

Three Most Important Communication Skills You Need Now

Welcome!
SVPMA

August 11, 2012
Juliet Erickson

“Chance favors the prepared mind”

Louis Pasteur

TODAY, YOU CAN EXPECT TO:

Learn proven techniques and tips about the most important skills you need to prepare for and deliver effective, persuasive communication

Gain greater confidence in and awareness of your strengths, as well as areas to improve

Improve your ability to communicate gravitas and presence

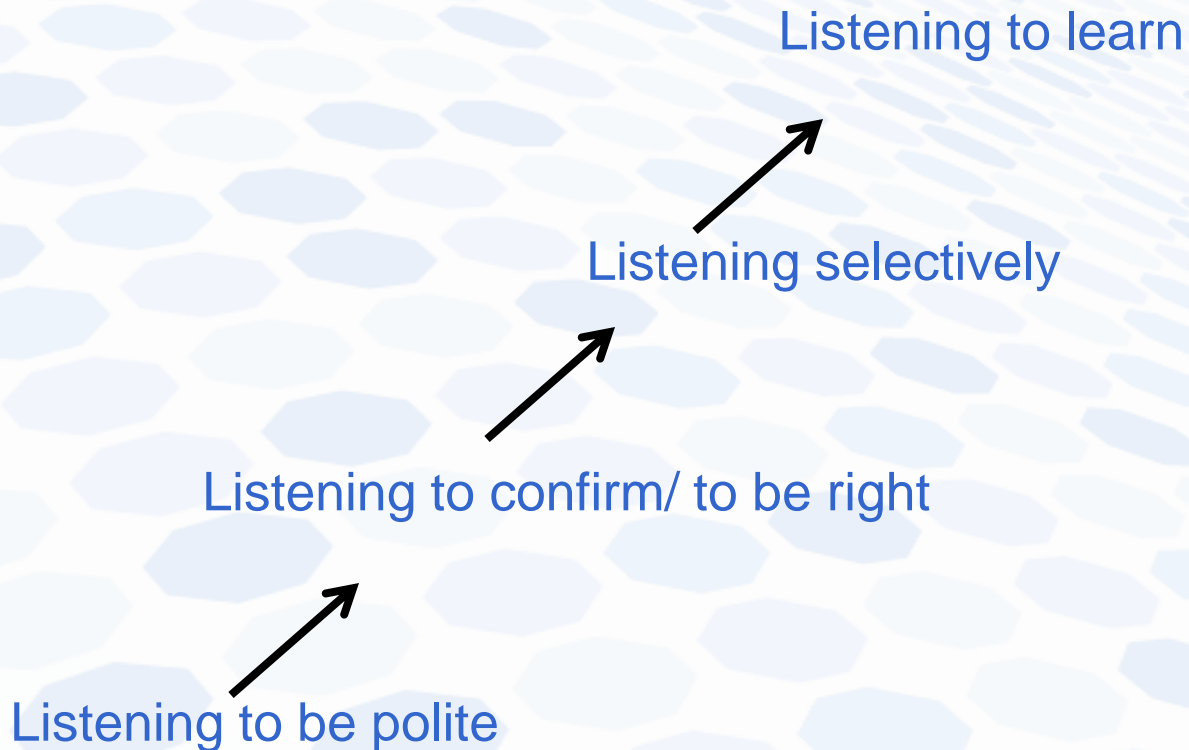
THREE COMMUNICATION SKILLS YOU NEED NOW

- Seek to properly understand
- Organize by objective rather than subject
- Resist instant responses



SEEK TO UNDERSTAND

Levels of listening



SEEK TO UNDERSTAND: LISTENING STYLES

People

Expressive

Amiable/Social

Tell

Ask

Direct

Analytical

Task

SEEK TO UNDERSTAND: LISTENING STYLES

People

Expressive

Amiable/Social

Tell

Ask

Direct

- Comfortable with confrontation
- Appears abrupt, straightforward
- Usually sets the agenda
- Speaks first
- Conclusions, yes/no answers
- Interrupts, finishes sentences
- Doesn't like small talk

Analytical

Task

SEEK TO UNDERSTAND: LISTENING STYLES

People

Expressive

- Comfortable with self-expression
- May need to feel like they win
- High energy, competitive
- Appreciates creative solutions
- Can be aggressive and people oriented
- Unpredictable – drama queen to tyrant
- Can be sloppy, hurtful or unprepared
- Does not like detail

Amiable/Social

Tell

Ask

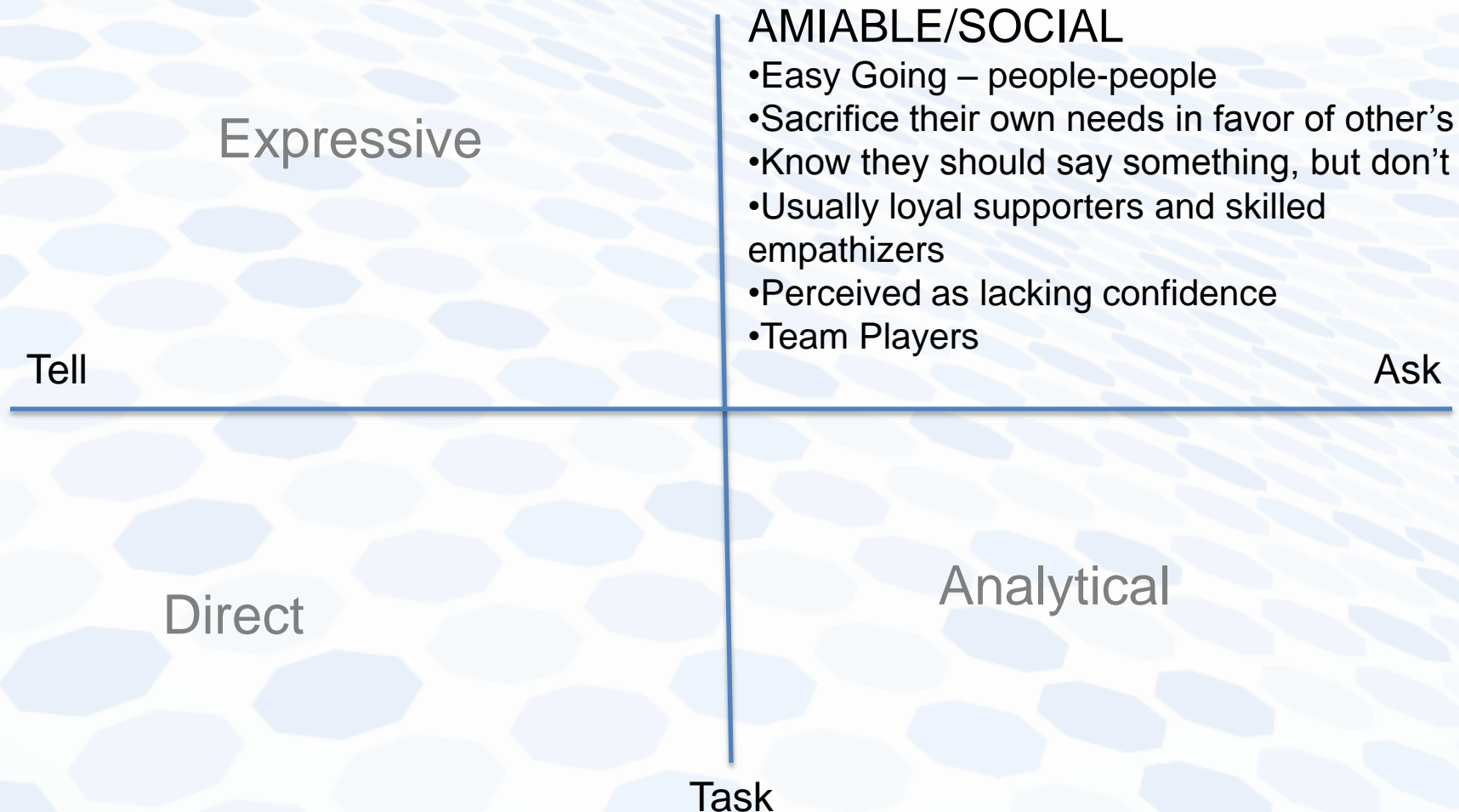
Direct

Analytical

Task

SEEK TO UNDERSTAND: LISTENING STYLES

People



SEEK TO UNDERSTAND: LISTENING STYLES

People

Expressive

Amiable/Social

Tell

Ask

Direct

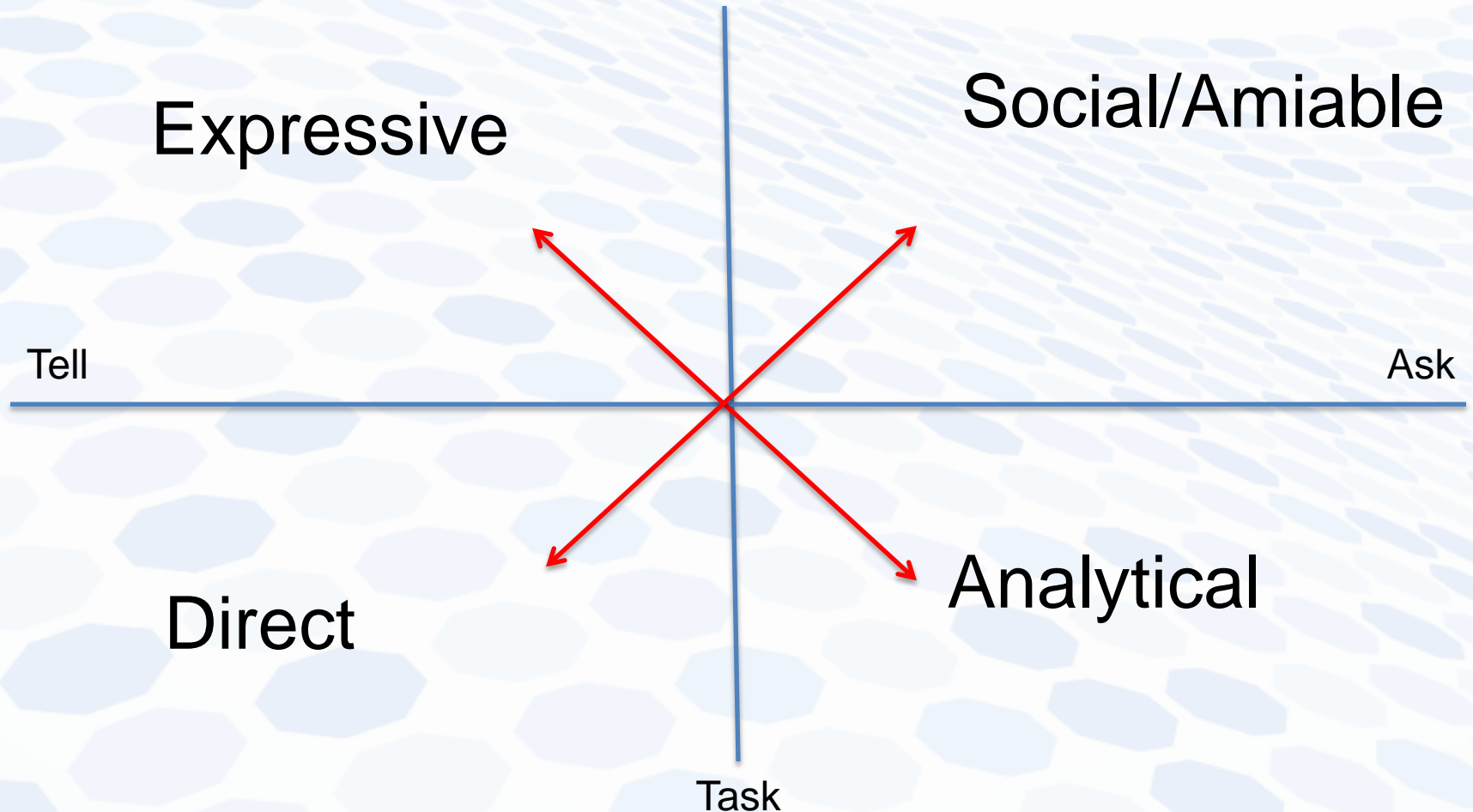
Analytical

- Interested in the task and the process
- Elegant arguers because of their grasp of the facts
- Detail oriented and systematic
- Low-key physically, shows little emotion (doesn't mean they don't feel it)

Task

SEEK TO UNDERSTAND: LISTENING STYLES

People





SEEK TO UNDERSTAND: COLLECT INSIGHT

What, Which, Why

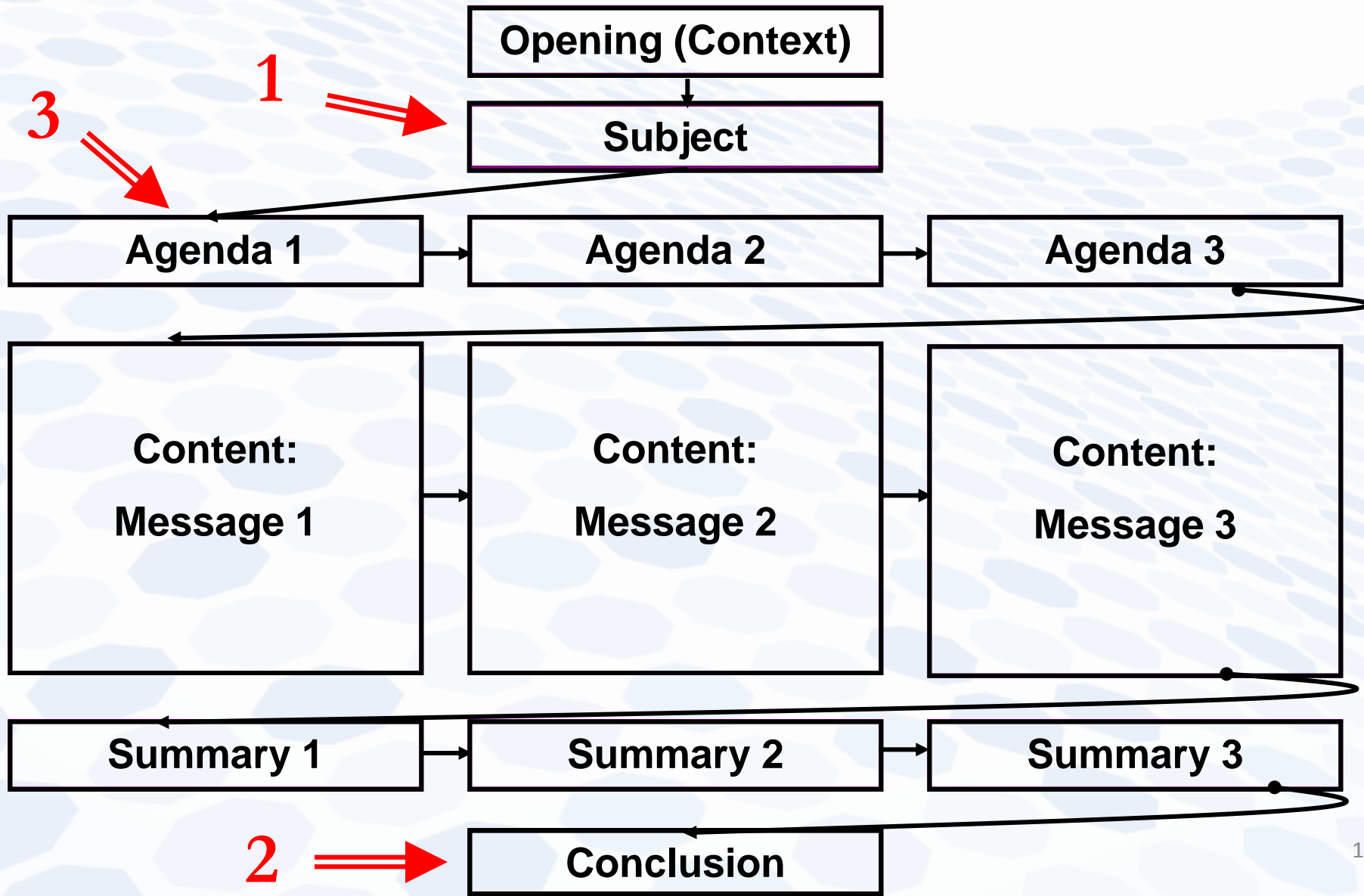
What do you think about.....?

Which is the most critical/ important/ annoying?

Why is that/ do you feel that way?



TAILOR YOUR APPROACH





DO IT/SEEK IT

Exercise

Gravitas: Comfort with seeing and being seen

Opportunities appear whether you are prepared or unprepared

You are more likely to do better each time and attract more if you are ready and willing

Mastery begins and ends with intention and discipline

THREE COMMUNICATION SKILLS YOU NEED NOW

- Seek to properly understand
- Organize by objective rather than subject
- Resist instant responses

“Chance favors the prepared mind”

Louis Pasteur