



**Welcome to the 2018 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!

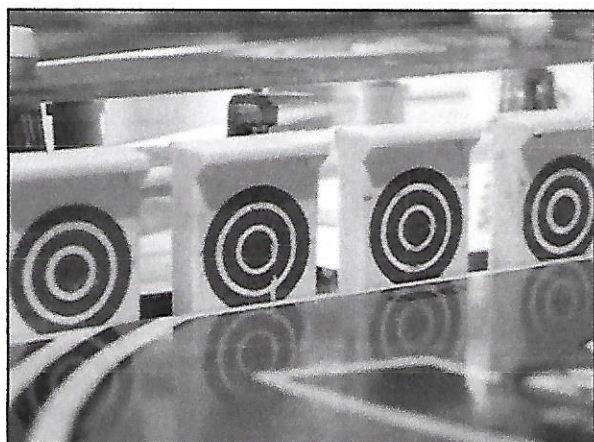
**Jan M. McLaughlin, CSP
Your Communication Connection
@JanLaugh**

**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



4 important factors in communication

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



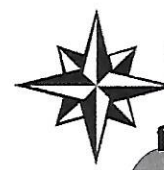
Process

How we look	55%
How we sound	38%
Words we choose	7%

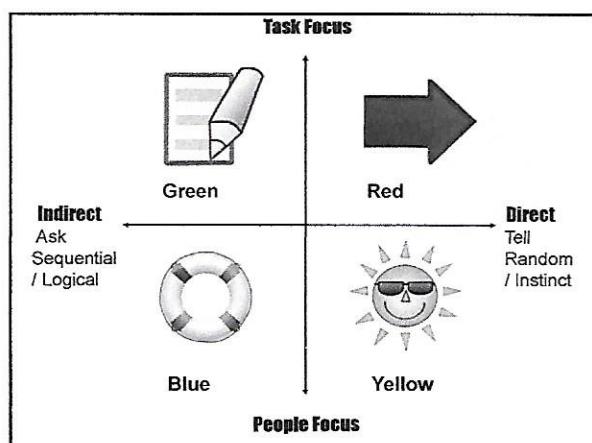
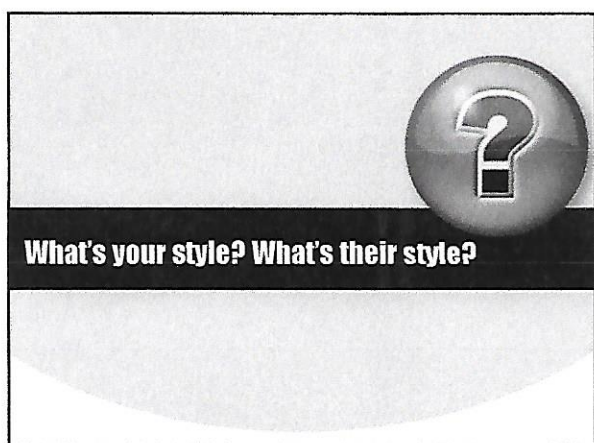
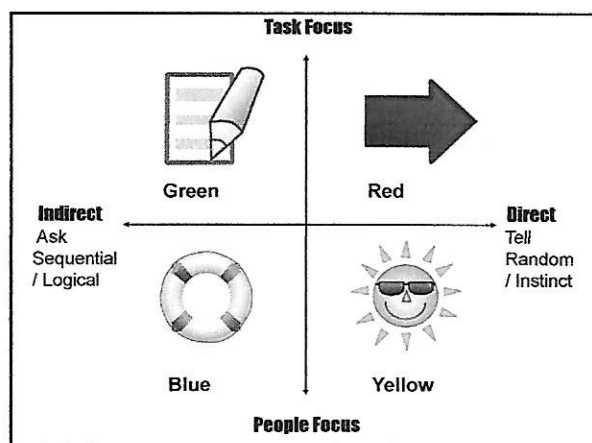
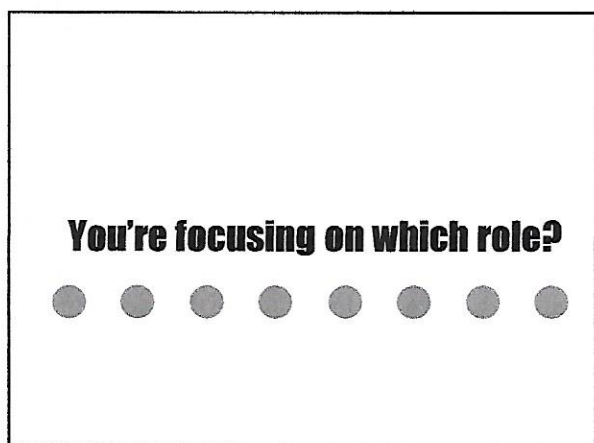
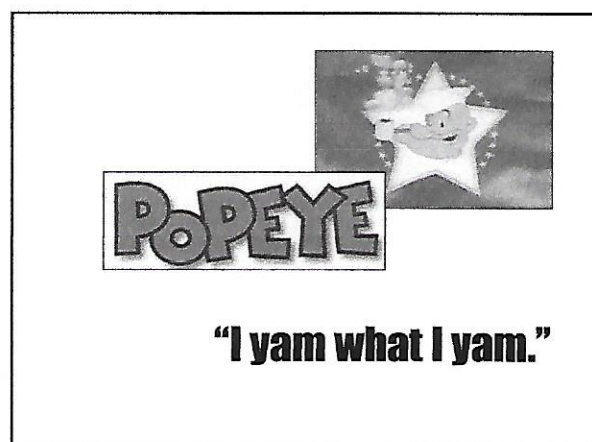
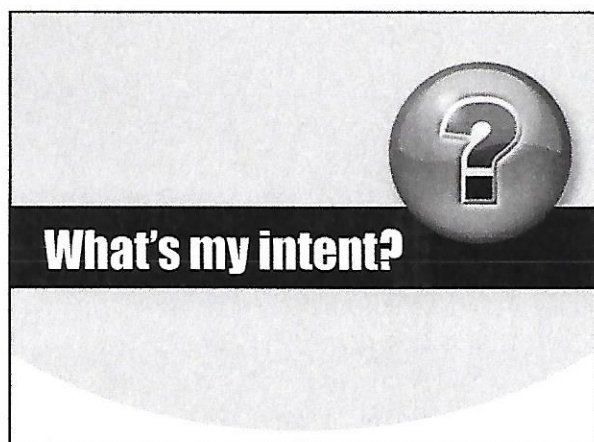
IF our message is incongruent!

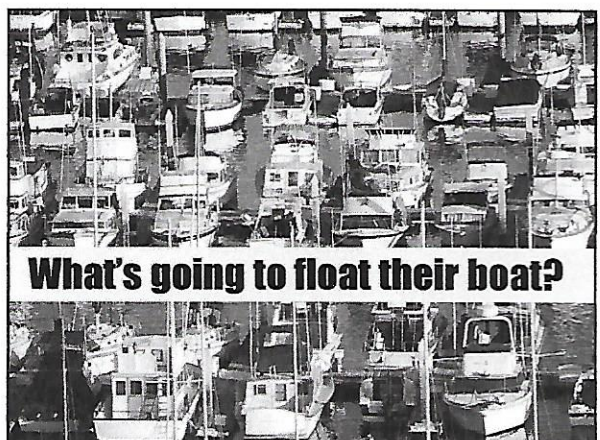
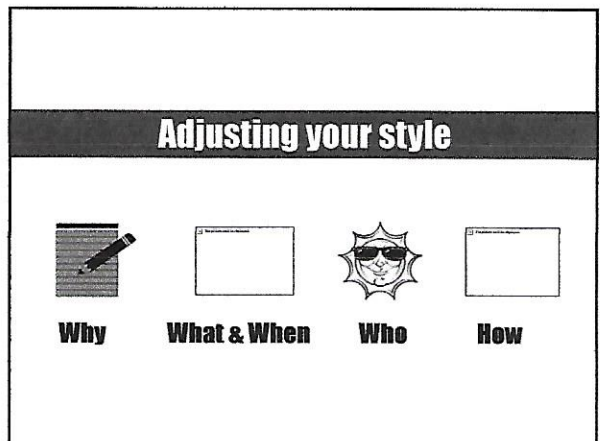
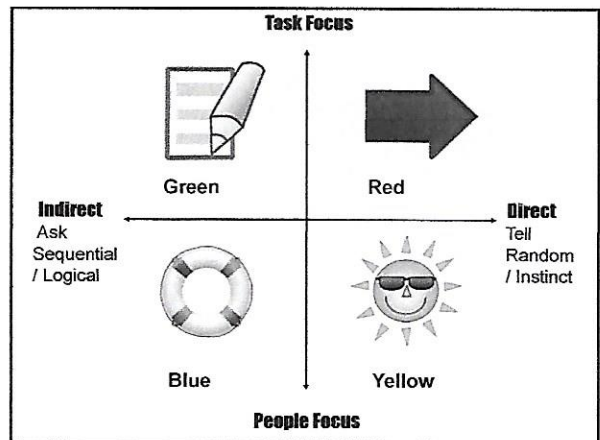
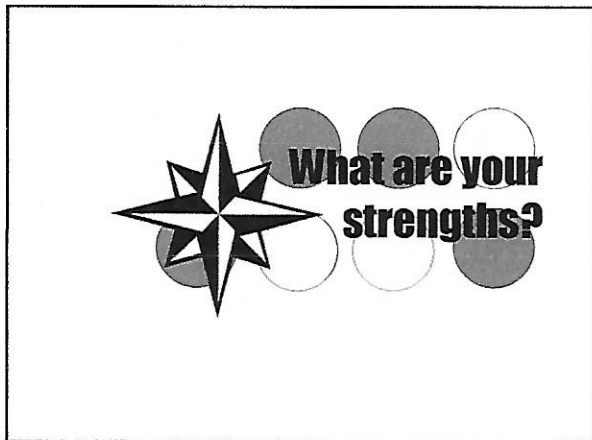
Common deviations from our intent

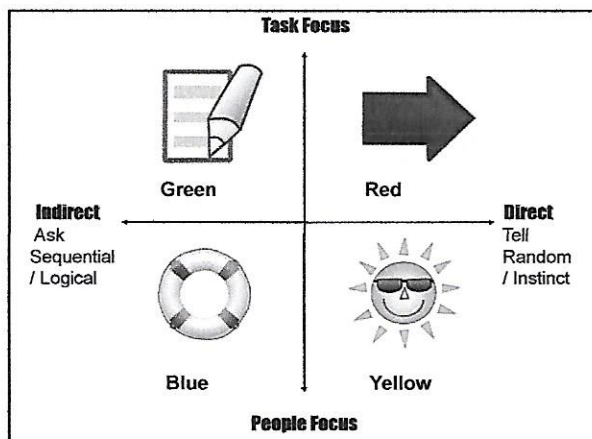
- ☐ Defending ourselves
- ☐ Saving face
- ☐ Seeking revenge
- ☐ Avoiding embarrassment
- ☐ Wanting to win



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?







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



WII-fm

