COMMUNICATE like a PRO!



Presented by

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Trainer's Profile - Sandra Sandu-Reeves

- ✓ 23 years Corporate Training experience for leading corporations across the Asia Pacific
- ✓ Certified Management Consultant, *CMC* since 1993
- ✓ Fellow Institute of Management Consultants, *FCMC* since 2002 www.icmci.org
- ✓ Masters degree in Education (Training and Development), Sheffield University, UK
- ✓ Certified Trainer, Tony Buzan Mind Mapping and Creative Thinking www.buzancentres.com and www.buzanasia.com
- ✓ Certified Trainer, American Management Association www.amanet.org
- ✓ Executive Coach, Business Thinking Systems, Sydney Australia
- ✓ Speaker at international and regional conferences
- ✓ Listed in International Directory of Professionals since 1997
- ✓ Author of "Getting Ahead in Your Career" Guidebook
- ✓ Forthcoming publication, "Think Fast, Think Smart"



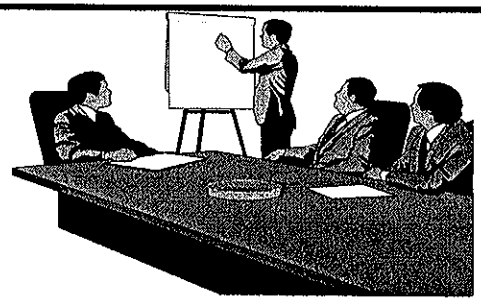
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UNDERSTANDING your COMMUNICATORS - WHO?

What do you need to know about those you are communicating with before communicating effectively?

1. Designation & Level — Senior - Formal, Convincing / Junior - Casual, Informative, Directive...
2. Background knowledge of topic
3. Familiarity with subject matter
4. Age group
5. Gender mix
6. Education background
7. Industry Mix
8. Interest in topic
9. Attitudes, Values & Perceptions
10. Decision making authority
11. Mood.



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5Ws 1H of COMMUNICATING EFFFECTIVELY

1 Who

2 What

3 Why

4 When

5 W here

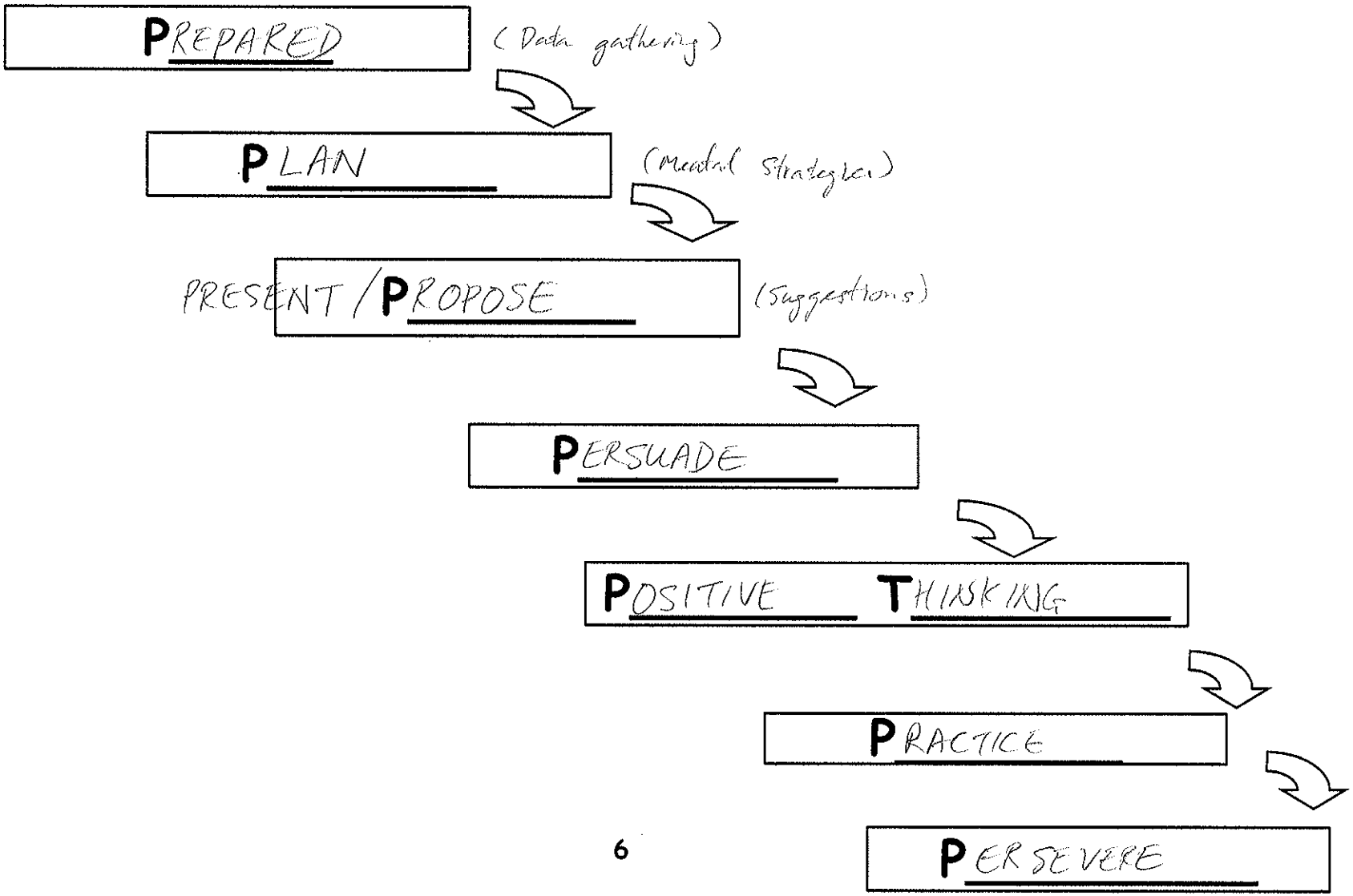
H ow



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7Ps to COMMUNICATE like a PRO!

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OPEN with a Sizzle! I-P-C

Secure immediate attention by:

- I*ntroduce* yourself and topic
- State the P*urpose* of Communication
- Review the C*ontent*
- Make a s*tartling*, stimulating statement
- Ask a series of q*uestions*
- Highlight the v*alue* of this topic to the audience - the "W-I-I-F-M" f*actor*
- Provide relevant f*acts*, s*tatistics*s and q*uotations*
- Narrate a short poignant s*tory*

W-I-I-F-M

What's in it for me?

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CONVINCE your COMMUNICATORS and Senior Management

- **F** ACTS
- **S** UPPORTING information
- **S** TATISTICS, figures and data
- **O** PTIONS available
- **C** OMPARISONS
- **P** ROS and **C** ONS
- **In-** Depth Analysis

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COMMUNICATING in TECHNICAL SITUATIONS

- ☑ Prefer morning communication sessions
- ☑ Do a team presentation
- ☑ Employ more visuals and graphics and "hand on" demonstration
- ☑ Inject some humor in good taste
- ☑ Summarize frequently using agenda
- ☑ Involve communicators with contributions and questions
- ☑ Provide overview before starting
- ☑ Use examples and anecdotes
- ☑ Explain specialized terminology
- ☑ Avoid jargon
- ☑ Pick up tempo of speech
- ☑ Make it Interesting and entertaining

Use audience names and invite inputs

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HANDLE QUESTIONS CONFIDENTLY K-A-P

- K*now* your subject matter well
- A*nticipate* likely questions
- P*repare* responses to likely questions
- Welcome questions, contributions and comments
- Communicators become more relaxed when questions start rolling in
- Ask - don't just tell
- Accommodate divergent points - "Jason has a good point"
- Use name of questioners when speaking
- Let buddy help out with difficult questions
- Keep cool when stressful questions
- Don't argue with questioner. Let audience handle difficult audience with "how do the rest of you feel?"

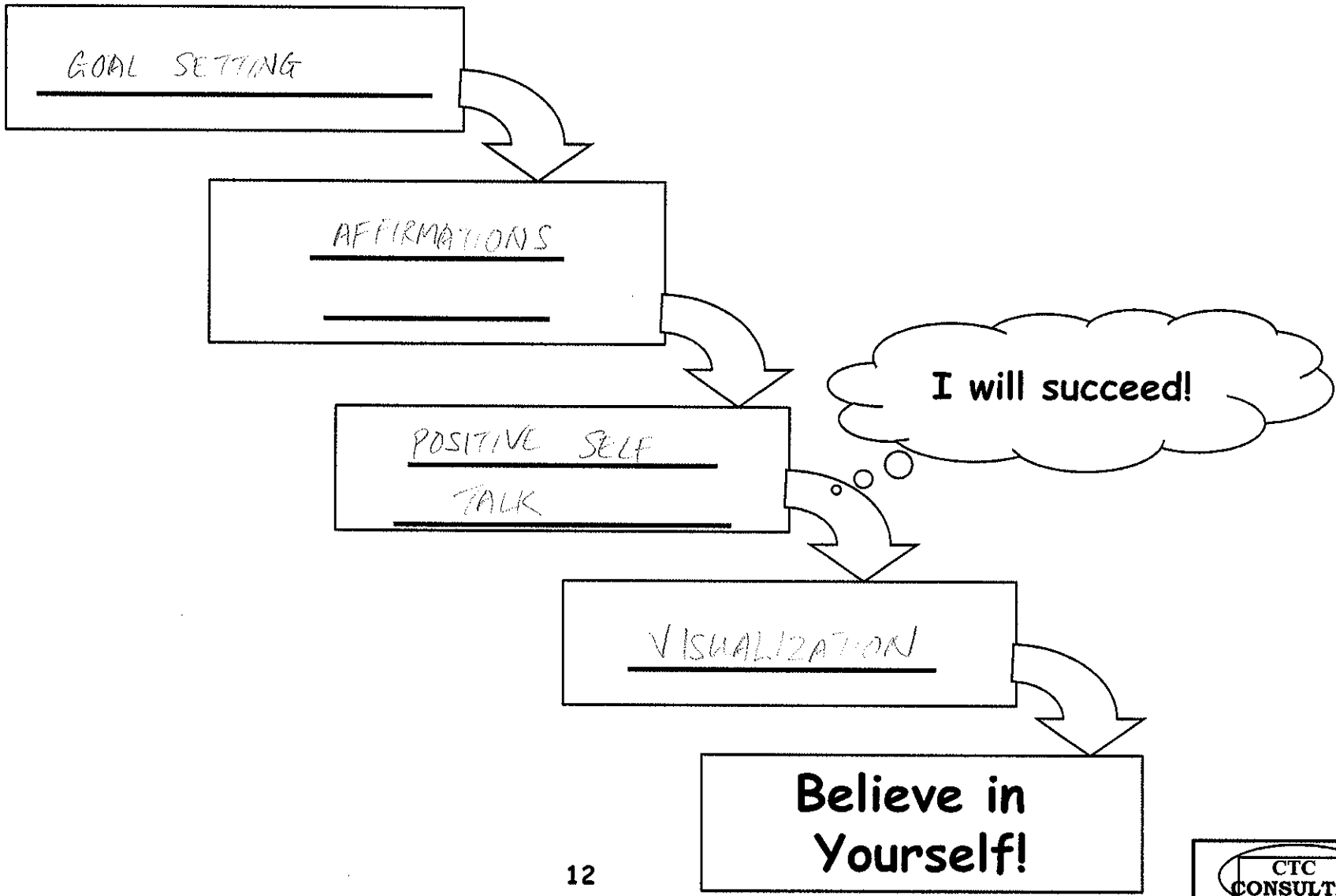
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BUILDING CONFIDENCE - Overcoming Glossphobia

- Focus on your audience, objectives.
- Concentrate on your audience
- Prepare your opening in full
- Arrive early to get a feel of the room
- Check on the workings of your equipment
- Glance at your slides
- Refer to your slides
- Take slow, deep breathes.
- Drink a little water
- Keep yourself warm, comfortable.
- Don't rush into your presentation
- Gesture freely to release tension
- Share some comments, insights, contributions with communicators
- Avoid irritating body mannerisms
- Overcome Glossophobia - fear of public speaking
- Communicate more - practice makes perfect!

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THINK Positive, THINK Success!



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COMMUNICATING with VISUALS

- **C** LEAK
- **V** ISIBLE
- **S** IMPLE

Guidelines



- Not more than 7 words per line.
- Not more than 10 lines per page.
- Company Logo

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UNDERSTANDING your BODY LANGUAGE

1 Finger drumming – bored, inattentive.
2 Shrugging shoulders – don't know, don't care
3 Down turned lips – displeasure
4 Arched eyebrows – surprised
5 Furrowed eyebrows – furious
6 Distant 'far away' gaze – Daydreaming
7 Looking at watch or nearby clock every few seconds – impatient, in a rush.
8 Banging fist on surface – angry, emphasizing a point.
9 Cupping chin – pondering, thinking.
10 Legs twisted up – nervous
11 Hands on hips – agressive
12 Arms folded across chest – defensive
13 Listening by sitting erect, eyes lively, chin up with faint smile – attentive.
14 Turning body away when talking – not interested
15 Looking elsewhere - lack of eye contact – not interested
16 Fidgeting and scratching – nervous
17 Swaying body – not focused
18 Other body signals _____

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BODY LANGUAGE

Positive Signals

- ☑ _____
- ☑ _____
- ☑ _____
- ☑ _____

Negative Signals

-  _____
-  _____
-  _____
-  _____

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PROJECTING YOUR VOICE

1 Stand Tall and confident
2 Look up and share eye contact
3 Articulate and pronounce clearly
4 Modify your Volume - louder or softer
5 Modify your Intonation and pitch up and down
3 Modify your Pace - slower faster
4 Add Emphasis to key words
5 Breathe deeply and fully
6 Project to back row
7 Use a microphone for large audiences

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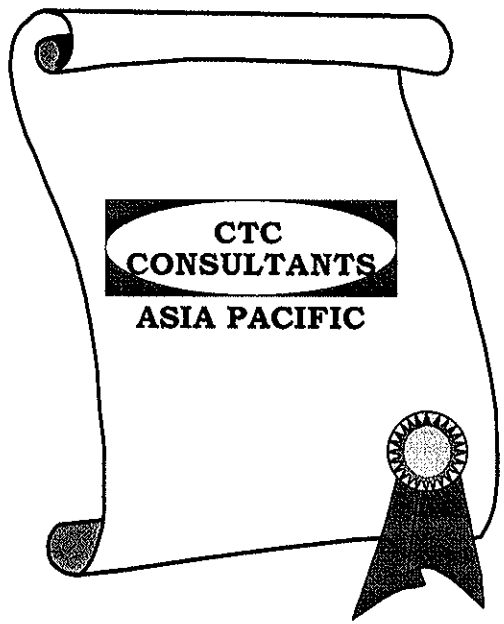
COMMUNICATION SINS to AVOID

1. **Lack of Preparation**
2. Not understanding Audience's needs and expectations.
3. Unclear Purpose.
4. Lack of Focus & Direction
5. Lack of Impact
6. Nervousness & Lack of Confidence.
7. Lack of Audience Eye Contact & Involvement
8. Lack of convincing punch
9. All verbal, no visual
10. Negative Body Language.
11. Closing without impact

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CLOSE with a Knock-Out Punch! R-A-S

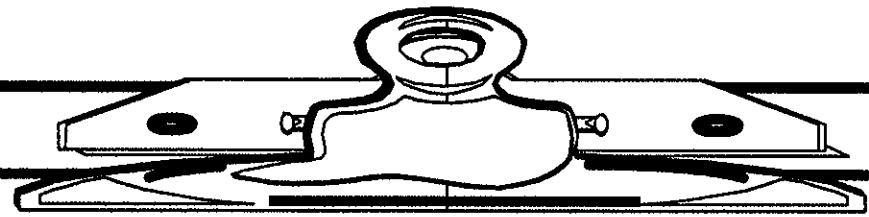
- **Make a Recommendation**
- **State the Follow up Action**
  - WHO ? is to do
  - WHAT ?
  - WHEN ?
- **Summarize your main points**



10Cs of COMMUNICATING like a Pro!

- ☑ **C**ohesive / Co-operative
- ☑ **C**onsise – Brief
- ☑ **C**lear
- ☑ **C**omplete
- ☑ **C**orrect
- ☑ **C**onvincing
- ☑ **C**onfident
- ☑ **C**ommunicative
- ☑ **C**ommitted
- ☑ **C**onclusive

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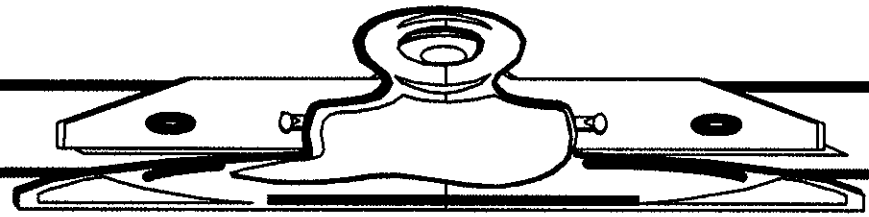


COMMUNICATION CHECKLIST

CONTENT - DID THE COMMUNICATOR? ...

- Plan and prepare
- Open effectively :
  - Spell out the objectives
  - Identify areas to be covered
- Adapt to the audience and other communicators
- Organize systematically
- Provide complete content
- Convince with facts, supporting data, benefits and cost
- Close decisively with :
  - summary
  - follow-up action
  - request for approval

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COMMUNICATION CHECKLIST

DELIVERY - DID THE COMMUNICATOR? ...

- Use a lively and stimulating approach
- Select proper language and expression
- Involve the audience
- Secure participation and contributions
- Employ and project visual aids effectively
- Project voice clearly
- Handle questions convincingly
- Avoid irritating body mannerisms
- Use correct facial expression and body language
- Inject humor in good taste
- Empathize with audience

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What's My Communication Style? Say what you Mean and Mean what you Say

Understanding our communication style is an important first step in learning how to communicate effectively with others. What's My Communication Style? will give you new insight into how you communicate every day.

Directions: For each statement on the following pages, choose the statement ending that most closely reflects the way you communicate.

1. When I am in a meeting, I prefer to sit ...
a. at the head of the table.
✓b. where people can see me.
c. directly next to another person.
d. with at least one seat between me and the next person.

2. When I speak with a person ...
a. I look down sometimes.
b. I look directly at him or her the entire time.
✓c. I look at him or her often.
d. I tend to look around the room more than at the person.

3. When I greet people 1 know fairly well ...
a. I say hello but do not touch them.
✓b. I give them a firm handshake.
c. I give them a hug
d. I give them an enthusiastic handshake.

4. When I am talking to people ...
a. I like to stand close to them.
b. I feel uncomfortable if they stand too close to me.
c. I get annoyed when they stand too close.
✓ d. I don't mind if they are close to me.

5. My walk is...
a. slow and leisurely.
b. lively.
✓ c. even.
d. hasty.

6. When other people talk ...
✓ a. I look for the main point
b. I look for a good story.
c. I look for supporting facts.
d. I try to figure out their feelings.

7. When I speak publicly ...
a. I vary my voice level for effect.
✓ b. I speak clearly but not loudly.
c. I speak relatively quietly.
d. I speak in loud tones.

8. When I see conflict ...
a. I try to lighten the mood by focusing on the positive.
b. I avoid it.
c. I dive right in.
✓ d. I try to figure out what caused it.

9. When people enter my workspace ...
a. I ask them if they would like to sit down.
b. I tell them to sit down.
✓ c. I let them decide where or if to take a seat.
d. I pull out a chair for them.

10. When I am engaged in problem solving ...
a. I lead the discussion.
b. I listen to what other people have to say.
✓ c. I focus on the big picture.
✓ d. I focus on the facts.

11. I usually start conversations by ...
a. finding out how the other person's day is going.
b. telling a story.
c. jumping right into the subject.
✓ d. establishing the purpose of the conversation.

12. When I make a decision ...
✓ a. I see how other people are going to be affected by it.
b. I rely on my own judgment.
c. I look for others' approval of my decision.
d. I rely on sound decision-making methods.

13. When someone is giving a presentation ...
a. I need it to be entertaining.
b. I imagine how he or she must feel.
✓ c. I try to evaluate the logic of it.
d. I get impatient if it is not fast moving.

14. When acquaintances touch me (e.g., put their hand on my arm) ...
a. I welcome it.
b. I become irritated.
c. I feel closer to them.
d. I feel uncomfortable.

15. When I am trying to get what I want ...
a. I can tap into others' wants and needs.
b. I make a strong argument for my case.
c. I have a great sales pitch.
d. I am cool and competent.

16. In terms of how others see me ...
a. I control what they learn about me.
b. I let others know how I feel.
c. I am a private person.
d. I am an open book.

17. In a group meeting ...
a. I tend to evaluate ideas.
b. I keep everyone involved.
c. I tend to take responsibility for leading the conversation.
d. I listen carefully to what people want.

18. As far as I am concerned, public expression of personal feelings
a. makes things more interesting.
b. makes people somewhat uncomfortable.
c. helps me to interact with others.
d. gets in the way of getting work done.

19. My intent in a business meeting is to .....
a. get my opinions across.
b. build a relationship with others.
c. persuade others.
d. investigate the situation.

20. When I tell a story ...
a. I focus on the characters' personal situations.
b. I keep people on the edge of their seats.
c. I systematically build a case.
d. I get right to the point.

21. In terms of teamwork ...
a. I support the team.
b. I prefer to take responsibility myself rather than rely on a team.
c. I easily grow impatient with it.
d. I rally the team.

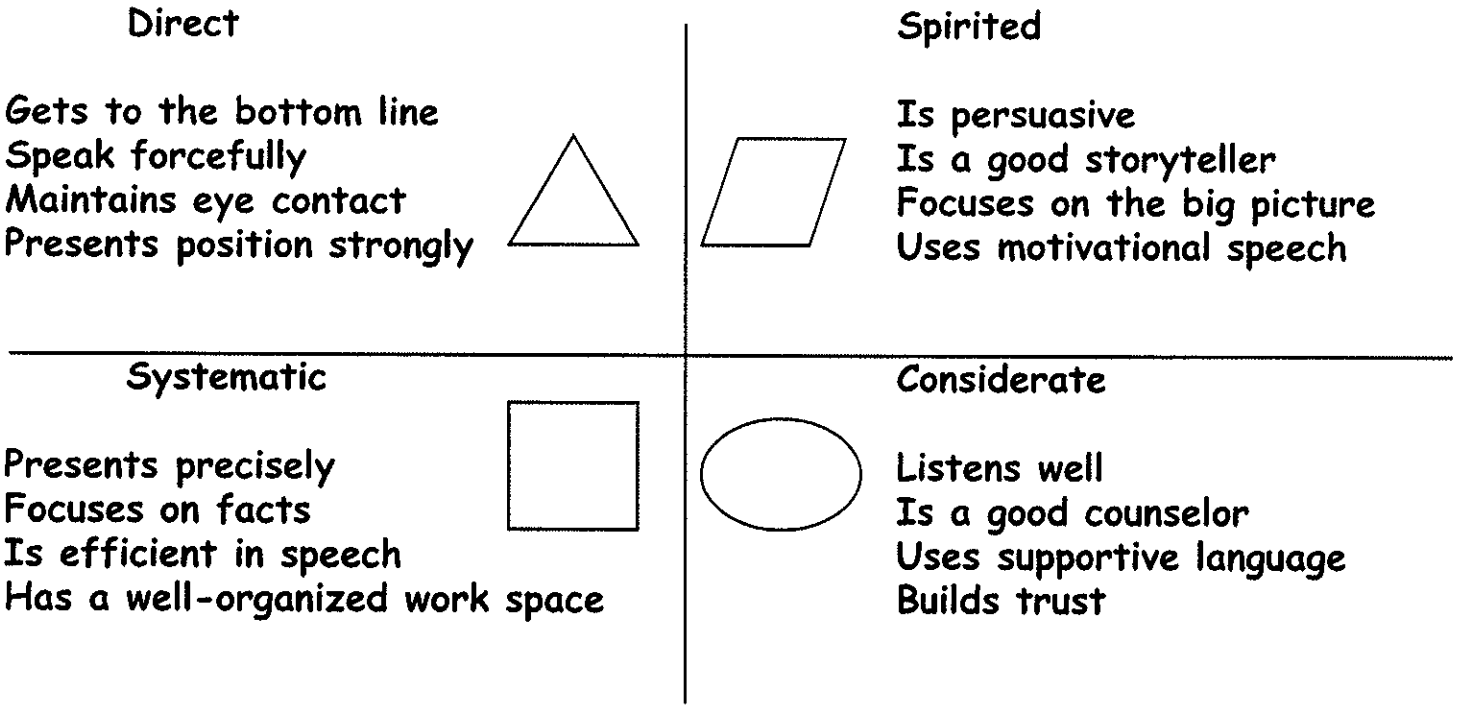
22. When I give a presentation ...
a. it is well organized.
b. it taps into people's emotions.
c. it is forceful.
d. it is entertaining.

23. When people get upset or cry in front of me ...
a. I prefer to stop them.
b. I try to counsel them.
c. I try to cheer them up.
d. I try to think of ways to remove myself from the situation.

Communication Style Strengths

Each of the four communication styles has its own characteristics.

Place a checkmark beside each behavior that best describes your strengths.



Communication Style Strengths

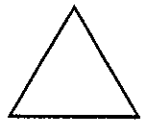
Communication Style Weak Spots

Each style also has weak points. Recognizing your trouble spots is the first step to overcoming them. Chart below shows some of the extremes for each style. As you read through them, do you recognize some of your own trouble spots?

Place a checkmark beside each trouble spot that you have.

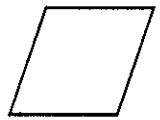
Direct

Is a poor listener
Is impatient with others
Does not heed advice
Likes to argue



Spirited

Does not hear details
Tends to exaggerate
Generalizes
Can be overdramatic



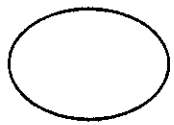
Systematic

Focuses too much on details
Fears personal disclosure
Can be terse
Uses little variety in vocal tones



Considerate

Avoids conflict
Gives in easily
Keeps opinions to oneself
Overemphasizes feelings



Communication Style Trouble Spots

TRAINER'S TRACK RECORD

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TELECOMMUNICATIONS

Singapore Telecom, Nokia, Philips, NEC, Lycos Asia, Ericsson, Nortel Networks, Mobile Technology Asia, Lucent Technology, Alcatel, British Telecom

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