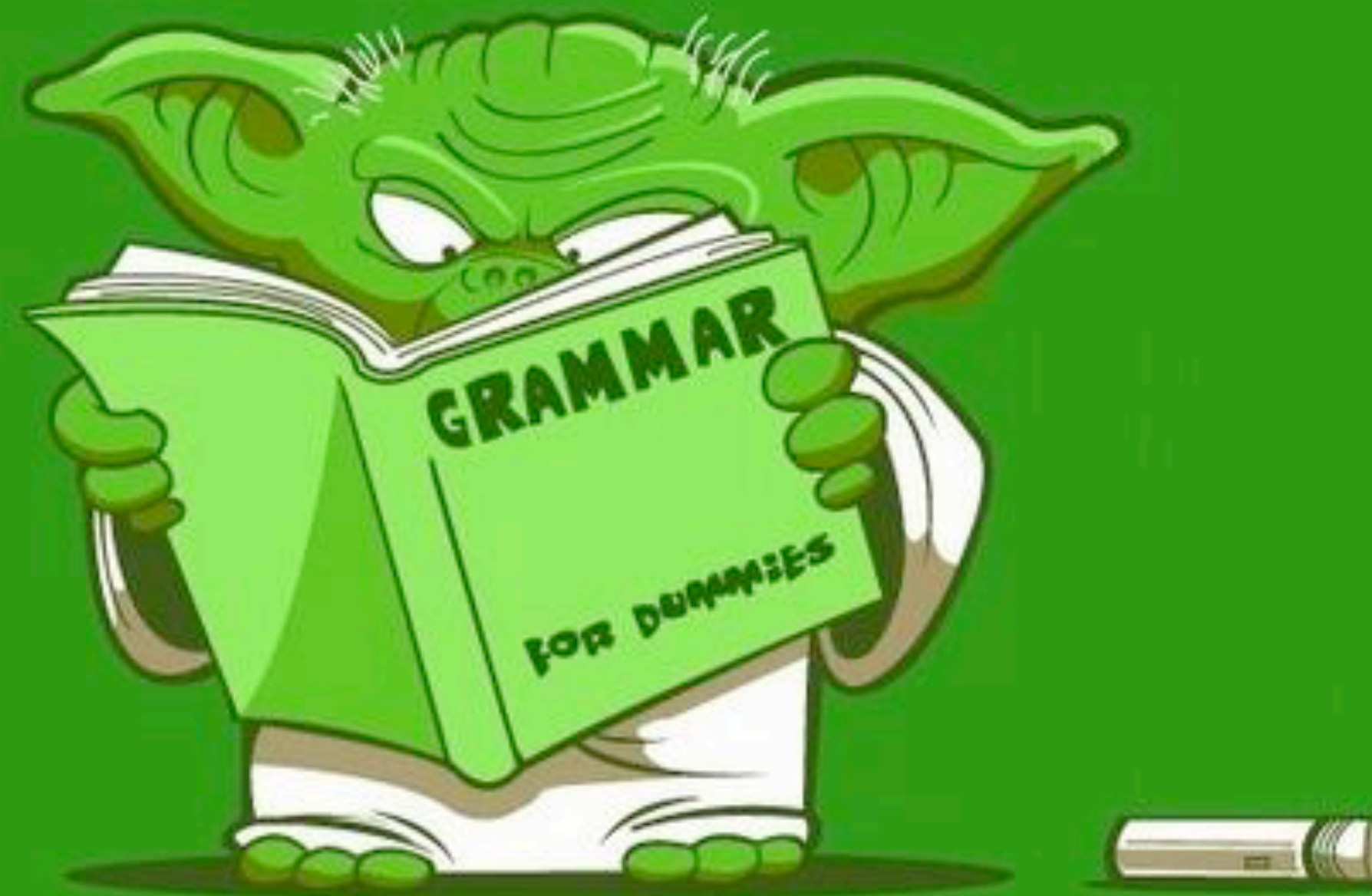


THE ART & SCIENCE OF COMMUNICATION



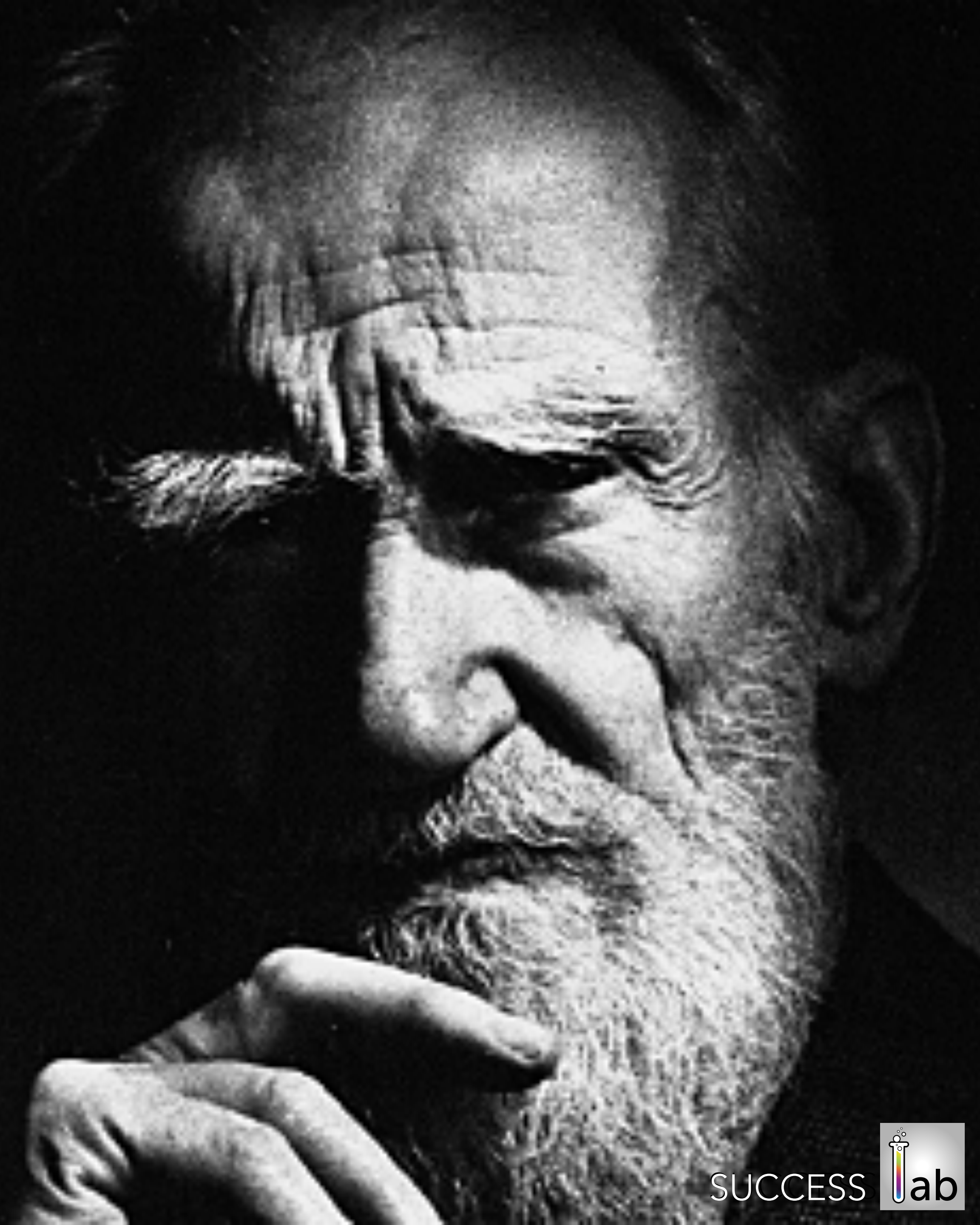
GRAMMAR...

The difference
between feeling your nuts
and feeling you're nuts.

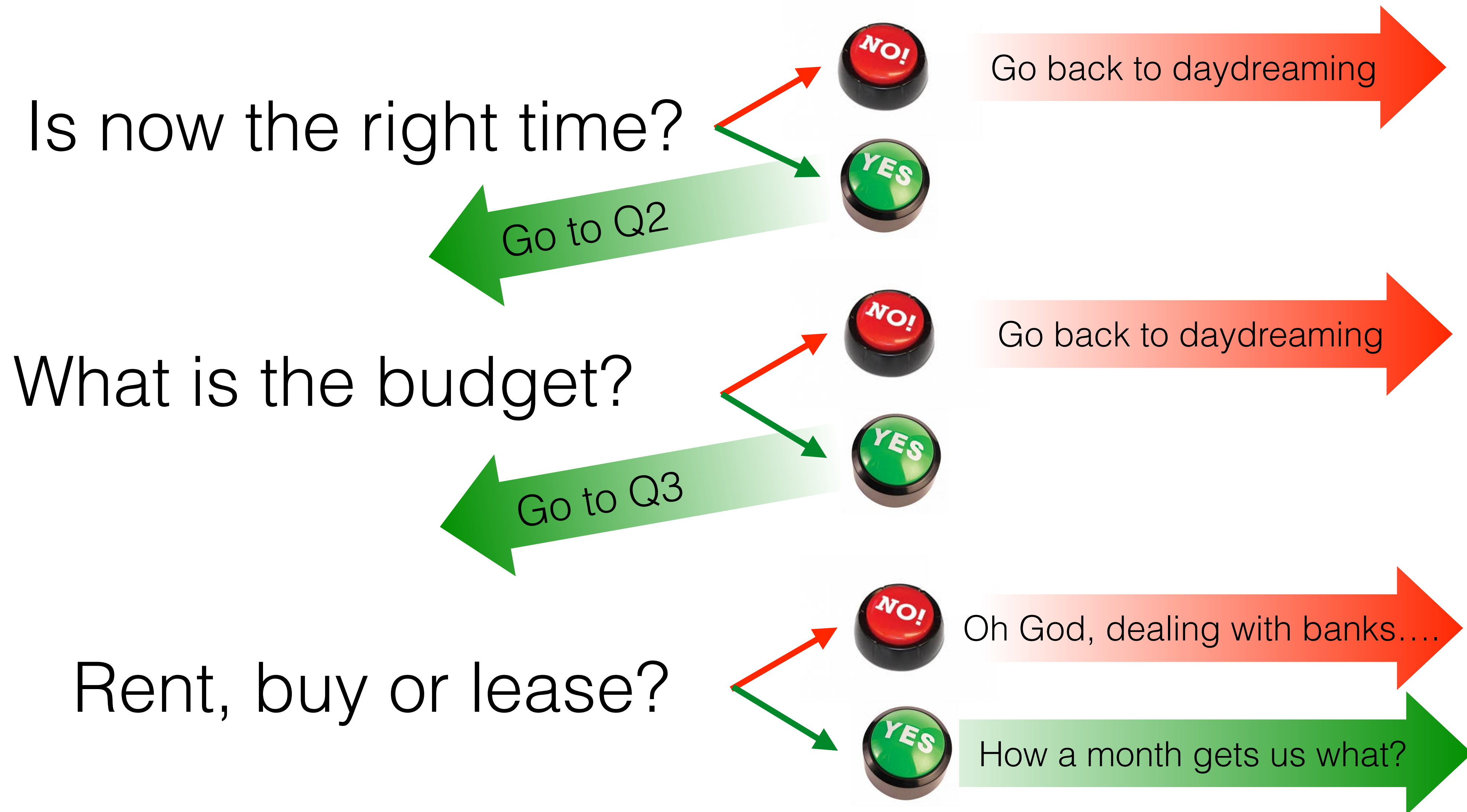


The biggest problem
in communication is
the illusion that it has
taken place.

George Bernard Shaw



Imagine Buying a Car...



Imagine Buying a Car...

How will it get used? Who will drive it? Where will it be driven?

What will it cost to run? Should we get two smaller cars?

What about insurance? Will we qualify for finance?

What about resale values in 5 years?

Top of the line or entry level?

Has to have 4/5 doors.

Must fit 5 people.

**Can't be
yellow.**

Getting
serious

Ready
to deal

Thoughts
starting
to take
shape
as ideas.

Words used
to convey
what we
want/need.

None of the preceding thought patterns is meant to convey that we often **impulse** buy.

That is, our friend says they are selling their ultra low milage, magnificently maintained, never thrashed, Maserati for \$50K below market value...



The Art & Science Of Communication

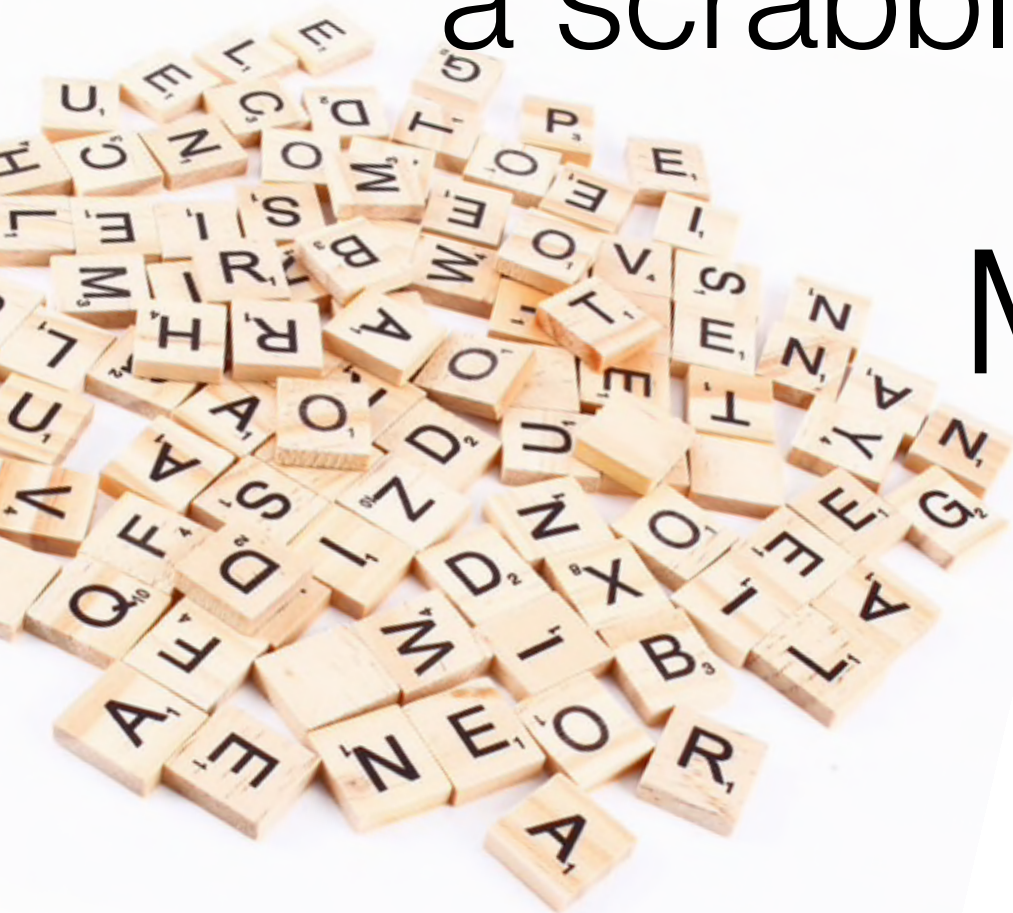
Speaking of that Maserati...

You wouldn't just, accelerate up to 130 and then think about getting it on the road...

...but with communication, most people spew out 1,000 words a minute assuming that every one of them deserves a place in the never ending sentence we are making up as we go.



When it comes to communication, most people throw a scrabble board of words into the air - rearranging them as they go.



Most people think about what they said...

...after they said it.

Context

The purpose of communication is to convey what doesn't fit easily into words.
If it was just words - I could just email you.

My message starts as a jumble of feelings, ideas, pictures and emotions in my subconscious.

I (*very poorly*) translate them into words and drop them on you assuming that they make exactly the same pictures in your head - which of course they don't, can't and never will.

Therefore **step one** is to realise that different pictures are forming inside every single head in any conversation.

If I'm talking to 3 people there are three versions of what I said.

Most importantly - I have no idea that these three translations exist.

Context

Unbeknown to me, each of my three listeners is reacting to what they believe are the consequences of the things they imagine I have said.

So it's not just the three different stories about what I said - there is an almost infinite variety of reactions - even if they all came to the same conclusion about what I said.

The rip tear and bust people have silently given themselves permission to proceed down a path I never mentioned.

The conservatives are silently making a list of pain in the arse jobs that my words have created and the rebels are thinking about who they will recruit to resist what I didn't say was happening.

Finally...

...they go off and get on with what I didn't ask them to do - *before I ever said to do it* - and in a way that is totally contrary to how I would do it - if I wanted it done - which of course...

...I **NEVER** said.

Before You Open Your Mouth...

Think a bit and then...

1. THE 'SET-UP' PREVENTS THE UPSET

- Is this the right time?
- Is this the right place?
- Who needs to be present or absent?
- How long will it take?
- What (preventable) can go wrong?
- Does your partner know what the purpose is?
- Are you emotionally ready?

At this point you are both the referee and a contestant.

Before You Open Your Mouth...

Think a bit and then...

2. WHAT IS THE PURPOSE OF YOUR COMMUNICATION?

If you don't know what you want your listener to do - neither do they.

- What do you want to have happen?
- Are you just sharing some thoughts/feelings?
- Are you requesting somebody does something?
- Are you crying out for help?
- Is this an update?
- Are you asking for a behaviour change?

How will you measure that the listener has understood?

Before You Open Your Mouth...

Think a bit and then...

3. WHAT ARE THE IMAGES / FEELINGS / IDEAS / PICTURES / SENSATIONS / YOU ARE TRYING TO DESCRIBE?

- What is the effect of those concepts?
- Most of us assume that our listeners are going to react the same way as we would to any given situation but usually they won't.

Some people think their house burning down is a disaster and others think it's an opportunity to build something they like better.

How will you know if the listener 'gets' it?

Before You Open Your Mouth...

Think a bit and then...

4. WHAT WORDS DESCRIBE WHAT YOU ARE WANTING TO SAY?

eg: You are wanting to convey that you are feeling **tired** & **hopeless**.

you will often say **this** but mean **this**...

What are the consequences of “tired”?

(ready to quit, unsupported, sad, lost, lonely, exhausted...)

What are the consequences of “hopeless”?

(forlorn, useless, demoralised, defeated, despairing...)

We **say** tired & hopeless but expect them to understand sad, unsupported defeated & demoralised.

Before You Open Your Mouth...

Think a bit and then...

5. WHAT UNIVERSALLY UNDERSTOOD STORY PAINTS THE PICTURE FOR YOU?



Remember...

Your stories either mean nothing to the listener or they are **riveting**.

In the first case you have wasted your time whilst training your listeners to tune out.

In the other case you have become a master communicator.

The Strange Secret Of Stories

People must be able to place themselves in the story.

If they cant imagine being there, doing that.. forget the story and talk shit - it will make more sense.

The best stories are ones where everyone has been there.

Yelling at the kids, eating when they don't want to, forgetting where the car is parked.

Short stories WIN.

*Honestly, **YOU** are the only person who cares what year it was.*

Drop the punchline unexpectedly quickly.

Catch people unawares and they stay interested.

Find ridiculous short descriptions that are also pictures.

Everyone in Australia was there, he's as round as a soccer ball, she went into orbit...

A good story will make your communication memorable.

A boring story makes **YOU** memorable.

Responsible Communication

When you _____
Pinpoint the specific action that prompted your response. Just the facts.

I feel / felt _____
Recognise that the feeling comes from your perception/interpretation of events.

because I _____
(optional) but helps define the real source of and responsibility for your feelings.

What I want / need from you is _____
Ask for what you need and let go of the outcome.

The Formula For Being Understood

Preparation

Understand your Purpose.

What is the desired end result

Identify the deepest feelings/pictures.

What do you REALLY mean?

What expressions convey these ideas/images?

MINIMUM words = maximum understanding

What stories illustrate your concepts?

Be careful!!!

Delivery

Instigate the 'Set up'.

State purpose of comm.

State position or proposal.

Paraphrase listeners response

I can see why you have come to that conclusion.
Given that information I would do the same.
However.....

Give more info.

get agreement

use emotion words

use stories

always agree

Assignments

1	On what subjects do you need to have a think before you open your mouth? <i>(make a list)</i>
2	Who do you need to have a “Responsible” conversation with?
3	In what (specific) situations do you need to say less and listen more?