Communicate Simply & Powerfully

3

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The central node reads "Communicate Simply & Powerfully" with branches:

- Be Aware of Their Style and Adapt to Be More Effective
- Conversations that Move Things Forward [C]
- Presenting Status
- The rule of 3
- Communication as a Critical Process
- Be Aware of Your Style and Adapt to Be More Effective
- TOC [C]
- Public Speaking Assessment
- Be The Message
- Be authentic
- Listening with Purpose
- 6 Approaches

1. [TOC](#)

2. Public Speaking Assessment

Public Speaking Assessment

- Overall an engaging and compelling presentation that has impact and achieves the desired outcome
- Length of speech is appropriate
- The message the speaker wanted to convey is conveyed
- Pace is appropriate - not too fast or too slow
- Uses strategic pauses and silence to make powerful points
- If he or she stumbles, he or she takes a breath and keeps going without starting over or letting the audience know about the stumble
- If he or she makes a mistake or sees a typo, they keep going
- Looks comfortable
- Doesn't mumble, use empty words, or interrupt with self-talk (e.g. apologizing for not being as prepared as usual)
- Conveys a clear sense that he or she knows the material and is an expert
- Visuals like PowerPoint are used sparingly and do not interfere
- Voice projects loudly enough
- Smiles effectively and when appropriate
- Facial expressions match the meaning of the words
- Feet are planted firmly on ground, not moving around
- Hands are relaxed and by side when not gesturing
- Hands are not in fig leaf position as if hiding stain on pants
- Hands are not behind back
- Hands are not in pocket looking for keys (or something else)
- Uses hand gestures appropriately and effectively
- Makes eye contact with the audience, one person at a time and about 3 seconds per person
- Doesn't pace back and forth on the stage like a nervous tiger
- Ends with a strong concluding point, story, or quote
- Tells them what he or she is going to say, tells them, and then tells them what he or she just told them
- Gives examples, shares stories, and gives facts to back up points
- Gets the receiver involved
- Doesn't ramble
- Logical and clear idea flow
- Has no more than 3 messages
- Strong Opening

2.1. Strong Opening

2.2. Has no more than 3 messages

2.3.   Logical and clear idea flow

2.4.   Doesn't ramble

2.5.   Gets the receiver involved

2.6.   Gives examples, shares stories, and gives facts to back up points

2.7.   Tells them what he or she is going to say, tells them, and then tells them what he or she just told them

2.8.   Ends with a strong concluding point, story, or quote

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2.26. Uses strategic pauses and silence to make powerful points

2.27. Pace is appropriate - not too fast or too slow

2.28. The message the speaker wanted to convey is conveyed

2.29. Length of speech is appropriate

2.30. Overall an engaging and compelling presentation that has impact and achieves the desired outcome

3. Be The Message
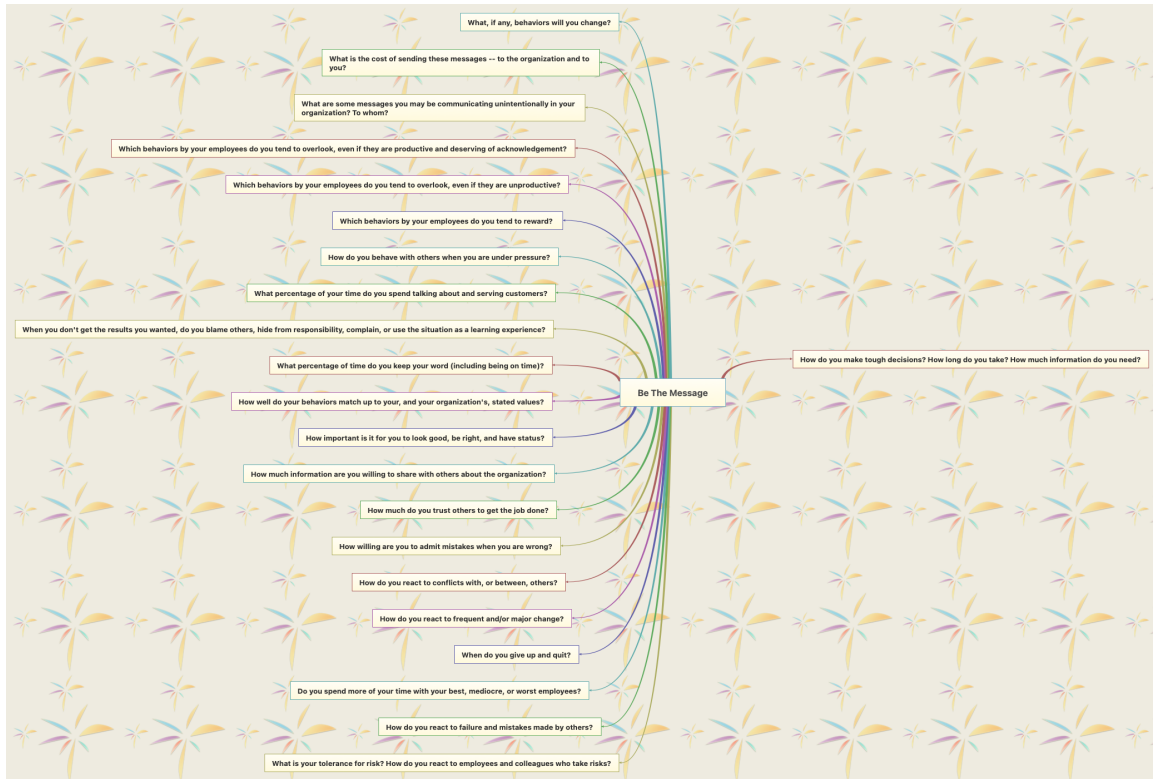
3.1.   How do you make tough decisions? How long do you take? How much information do you need?

3.2.   What is your tolerance for risk? How do you react to employees and colleagues who take risks?

3.3.   How do you react to failure and mistakes made by others?

3.4. Do you spend more of your time with your best, mediocre, or worst employees?

3.5. When do you give up and quit?

3.6. How do you react to frequent and/or major change?

3.7. How do you react to conflicts with, or between, others?

3.8. How willing are you to admit mistakes when you are wrong?

3.9. How much do you trust others to get the job done?

3.10. How much information are you willing to share with others about the organization?

3.11. How important is it for you to look good, be right, and have status?

3.12. How well do your behaviors match up to your, and your organization's, stated values?

3.13. What percentage of time do you keep your word (including being on time)?

3.14. When you don't get the results you wanted, do you blame others, hide from responsibility, complain, or use the situation as a learning experience?

3.15. What percentage of your time do you spend talking about and serving customers?

3.16. How do you behave with others when you are under pressure?

3.17. Which behaviors by your employees do you tend to reward?

3.18. Which behaviors by your employees do you tend to overlook, even if they are unproductive?

3.19. Which behaviors by your employees do you tend to overlook, even if they are productive and deserving of acknowledgement?

3.20. What are some messages you may be communicating unintentionally in your organization? To whom?

3.21. What is the cost of sending these messages -- to the organization and to you?

3.22. What, if any, behaviors will you change?

4. Be authentic

- What other examples can you provide of inauthentic communication? What can you do to improve the situation?
- What "lovely lies" does your organization pretend to believe? What is the cost of lying, rather than of telling the truth? How can you get your organization to tell the truth?
- Which of your professional relationships are weak because you have not been open and honest about the way the relationship is working? How can you strengthen the relationship by being more authentic?
- Where are teams or co-workers working together ineffectively because they have not cleared up past issues or conflicts? How can you help move them forward?
- What examples, if any, can you give of a direction the organization is taking that you think might be wrong? How can you express your point of view effectively?
- What conflicts, if any, are you avoiding at work, even though you have something to contribute to the issue? How can you appropriately assert your point of view?
- What examples, if any, can you give of constructive feedback that you want to give to a colleague, but have not given? Why not?

4.1.   What examples, if any, can you give of constructive feedback that you want to give to a colleague, but have not given? Why not?

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4.6.   What "lovely lies" does your organization pretend to believe? What is the cost of lying, rather than of telling the truth? How can you get your organization to tell the truth?

4.7.   What other examples can you provide of inauthentic communication? What can you do to improve the situation?

5. Listening with Purpose
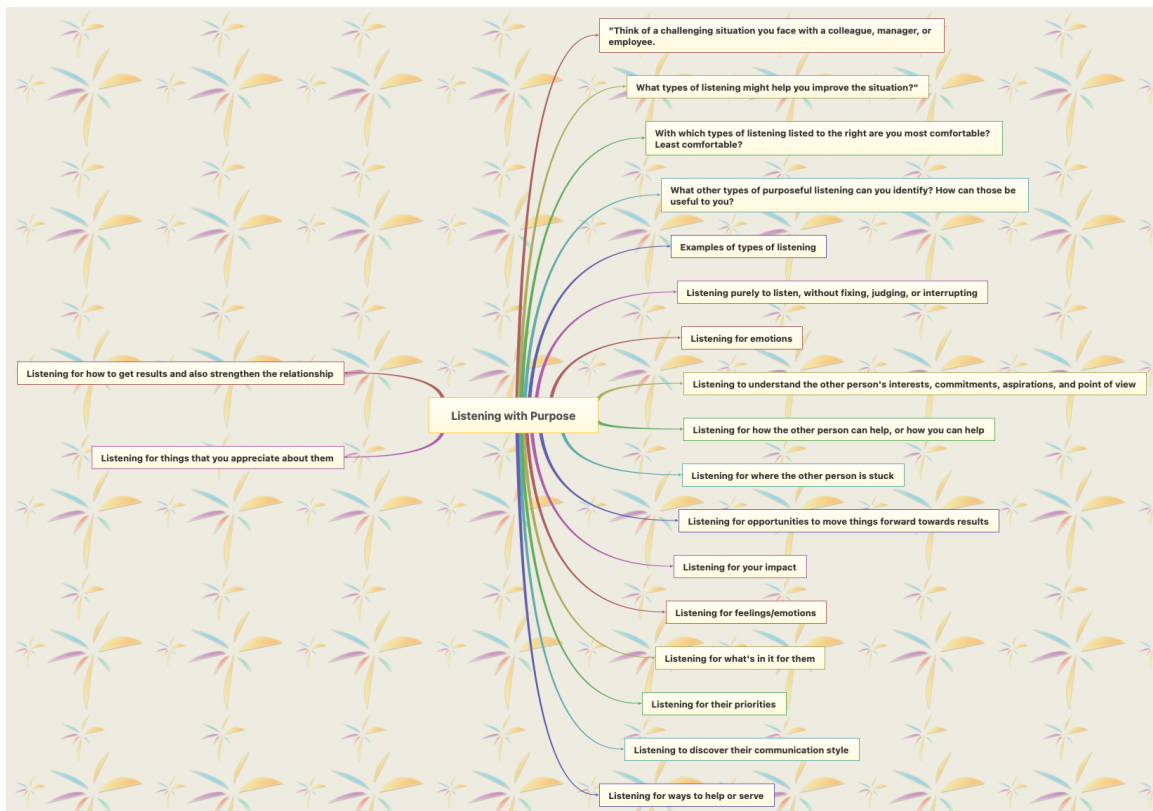
5.1.   "Think of a challenging situation you face with a colleague, manager, or employee.

5.2.   What types of listening might help you improve the situation?"

5.3.   With which types of listening listed to the right are you most comfortable? Least comfortable?

5.4.   What other types of purposeful listening can you identify? How can those be useful to you?

5.5.   Examples of types of listening

5.6.   Listening purely to listen, without fixing, judging, or interrupting

5.7.   Listening for emotions

5.8.   Listening to understand the other person's interests, commitments, aspirations, and point of view

5.9.   Listening for how the other person can help, or how you can help

5.10. Listening for where the other person is stuck

5.11. Listening for opportunities to move things forward towards results

5.12. Listening for your impact

5.13. Listening for feelings/emotions

5.14. Listening for what's in it for them

5.15. Listening for their priorities

5.16. Listening to discover their communication style

5.17. Listening for ways to help or serve

5.18. Listening for things that you appreciate about them

5.19. Listening for how to get results and also strengthen the relationship

6. 6 Approaches

6.1. to Communicate Powerfully

	The Left Brain	The Right Brain	The Gut	The Heart	The Spirit	The Legs
Format(s)	I suggest X. Here's why…	Paint a picture with words. Use metaphors. Tell stories to make a point	I will do X if you do Y….I like A but I don't like B. Going forward I need you to…	Ask for help. Involve. Listen and reflect back. Apologize and make amends if appropriate. Share. Tie your ideas to feelings.	Share your vision and invite others to build on it. Share common values, beliefs, and experiences.	I must have said something to upset you, and I didn't mean to. Let's take time to cool off and then come back together again….I didn't know that fact; let me take some time to consider it and come back to you tomorrow.
When to use	You have facts that no one else has. You have facts that matter to the other person. You want to convince someone that an idea makes intellectual sense. You are a recognized authority. The situation is logical.	Teachable moments. Show vulnerability with a story about your own lessons learned. Make a point that goes deeper than logic alone.	Negotiating a settlement. Getting compliance. Forming a contract. Asserting appropriate boundaries. Giving a performance review.	You want the other person's commitment. You might not be flexible on the outcome, but you are flexible on how it happens. You authentically are open to being influenced.	Re-energize a colleague or team. Kick off a team or project. Get people excited, even if next steps are not known.	When something goes wrong in a conversation or meeting and it is better to take a break than keep going.
Tips	Use facts that matter to the other person.	Create an arsenal of stories to tell to engage, inspire, and teach: good and bad teams or bosses; overcoming obstacles; a big lesson learned; building on success; smart career moves; lessons from mentors.	Choose things that you control that matter to the other person. Don't automatically go to the brink. Use informal power before formal titular authority where possible.	Don't use the heart if you are not authentic.	Don't get stuck in the spirit. Eventually you have to move on to next steps.	Plan before any meeting about what can go wrong, so you are ready.

6.2. Situation to use

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6.3. How You will use it

7. Be Aware of Your Style and Adapt to Be More Effective
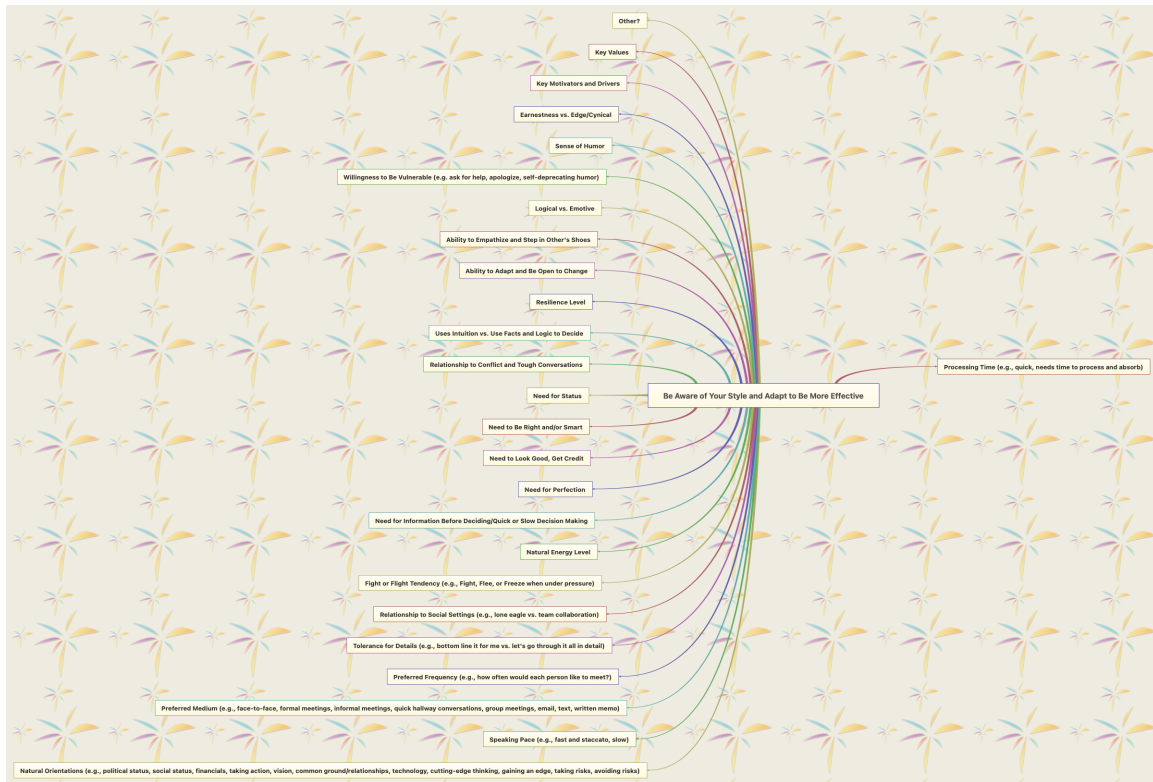
7.1. Processing Time (e.g., quick, needs time to process and absorb)

7.2. Natural Orientations (e.g., political status, social status, financials, taking action, vision, common ground/relationships, technology, cutting-edge thinking, gaining an edge, taking risks, avoiding risks)

7.3. Speaking Pace (e.g., fast and staccato, slow)

7.4. Preferred Medium (e.g., face-to-face, formal meetings, informal meetings, quick hallway conversations, group meetings, email, text, written memo)

7.5. Preferred Frequency (e.g., how often would each person like to meet?)

7.6. Tolerance for Details (e.g., bottom line it for me vs. let's go through it all in detail)

7.7. Relationship to Social Settings (e.g., lone eagle vs. team collaboration)

7.8. Fight or Flight Tendency (e.g., Fight, Flee, or Freeze when under pressure)

7.9. Natural Energy Level

7.10. Need for Information Before Deciding/Quick or Slow Decision Making

7.11. Need for Perfection

7.12. Need to Look Good, Get Credit

7.13. Need to Be Right and/or Smart

7.14. Need for Status

7.15. Relationship to Conflict and Tough Conversations

7.16. Uses Intuition vs. Use Facts and Logic to Decide

7.17. Resilience Level

7.18. Ability to Adapt and Be Open to Change

7.19. Ability to Empathize and Step in Other's Shoes

7.20. Logical vs. Emotive

7.21. Willingness to Be Vulnerable (e.g. ask for help, apologize, self-deprecating humor)

7.22. Sense of Humor

7.23. Earnestness vs. Edge/Cynical

7.24. Key Motivators and Drivers

7.25. Key Values

7.26. Other?

8. Communication as a Critical Process

Examples		
Vehicles	Purpose	What Gets Communicated
Walking the halls	Acknowledge	Results
Teachable moments	Inform and update	Strategy
Brown bag lucnhes	Communicate goals and strategy	Goals
Town hall meeting	Share data	Initiatives
Executive meetings	Celebrate	Budget
Management meetings	Give feedback	Knowledge
Staff meetings	Collaborate	Values
All-hand meetings	Get advice	Vision
Off-site retreats	Brainstorm ideas	Mission
One-on-one meetings	Track progress	Roles and accountability
Broadcast emails	Solve problems and improve	Standards and expectations
Internet site	Learn and develop	Resources
Newsletter	Socialize	Protocols
Inserts in pay stub	Review performance	Norms and behaviors
Information systems	Inspire and motivate	Requests for help, advice, support
Formal reports	Apply pressure	
Memos	State expectations	
Blogs	Teach/train	
Tweets	Mentor	
Facebook/Social Media		

Examples

Communication as a Critical Process

Vehicle

Frequency

Target Audience

Purpose/Content

8.1.   Vehicle

8.2.   Purpose/Content

8.3.   Target Audience

8.4.   Frequency

8.5.   Examples

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9. The rule of 3
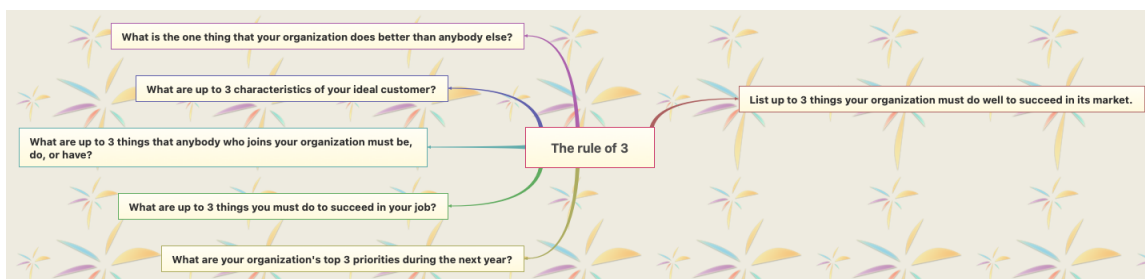
9.1. List up to 3 things your organization must do well to succeed in its market.

9.2. What are your organization's top 3 priorities during the next year?

9.3. What are up to 3 things you must do to succeed in your job?

9.4. What are up to 3 things that anybody who joins your organization must be, do, or have?

9.5. What are up to 3 characteristics of your ideal customer?

9.6. What is the one thing that your organization does better than anybody else?

10. Presenting Status
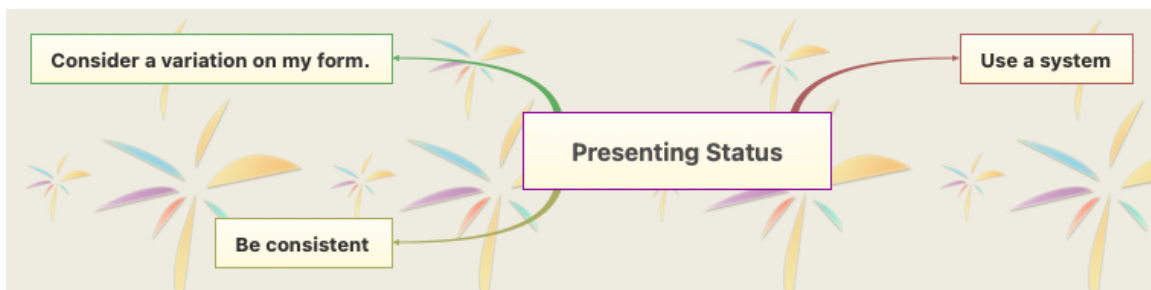
10.1. Use a system

10.2. Be consistent

10.3. Consider a variation on my form.

11. Conversations that Move Things Forward

12. Be Aware of Their Style and Adapt to Be More Effective

The mind map contains the following nodes connected to the central node "Be Aware of Their Style and Adapt to Be More Effective":

- Other?
- Key Values
- Key Motivators and Drivers
- Earnestness vs. Edge/Cynical
- Sense of Humor
- Willingness to Be Vulnerable (e.g. ask for help, apologize, self-deprecating humor)
- Logical vs. Emotive
- Ability to Empathize and Step in Other's Shoes
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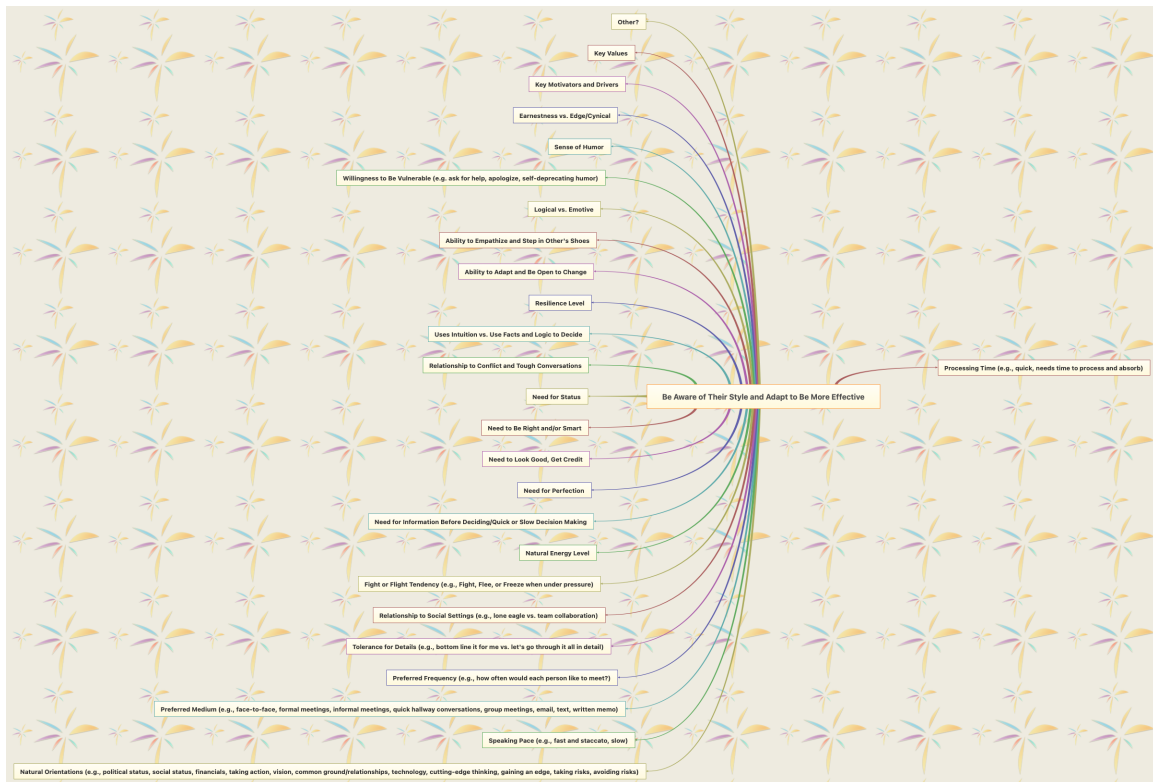- Processing Time (e.g., quick, needs time to process and absorb)

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