COMMUNICATIONS, THE SEQUEL
ADVANCED COMMUNICATIONS

EXPECTATIONS

• Perceptions & the ladder of inference
• Neuro-linguistic programming
• Gender communications
• Generational communications
• The media environment
PERCEPTIONS MATTER

COMMUNICATION

• People communicate in many different styles or methods.

• The burden of making sure they understand you, or you understand them is yours, not theirs.

• It is up to you to make complex issues easy to understand.

• Your biggest challenge may be your own intellect or pride or expertise. Remember to use the counsel of others.

• Truly listen to the other person, don’t just think about the next thing you are going to say.
COMMUNICATION

• People are not logical or emotional, they are both at the same time. Make sure you are communicating with the entire person. It is the emotion that stirs a person’s will to act.

• Emotional bank accounts are real and must not be ignored. It takes 14 deposits to equal 1 withdrawal (more on this later).

• Remember that relationships matter.

• People usually listen to respond, not to understand. “Listen” has the same letters as “Silent.”
A real danger in communication that has caused problems and ruined careers is basing things on assumptions, prejudices or values systems that are not supported by the actual facts of the situation.

Consider the “telephone game” that kids play where they start a comment and send it around the circle and watch how much it changes from the original message.

Review and discuss the Ladder of Inference and how our communication processes can skip facts and evidence.

COMMUNICATION

LADDER OF INFERENCE

This boss shouldn’t be supervising women.

He picks on Jane because she’s a woman.

The boss thinks Jane’s work is unacceptable.

The boss is chewing Jane out.

“Jane, your performance is not up to standard,” says the boss.
LADDER OF INFERENCE

We can't count on John. He's unreliable.

John always comes in late.

John knew exactly when the meeting was to start. He deliberately came in late.

The meeting was called for 9am and John came in at 9:30. He didn't say why.

LADDER OF INFERENCE

Mary can't keep up the pace, and so she's willing to have us lose our competitive edge.

She can't compete well.

Mary doesn't like competition.

"We need to be less competitive," Mary says. "We need to find a way to reward people for the contribution they make to the whole."
Humans use 5 main senses:
- Smelling
- Tasting
- Seeing
- Hearing
- Touching

Most adults don’t use smell and taste in a work environment, or for daily information processing.

“Visuals” use sight/pictures mostly, “Auditories” use hearing/speaking mostly, and “Kinesthetics (Kinos)” use touch/physical activity mostly. About 25% of people are combined. A lot of people who are Kinos as a teenager grow out of it later.

NEURO-LINGUISTIC PROGRAMMING

- How to tell if someone is auditory or visual and why it is important
  - Take the Modality test (Swassing-Barbe Index (1980))
- How to use this information to make you a better supervisor or manager, without being manipulative or evil
- Examples of NLP communications
- How to use NLP when making a public presentation
AUDITORIES

- Process information by hearing it, and express information by speaking.
- Typically sub-vocalize when they read.
- Often turn on the radio in the car before adjusting mirrors (or anything else).
- Remember things by “playing back the tape.”
- Prefer verbal directions to using a map.

VISUALS

- Process information by seeing it, and express it by pictures, or written documents.
- Make great speed readers because they do not sub-vocalize.
- Adjust mirrors in the car first.
- Use a form of photographic memory.
- Strongly prefer directions be on a map rather than verbal directions.
KINESTHETICS (KINOS)

• Process information by touch or action – direct physical experience.
• Do not pay attention well if required to sit and be still for long periods of time.
• Some of this characteristic can change with age.
• Make better use of auditory or visual information if done in conjunction with a physical activity (walking, sports, etc.).
• Can move virtually if the speaker is moving.

NEURO-LINGUISTIC PROGRAMMING

• It is relatively easy to figure out most people’s NLP style, and yes, many are a combination.
• Understanding this can really help communication.
• Some people have tried to use NLP to manipulate others, but that is not ethical or professional.
NEURO-LINGUISTIC PROGRAMMING

• Good public speakers understand NLP styles and use all three in presentations. Voice for the auditories, pictures for the visuals (PowerPoints), and moving around for the Kino’s.

• Work on improving your own opposite NLP style – Auditories should be a “Visual Wannabe.”

• Listen to how people talk for clues: “take a look at this idea; how does that look to you?” “listen to this idea; how does that sound?”

GENDER COMMUNICATIONS

News Flash:
Men and Women are Different!
GENDER COMMUNICATIONS

• Men are not from Mars, and women are not from Venus, but sometimes it seems that way.
• Gender communication differences vary by culture.
• Stereotypes are an unavoidable hazard in this discussion, so understand that not everything applies to everyone in every situation.
• Men and women communicate differently and the competent professional knows how to recognize and understand those differences.

GENDER COMMUNICATIONS

• Some examples of gender differences:
  • ‘Problem-solving’ or ‘listen-and-understand’
  • Eye contact and intimacy or staring off into space
  • Focused listening or thinking of the next thing to say
  • Lecturing or networking
  • Regular dialogue about a project or make the assignment and leave the person alone to do the project
• Good resources
  • “You Just Don’t Understand” by Deborah Tannen, PhD.
  • understandmen.com for both sexes
VIVA LA DIFFERENCE!

- Women can and do take on masculine traits in the workplace in their communication and men can take on more feminine traits (try some “listen and understand” mode).
- Support the differences and understand that there is no “one size fits all” for the different genders

GENERATIONAL COMMUNICATIONS

Hi Sweetie, how was school today?

You can read all about it on my blog, Dad.
MILLENNIAL JOB INTERVIEW

TRADITIONALIST

Born 1927 – 1945 (current age 71-89)

Likes: Formal service, chain of command, respectful communication, hierarchical
Dislikes: profanity, rudeness, indifference, casualness, poor grammar

Childhood was Depression era or Cold War era
Hard working and loyal
Good jobs after the WWII, booming economy
The definition of The American Dream
BABY BOOMER

Born 1946 – 1964 (current age 52-70)

**Likes:** Recognition, Sharing, Personable Service, Focus on THEM, knowledgeable experience
**Dislikes:** brusqueness, unfriendliness, shows of power, one-upmanship

Childhood was Cold War era and Hippy era
Likes awards and certificates
Early Boomers were around Vietnam War and protests
Later Boomers were around for AIDS and Watergate

GENERATION X

Born 1965 – 1977 (current age 39-51)

**Likes:** straightforward, efficient, product focus, brief, bottom line
**Dislikes:** chatty, overselling, incompetence, too perky

Childhood was Hippy era and 1980’s era
Very functional oriented (REI)
Sometimes cynical
Highly educated
MILLENNIALS (GENERATION Y)

Born 1978 – 1999 (current age 17-38)

**Likes:** positive, cheerful, engaging, helpful, educational focus

**Dislikes:** cynicism, too formal, condescending, slow

Childhood was 1980’s era to Technology era

Doesn’t like awards in Baby Boomer offices

Focused on time off and play

Not brand loyal – internet makes shopping easy

More racially and ethnically diverse

COMMUNICATING WITH THE GENERATIONS

- **Traditionalists:** formal, show respect
- **Baby Boomer:** get to know them and appreciate their experience
- **Generation X:** keep it to business, be brief, get to the point
- **Millennials:** be inclusive, let them contribute
COMMUNICATION STRATEGIES

• Stay flexible
• Listen, listen, listen
• Play on the strengths of their generation
• Help others understand your point of view, but first understand theirs
• Develop multiple entry points to being successful in your organization

WORKING WITH THE NEWS MEDIA
WHO ARE THE MEDIA?

• It’s (still) where most people get their info
• One bad story can follow you forever
• Even though a lot has changed, the basics are still the same

WHY MEDIA IS STILL RELEVANT

• It’s (still) where most people get their info
• One bad story can follow you forever
• Even though a lot has changed, the basics are still the same
INTERVIEW PREP

- Brevity is the soul of wit
- 1 or 2 key points
- Anticipate hard questions
- Be ready to “pivot”
- NO jargon

WHAT TIME IS IT?
WHAT ABOUT SOCIAL?

WHO IS SEEING YOUR CONTENT?
BEHIND THE SCENES

We're going underground

TIME LAPSE
WHAT WE TALKED ABOUT

• Perceptions & the ladder of inference
• Neuro-linguistic programming
• Gender communications
• Generational communications
• Today’s media environment