



Welcome to the 2017 FRPA Conference!

Learning Objectives

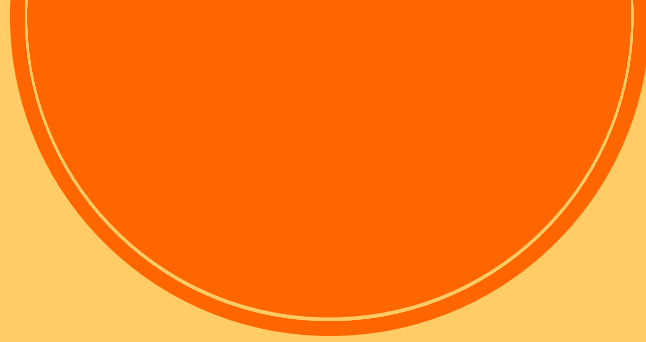
- Four essential factors in communication
- Discover your communication style
- Celebrate your strengths
- Acknowledge your challenges
- Adjust your style to get better results!



WELCOME!

Don't Just Talk, Communicate!

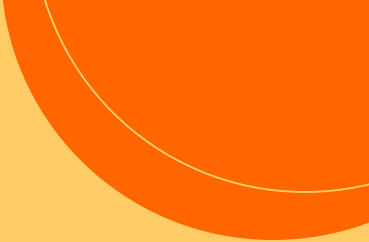
Jan M. McLaughlin, CSP
Your Communication Connection
@JanLaugh



**Don't Just Talk,
Communicate!**



**14% of every work week
is wasted due to
unclear communication**



**“The greatest problem with
communication is the assumption
that it has taken place.”**

—George Bernard Shaw



Communicate with purpose

□ Intent

- What you want to have happen



4 important factors in communication

- ☐ **Intent**
- ☐ **Criteria, Expectations or Needs**
- ☐ **Content**
- ☐ **Process**



Process

How we look 55%

How we sound 38%

Words we choose 7%

If our message is **incongruent!**

Common deviations from our intent

- ☐ **Defending ourselves**
- ☐ **Saving face**
- ☐ **Seeking revenge**
- ☐ **Avoiding embarrassment**
- ☐ **Wanting to win**



What about you? What do you do when you deviate from your intent—react to the other person or get caught up in the content?



What's my intent?



POPEYE

“I yam what I yam.”

You're focusing on which role?



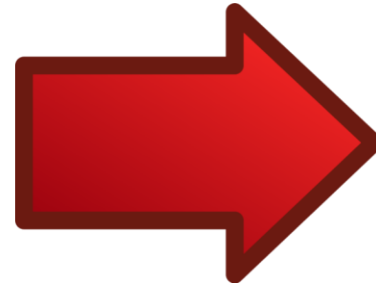


What's your style? What's their style?

Task Focus



Green



Red



Yellow



Blue

People Focus

Indirect

Ask
Sequential
/ Logical

Direct

Tell
Random
/ Instinct



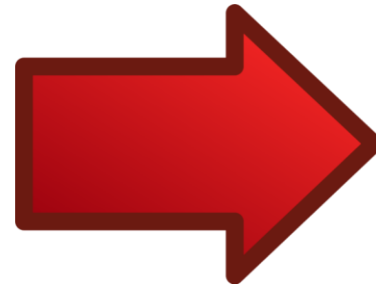
**What are your
strengths?**



Task Focus



Green



Red

Indirect

Ask
Sequential
/ Logical

Direct

Tell
Random
/ Instinct

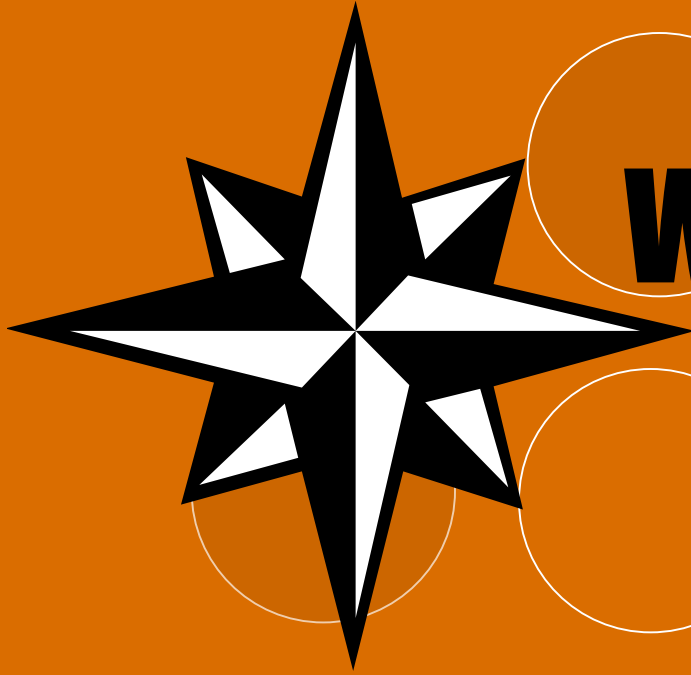


Blue



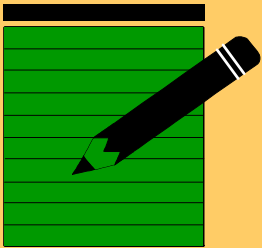
Yellow

People Focus

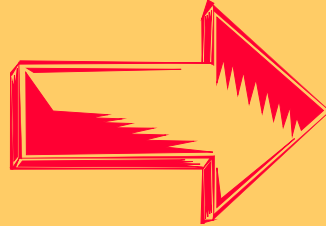


**What are your
challenges?**

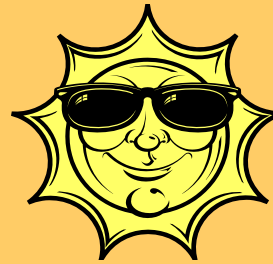
Adjusting your style



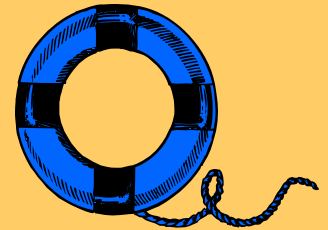
Why



What & When



Who



How

WH-fm

The logo for WH-fm is set against a light orange background. The text "WH-fm" is rendered in a bold, black, sans-serif font. The "W" and "H" are tall and narrow, while the "f" and "m" are shorter and wider. A hyphen is placed between the "H" and the "f". Two stylized orange musical notes are integrated into the design. The first note is a quarter note with a single flag, positioned between the "H" and the hyphen. The second note is an eighth note with a single flag, positioned between the hyphen and the "f". Both notes have a circular orange head and a thin orange stem. The background features a subtle gradient, with the light orange color at the top transitioning to a slightly darker shade at the bottom, where a faint, curved line suggests a horizon or a stylized ground plane.



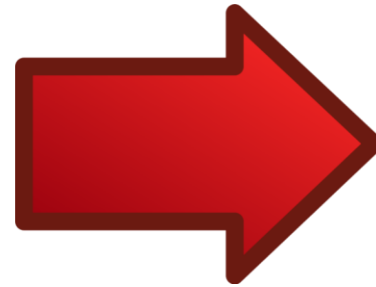
What's going to float their boat?



Task Focus



Green



Red



Yellow



Blue

People Focus

Indirect

Ask
Sequential
/ Logical

Direct

Tell
Random
/ Instinct

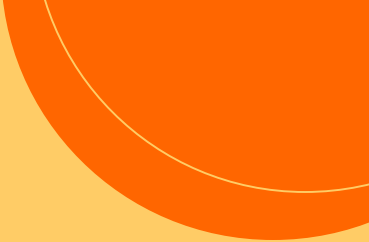
How can you adjust your style?

- Find a person to talk with:
Greens with Yellows | Reds with Blues
- Greens stand and raise your hand – Yellows find a Green
- Blues stand and raise your hand – Reds find a Blue
- Review *Adjusting your style* for your colors on pg. 4
- Each person share a specific about how the other person could adjust their style to better be heard!
- You will have 10 minutes – max - for discussion
- When the entire group reconvenes, we'll hear from a few groups about how the other style could adjust to better be heard!

Worksheet: adjust your style



1. Your intent
2. Their criteria
3. Your content
4. Your process
 - Nonverbals
 - Tone
5. Your greatest challenge



**“Blessed are the flexible, for
they shall not be bent
out of shape.”**

—Michael McGriffey, MD



Your action plan



WH-fm

The logo for WH-fm is set against a light orange background. The text "WH-fm" is rendered in a bold, black, sans-serif font. The "H" and "f" are particularly prominent. Two stylized orange musical notes are integrated into the design. The first note is a quarter note with a single flag, positioned between the "H" and the hyphen. The second note is an eighth note with a single flag, positioned between the hyphen and the "m". Both notes have a circular orange head and a thin orange stem. The background features a subtle gradient, with the light orange area curving upwards from a pale yellow base.



What's my intent?

Thank you!

Check out my blog for support

JanMcLaughlin.blogspot.com



Jan M. McLaughlin, CSP

Your Communication Connection

Jan@YourCommunicationConnection.com

206.818.6689

Jan M. McLaughlin, CSP



Jan@YourCommunicationConnection.com

206.818.6689





For more information visit www.frpa.org