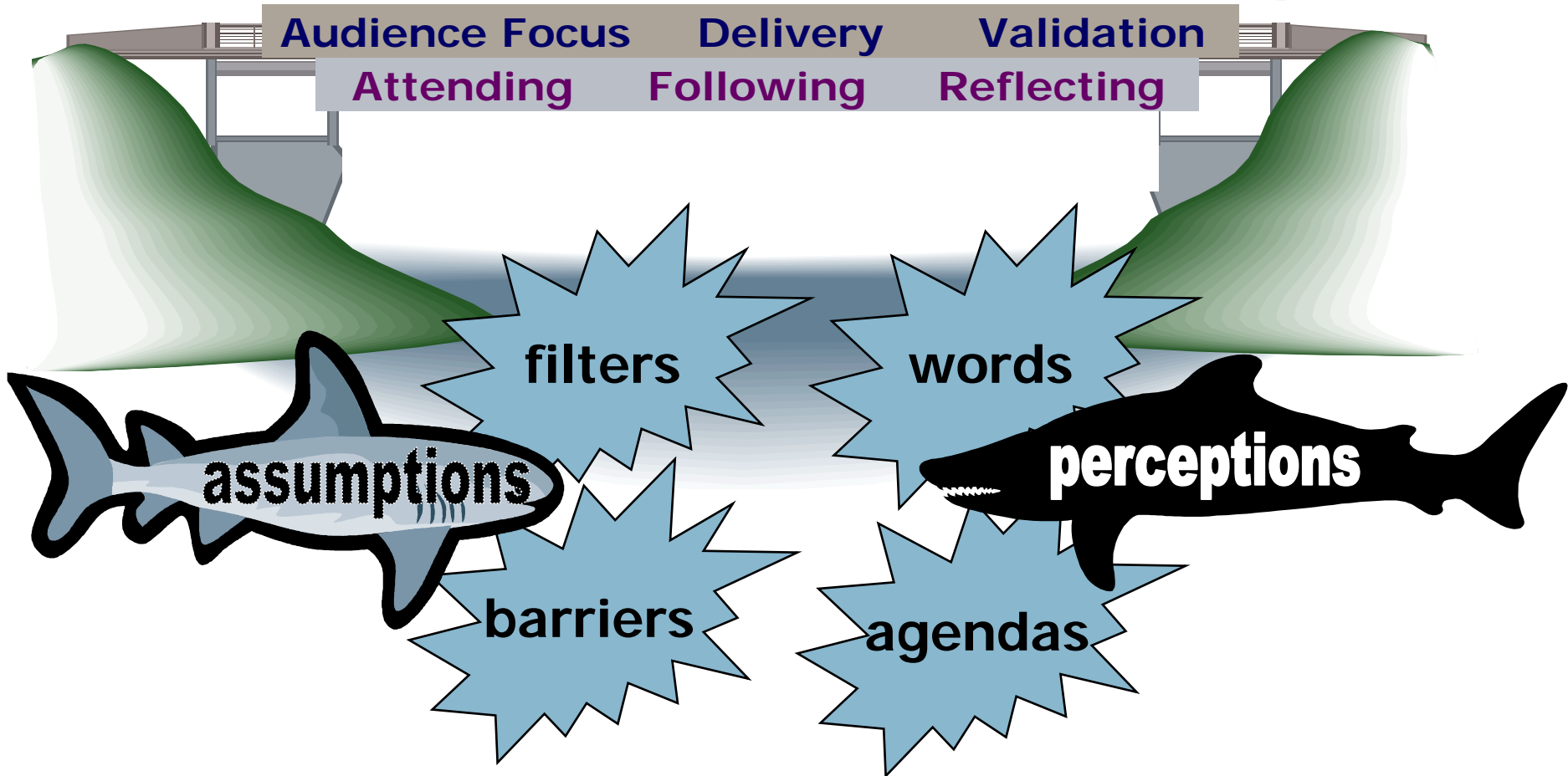
words

assumptions

perceptions

barriers

agendas





Sending Messages: A Simple Method

- ▶ **Identify your audience (WHO) and purpose**
- ▶ **Clarify WHAT you want to convey**
- ▶ **Tell them WHY they should care (hook)**
- ▶ **Craft HOW you deliver the message**
- ▶ **Leverage skills for effectiveness**



Sending a message using the simple method

Who is your audience?

What is the purpose of your message?

Are you trying to Inform?

Are you trying to Persuade?

Get clear on the idea you want to convey

Why should they care?

How can you get that message across?



Who is the audience for your message?

What is the essence of your message:?

Create an opening (with a 'hook', **WHY** should they care?):



Are you trying to inform or persuade?

List 2 or 3 key points for the body that support your objective(s):

1) _____

2) _____

3) _____



Create a closing that ‘summarizes’ or presents a ‘call for action’:



Summary

5 keys to getting your message across:

- ▶ **Understand your audience**
- ▶ **Know WHAT you want to convey (and HOW)**
- ▶ **Make them aware of WHY you are sending it**
- ▶ **Be concise and precise in your content**
- ▶ **Bridge the ‘gap’ by using sending skills**