MAKING BUSINESS & PERSONAL COMMUNICATION WORK FOR YOU

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Why Focus on Communications?

- Why Communications?
- Setting Goals and Objectives
- Audiences, Attitudes and Desires
- Understanding the Common Environment
- Key Messages
- The Communications Toolkit
- Channels
- Conclusions/Questions
Sender

Receiver

Common Environment

Messages/Channel

NOISE!
Understanding Your Common Work Environment

• Always evolving
• Needs to be respected
• Normative checks & balances
Priority One:
Setting Goals and Objectives For Your Communications

• To educate
• To inform
• To persuade
• To stop/start/keep in neutral

• ‘To burn a calorie’
Understanding the Sender

• That’s you
• How are you viewed? Can you change your view? Should you change your view?
• How do you come across?
  – In person
  – One on one
  – In a group
  – Via email
  – Online
Understanding The Receiver

- Receiver/Audience analysis is important
- Need to understand roles, functions, hierarchy, numbers, history, age, regional differences, demographics, gender, education levels, training background, attitudes, fears, desires, dislikes, barriers, entry points...
Developing the Message

• Most effective way across the channel
• Clear, simple and repeatable ideas/thoughts
• Memorable
• Supported
• Three to five key messages
• YOU are a message: Personal brand messages
Adding WIIFM and Taking Out Risk

• WIIFM: What’s In It For Me? “There’s no interest like self-interest”
• Risk Aversion
Considering The Channel

• Pros and cons to each
• Multiple channels can work
• Most effective channel is (the best) YOU
• Using ‘channels of choice’
• Following rules of the road
• In-person, emails, text messaging, IM’s, phone calls
Considering Communication Theory

The Way We Think

Evidence

The point, or conclusion

The Way We Hear
The Message Pyramid

Less time

Name/Logo

Tagline (optional)

Elevator Story

Key Messages

Proof Statements

More time
Communication Theory

• Proximal Communications
  – The more personal the communication, the more personal the channel
  – The less personal the communication, the less personal the channel
The Power of Storylines

1. Stage Setting – What’s life like today?
2. Rising Action – Something is going on, might change...
3. Conflict – What’s wrong with the current state?
4. Resolution – What’s being done about it?
5. Outcome – How’s life different as a result?
YOU as the Channel

• Putting it all together: words, image & setting
• Personal brand storyline, self-definition
  – Is self-definition important?
• Director of first impression(s)
• Body language
YOU!

• My personal brand statement:
  – Three to five key messages about me
  – Personal storyline
  – My image
  – Where I want to be? Do I have a plan?
Body language basics

- Remember the two-thirds rule!
- Engage your body – hands, arms, legs
- Engage your face
- Engage your energy
Developing a style & image

- Eye contact is important – look at your audience
- Talk to all areas in the room, do not focus on one person or a group
- Stand straight and comfortably, with weight evenly balanced
- Strive for natural movement and avoid creating your own nonverbal distractions
- In choosing a wardrobe, be comfortable and yourself
- Business audiences expect presenters to be clean-cut and well-groomed; no rips, tears or stains
- Your style of relating to others – professionalism, courtesy, sensitivity, humor and behavior under fire – carries a strong message
Use of Voice

• Start with a personally comfortable introduction
• Practice to increase vocal capacity and fluency
• Speak as extemporaneously as possible
• Speak conversationally, to one person at a time
• Make sure you are heard comfortably by all listeners
• Speak so you can be easily understood
• Vary rate, pitch and volume to retain interest
• Work on troublesome words so you can pronounce them
Director of First Impressions

• Hello. I am...
Summary

• Know and respect your common environment
• Use communications to your advantage
• Develop a personal storyline and image
• Practice – and remember, you are on a journey
QUESTIONS?