



# PRECISION COMMUNICATION

## BUILDING A HIGH PERFORMANCE COMMUNICATION CULTURE

Precision communication is a cornerstone of effective cross-functional teams and projects as well as cross-site and cross-culture business ventures. Businesses can thrive when a sustainable communication culture is in place, rather than waste valuable resources due to needless miscommunication. This workshop helps prevent fragmented, ambiguous or contradictory communication so that teams can perform optimally. As a result, opportunities can be recognized, prioritized and leveraged. When people are communicating clearly, concisely, and respectfully, work gets done!

We often make the assumption that by simply talking or sending a message, communication has occurred. But more often, ambiguity dominates communication. Consider this startling research:

- People tell you only 30% of what's on their minds.
- People pay attention to a speaker only 50% of the time (50% is lost).
- People will misinterpret 25% of your message.
- Immediate recall is only 60%; 24 hours later it goes down to 30%.

Yet there are simple techniques for creating greater clarity in communication. For example, just teaching how to check for accuracy using the question, "What did you hear?" increases accuracy by 25-75%.

### VALUE PROPOSITION

Communication is an investment in your business culture that gives it a distinct competitive advantage. When individuals are trained to think, act and respond to others in clear, concise ways, the ROI for the organization is enormous.

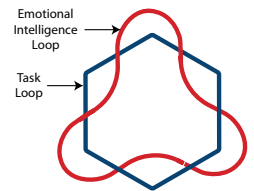
*Hewlett Packard and GE found a strong correlation between improved communication and increased productivity and employee retention.*

Effective collaboration, even if essential, is simply not possible until participating individuals have the necessary foundation. This workshop provides that.

### METHOD

Participants are shown the importance of building a collaborative communication culture. They use a worksheet to focus on one current communication challenge, identify some of the costs associated with the issue and examine their part in it. A communication model is described, practiced and used as the basis for identifying and repairing communication short circuits.

The interwoven task and emotional intelligence loops are introduced as tools to further assist in identifying and repairing communication short circuits.



Participants are shown how to assess the context for communication and the medium for delivery, as well as how to give feedback, ask clarifying questions and establish clear closure regarding who will take the next action steps. Finally, they apply a new set of tools to a current issue which requires complex, strategic communication.

### OUTCOMES

- Increase individual capacity to send clear messages, using an appropriate means of delivery.
- Listen with elevated attention and receive messages with less distortion.
- Reduce both verbal and non-verbal ambiguity.
- Achieve greater clarity and closure about next action steps.
- Rely more on communication to understand and rely less on communication to influence.
- Increase the ability to generate buy-in from others.
- Increase the preservation and cultivation of valued relationships such as strategic alliances, high potential employees and customers.
- Decrease the misunderstandings and thus the resources needed to repair them.
- Develop a leadership style that is more powerful than forceful.

Please refer to **THE COST OF MISCOMMUNICATION** for supporting information.