

# Don't Just Talk, Communicate!



*"The greatest problem with communication is the assumption that it has taken place."  
—George Bernard Shaw*

## Common deviations from our intent:

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

From *Crucial Conversations*



**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?

## 4 important factors in communication

### 1 Intent

**Purpose**—what you want to have happen

### 2 Criteria, Expectations or Needs

**Relevant factors** to be taken into consideration

### 3 Content

**Subject**—what we end up talking about

### 4 Process

How we **look** \_\_\_\_\_ %

How we **sound** \_\_\_\_\_ %

Words we **choose** \_\_\_\_\_ %



**IF our message is incongruent!**

.....

.....

.....

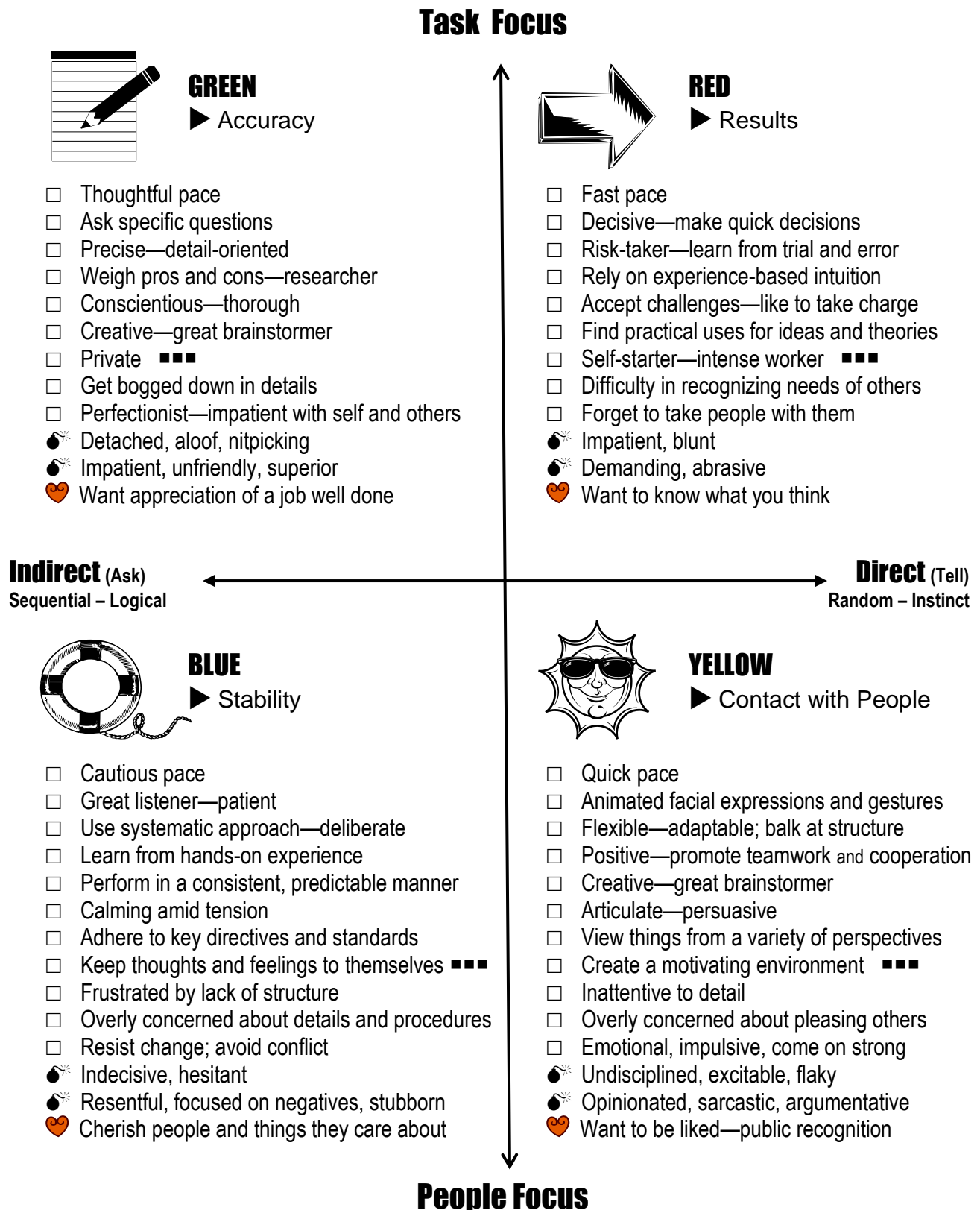
# Communication style self-assessment

**DIRECTIONS:** Working across each horizontal row of four words, place a 4, 3, 2 or 1 in the space in front of each word. Numbers range from **4** being **most like you** to **1** being **least like you**. For accurate analysis, it's important that you use each number only once in each horizontal row of words. Move quickly and write down your *first reaction*. When you have written a number in the space in front of each word, total the columns vertically; write the total in the space at the bottom.

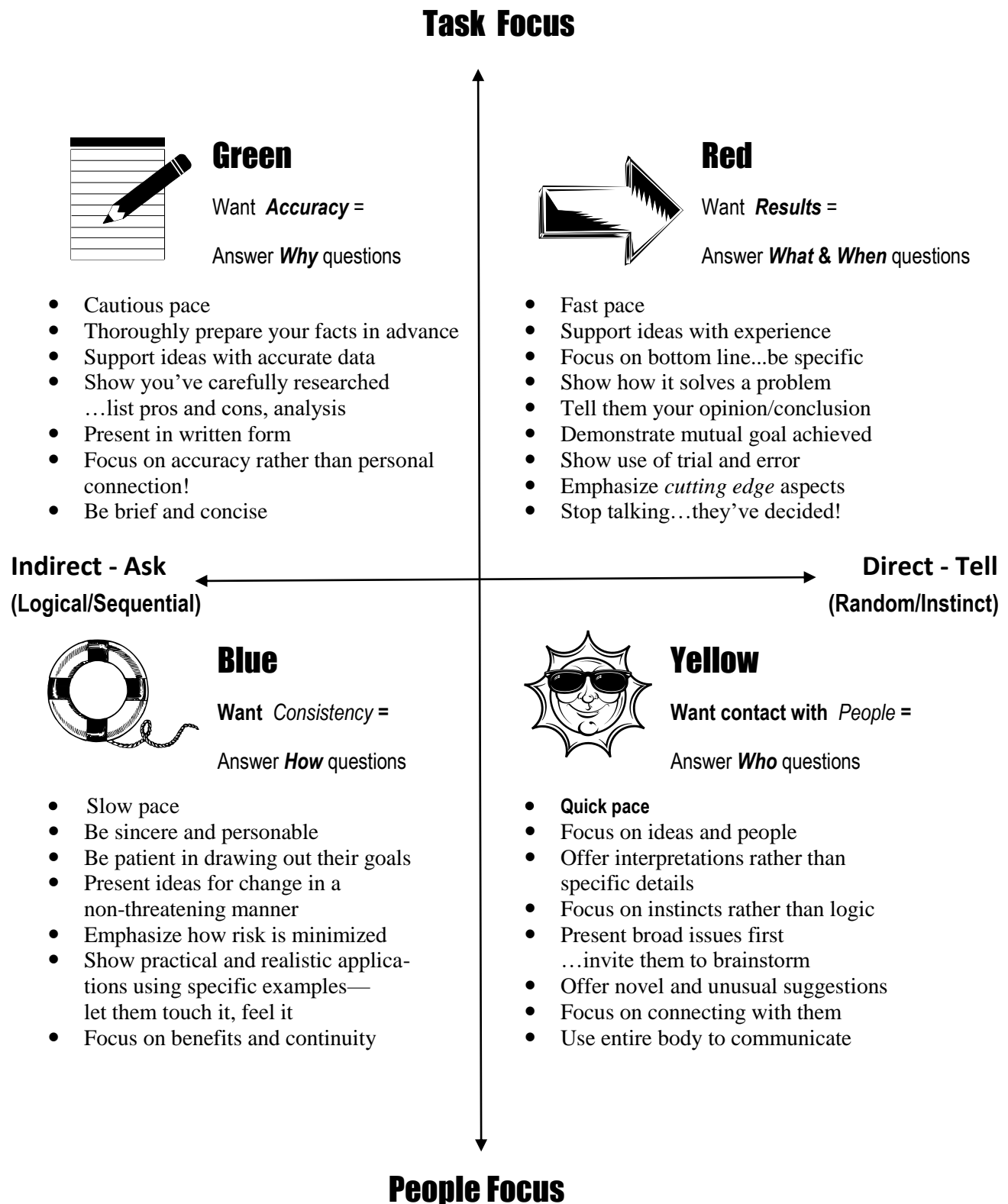
You're focusing on which **role**? \_\_\_\_\_

_____	_____	_____	_____
_____ Accurate	_____ Direct	_____ Friendly	_____ Patient
_____ Systematic	_____ Adventuresome	_____ Persuasive	_____ Loyal
_____ Judgmental	_____ Stubborn	_____ Impulsive	_____ Passive
_____ Competent	_____ Self-reliant	_____ Confident	_____ Neighborly
_____ Conventional	_____ Forceful	_____ Optimistic	_____ Gentle
_____ Restrained	_____ Quick	_____ Colorful	_____ Even-tempered
_____ Practical	_____ Outspoken	_____ Emotional	_____ Predictable
_____ Perfectionist	_____ Impatient	_____ Talkative	_____ Easy mark
_____ Law-abiding	_____ Self-directed	_____ High-spirited	_____ Good listener
_____ Cautious	_____ Risk-taker	_____ Playful	_____ Content
_____	_____	_____	_____

# What's your style—what's their style?



# Adjusting your style to influence the response you receive



# Adjust your style—a specific style and situation



**Directions:** Think of a communication style/color you may have some difficulty communicating with effectively in person, by email or over the phone.

**Style:** .....

Think of a situation with a coworker or customer of this style in which you could have some difficulty meeting your goal/intent for the communication.

**Situation:** .....

.....  
 .....  
 .....  
 .....  
 .....

**Review:** *Adjusting your Style* for that color on page four.

## Then decide:

1. What do I want to accomplish—what's my **intent**?  
 .....  
 .....
2. What will influence or persuade them / their **criteria**?  
 .....  
 .....  
 .....
3. What about my **content**? What should I say or write?  
 .....  
 .....  
 .....
4. What do I need to focus on regarding the **process**?  
 My **nonverbals**—if face-to-face. ....  
 .....  
 .....  
 My **tone**—either of my voice or the tone of my email  
 .....  
 .....
5. What will be the greatest challenge for me when communicating with a person of this style?  
 .....  
 .....  
 .....  
 .....

