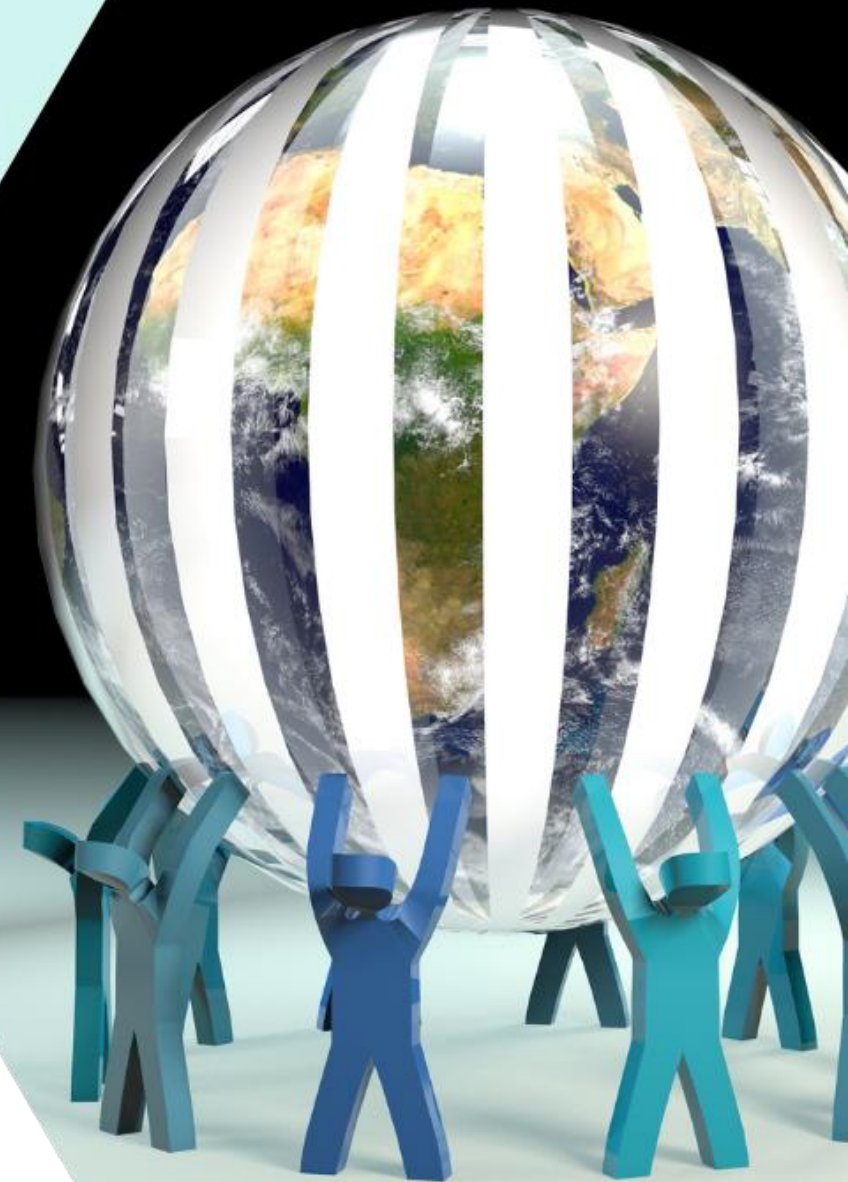


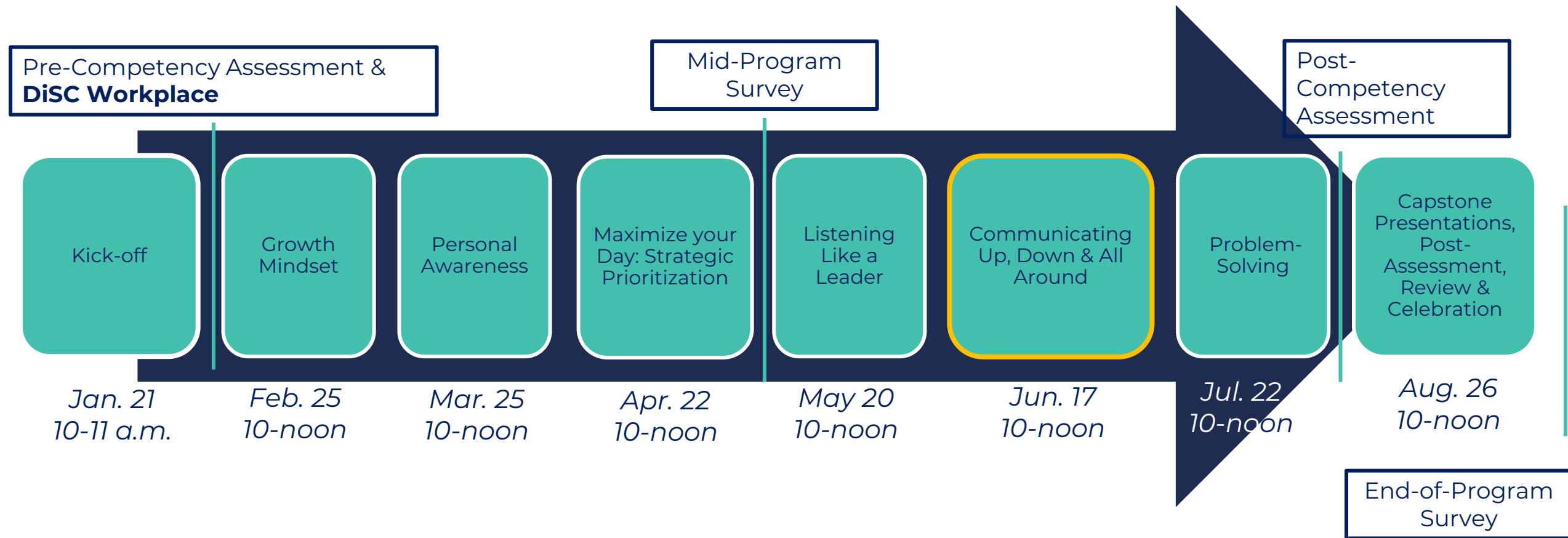


Foundations for Growth

Communicating Up,
Down, and All Around



Foundations for Growth – Development Series



Between Sessions: application exercises, accountability partner connection, follow-up and reminders

Opportunity to Tell Your Story!



- Opportunity for you to capture and share your leadership-growth story on video
- Reflect on how far you've come and inspire others
- End of program (stay tuned for more info)
- All submissions entered into a raffle for a \$50 Amazon gift card! (Per cohort!)

We can't wait to hear your story!

Ice Breaker

Who is the best teacher (in any context or capacity) you've ever had, and what made them so effective?



Today's Objectives



Handle communication productively to meet business objectives and get the MOST out of the people you lead.

Your Action Items for Today



- Intentionally use ONE listening technique:
 - looping
 - mirroring
 - labeling
 - withholding judgment
- Then reflect:
 - What happened?
 - What changed?
 - What was difficult?
 - What did you notice about the other person?
- Meet with your accountability partner to discuss your plans for using these tools, or to debrief how it went when you did.

Group Discussion (Lightning Round!)



In one sentence, what did the homework teach you about listening?

Raise Your Hand If...



Communication Goals

- To share a story
- To ask a favor
- To request permission
- To share or promote an idea
- To garner ideas
- To garner support for an approach
- To teach
- To persuade/convince someone to do or think something
- To connect with someone else/build a relationship
- To uncover a deception
- To untangle a miscommunication
- To correct a misunderstanding
- To apologize



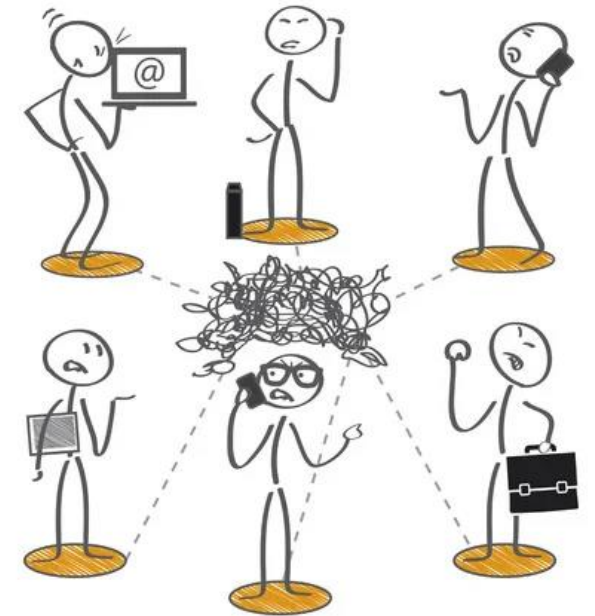


70% of communicators think their communications are clear, concise, and engaging.

60% of their employees disagree.

Impact of Not Accomplishing Communication Goals

- I (or someone) wasted time clarifying, correcting, or revising communication
- The relationship was damaged in some way (temporarily or permanently)
- Confusion increased
- Feelings were hurt
- People were upset/angry
- Something was lost (a job, trust, etc.)
- HR had to become involved
- The company lost money, a client, an employee
- I was embarrassed
- Add your own!







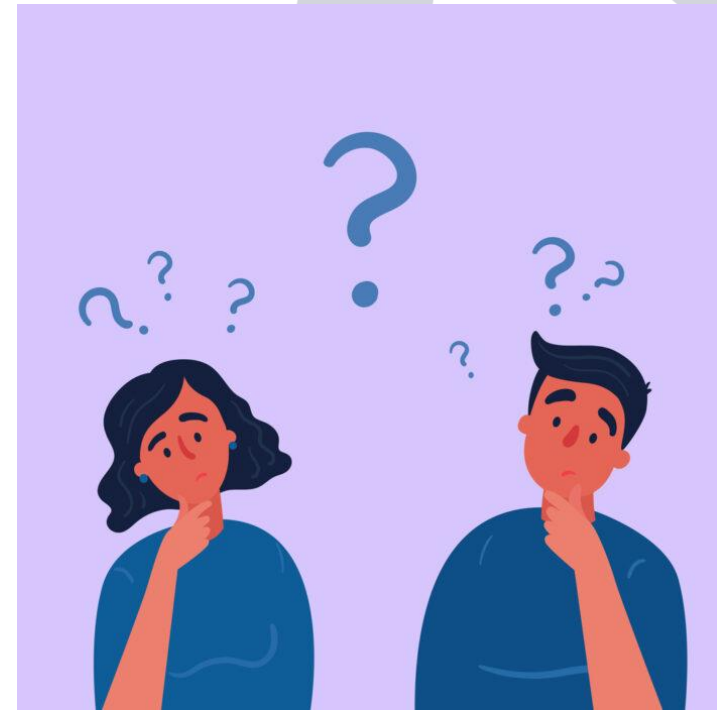


It is critical to connect to prior experience when communicating new ideas or concepts.



Activity

Recall a time you were trying to learn/understand something new and had a difficult time making a connection to this new information.

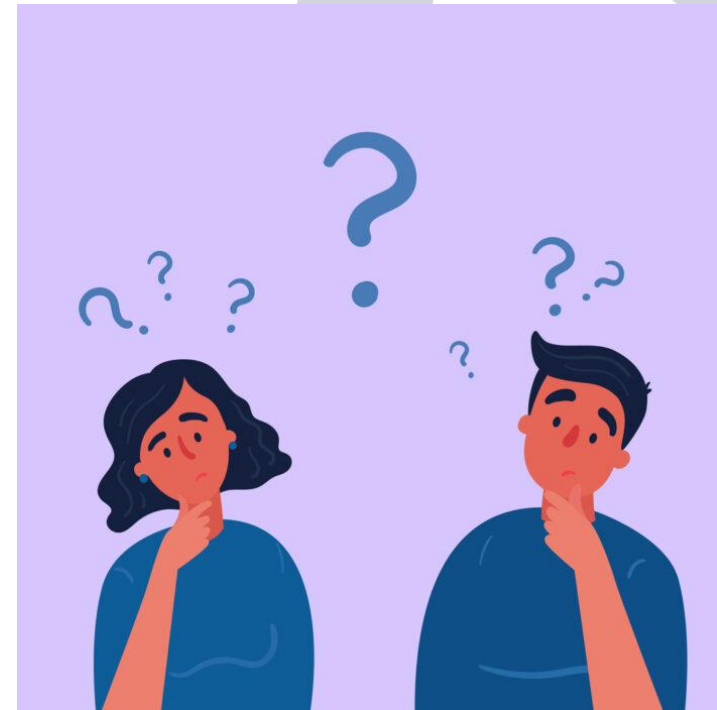




Activity

Recall a time you were trying to learn/understand something new and had a difficult time making a connection to this new information.

Share your example with a partner.







No one can understand anything if it
isn't connected in some way to
something they already know.

Two Truths About Prior Knowledge



1. Everyone has prior knowledge.
2. New learning builds on what's already there.

Strategy #1 for Connecting to Prior Knowledge



Use concrete analogies—examples, metaphors, similes, parables, stories, etc.

Any comparative language: this thing is like that thing.

_____ is like _____.











Breakout Activity: Analogies

Option 1

What's the most memorable or valuable analogy you've heard or used recently? Why? What made it so memorable or valuable to you?



Gold Star Option!

Consider a miscommunication you have recently had. Construct an analogy that you or the other person (doesn't matter which) could have used that could have cleared things up or prevented the miscommunication altogether.

Strategy #2 for Connecting to Prior Knowledge



Create enriched environments



**Your brain is
like a movie
crew!**



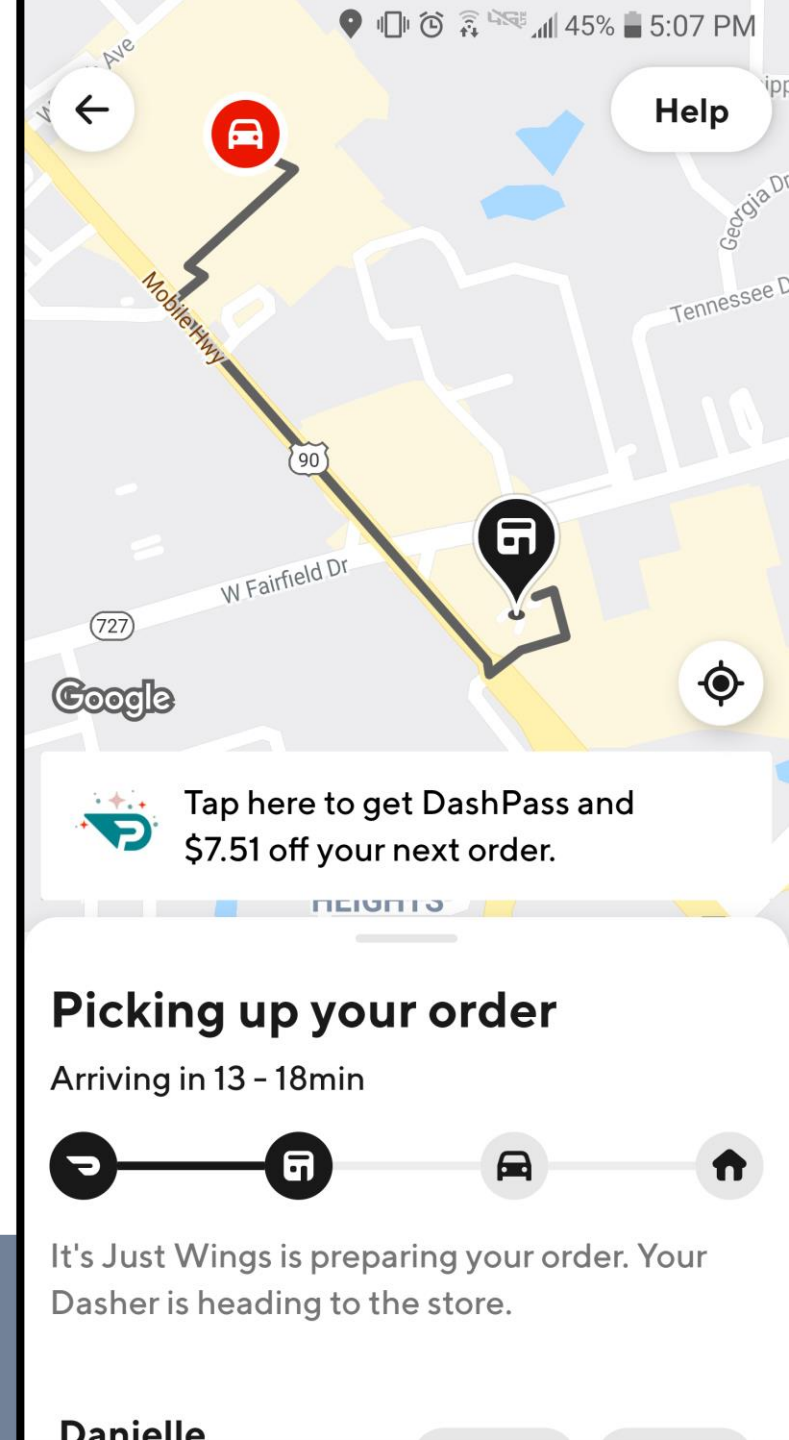
Have you ever
watched something
on Netflix that you
hadn't sought out or
planned to watch?

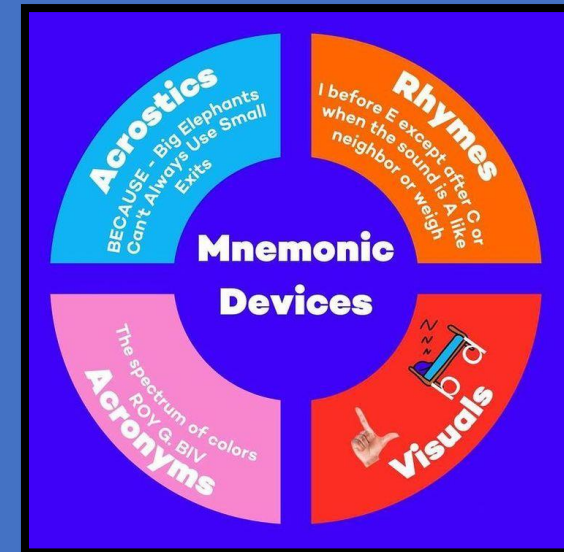
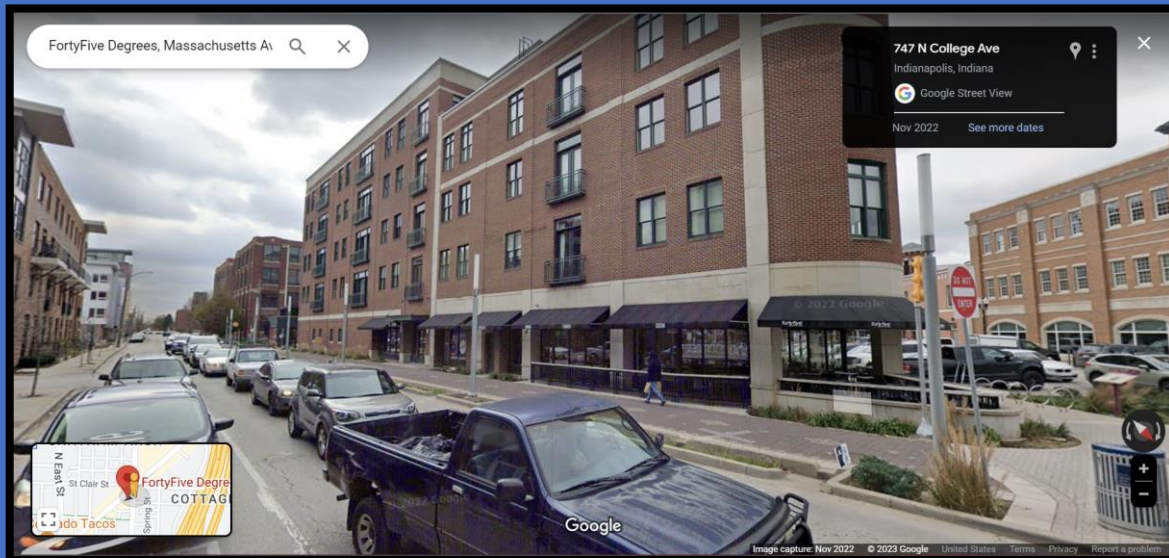


**Information delivered
with multiple cues is
easier for the brain to
engage with.**



Context is what
makes information
stick.





Strategy #3 for Connecting to Prior Knowledge



Ask more questions!





Questions Build Bridges.

Types of Bridge-building Questions



Diagnostic Questions:

- What's your familiarity with...?
- What's been your experience with...?

Clarifying Questions

- How are you thinking about this?
- What part feels unclear?

Forward-Moving Questions

- How would you approach this?
- What do you think we should try next?

Stop-Guessing Lab



- Think of a **real** communication situation you're in right now. Some examples:
 - An employee who doesn't seem to be "getting" something
 - A meeting that doesn't feel productive
 - A decision people are resisting
 - A message that didn't land
- Write it down in one sentence.

Stop-Guessing Lab PREP



Before you think about what you want to SAY to this person next...answer these questions instead:

- What does this person likely already know about this issue?
- **Then:** What might they NOT know?
- **And then:** What am I assuming they know?

Stop-Guessing Lab—Group Activity

Now, in your group, design:

1. One diagnostic question (to uncover prior knowledge)
2. One clarifying question (to understand perspective)
3. One enriched element (a story, analogy, visual, example, etc.)

Important: In the real conversation you're imagining, you are not allowed to open with explanation. You must open with a question!



When you explain first, you're guessing.

When you ask first, you're locating.

Once you locate, you can build.



Analogies make ideas clearer.

Enriched environments make ideas stick.

Questions make ideas relevant.

Relevance is what determines whether communication lands.



When communication misses, it's usually not because we didn't say enough.

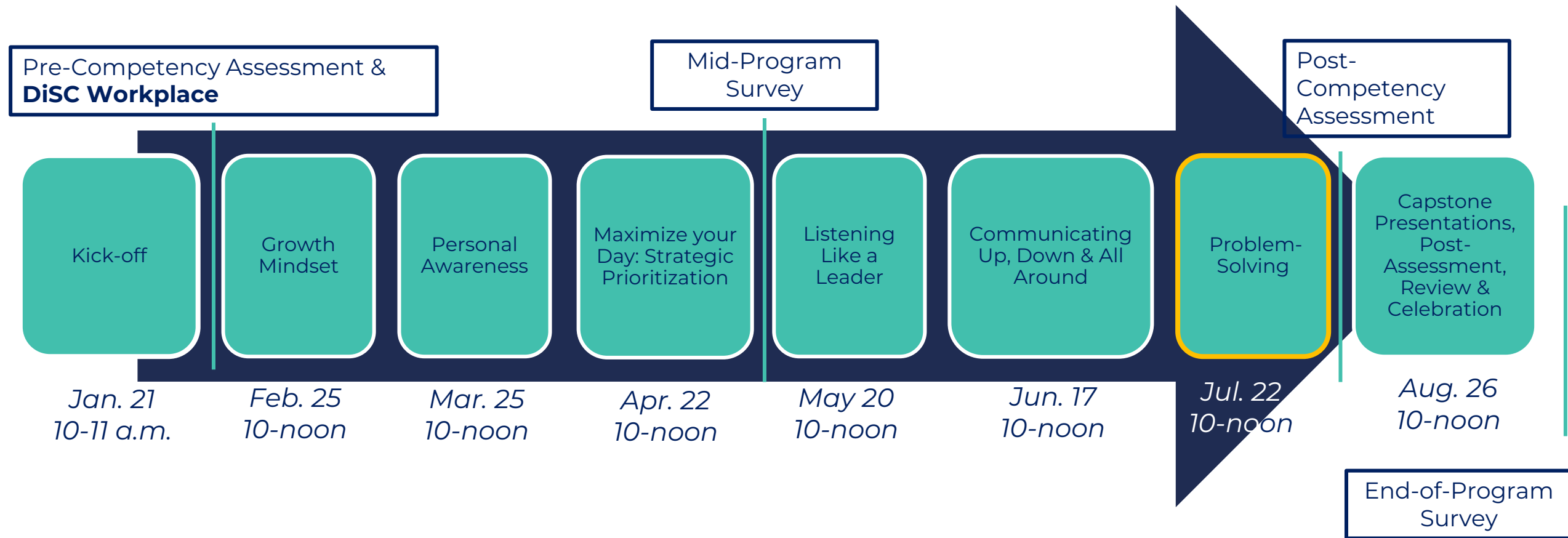
It's because we didn't connect first.

Action Items

- **Practice** using your new brain-based tools: Analogies, Questions, and Enriched Environments.
 - Be prepared to share examples of how you have done so next time!
- Listen to [*Quick Thinks: All Effective Communication Must Start With This \(Episode 25 of Think Fast, Talk Smart\)*](#) and meet with your accountability partner to discuss these questions:
 - What connections do you see between the questions Matt Abrahams (the podcast host) suggests you should ask of your audience or listener and the information you've learned in our workshop about the importance of connecting to someone's prior experience to communicate effectively?



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Questions?

