



The Psychology of Communication

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"The difference between the right word and the almost right word is the difference between lightning and the lightning bug." – Mark Twain



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The Communication Styles

ANALYTICAL

They want all the facts and want to analyze them. Great for communicating in a rational way through the attention to detail and facts, but might analyze too much. When talking to them talk with logic and have your facts correct, but at the same time know where you got your information from and don't make up answers.

METHODICAL

They want order and structure when they communicate. Great for finishing the points of discussion, but they don't like change to the structure of communication too much. When talking to them discuss/talk each point to conclusion and stick to an agenda, but don't be disorganized or be all over the place.



VISIONARY

They are opportunistic, risk takers and like to talk about new ideas. Great for change and outside the box thinking, but they might be too all over the place and not sticking to the issue at hand. When talking to them, talk about the future and the big picture, but don't be too inflexible and make sure there is some time for new ideas.

CONNECTED

They pay a lot attention to relationships and they want to talk about emotions and feelings. Great for focusing on the people, but they might steer away from the objective facts, process or big picture. When talking to them talk about people, be supportive and keep eye contact and don't be insensitive about people.

The Communication Behaviors

COMPETING

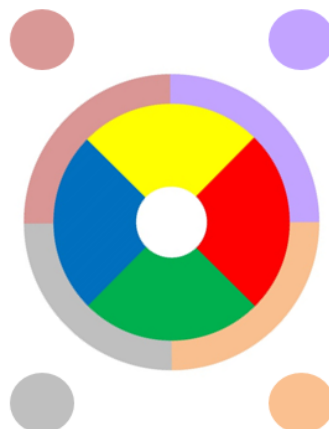
They normally want things to go their way or know that direction must be given. It is good when people are being directed or if quick decisions need to be made, but not so good to when we need to understand the other side's view.

Some descriptors : My way, Directive, Commanding, Listen to me

AVOIDING

They normally prefer not to give or hear opinions as their attention might be with other issues. It is good when the issue is not important or trivial, but it is not so good when the issue is important.

Some descriptors : Let's not discuss, Not important, Next topic



COLLABORATING

They normally take their own views and that of the other into consideration, whether they are important or not. It is good when you need to get to a mutually acceptable agreement, not so good when the issue is not important or it is a directive..

Some descriptors : Give-and-Take, My and your needs, Let's discuss

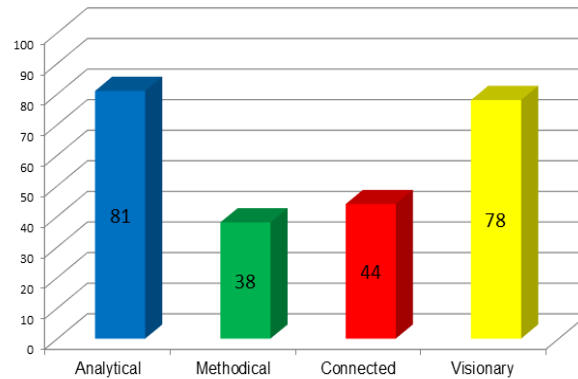
ACCOMMODATING

They normally pay more attention to the view or issues of the other and less on their own. It is good when the issue is important to the other or if you made a mistake, but not so good if the issue is important to you.

Some descriptors : Your way, I am listening, Supportive, Agreeing

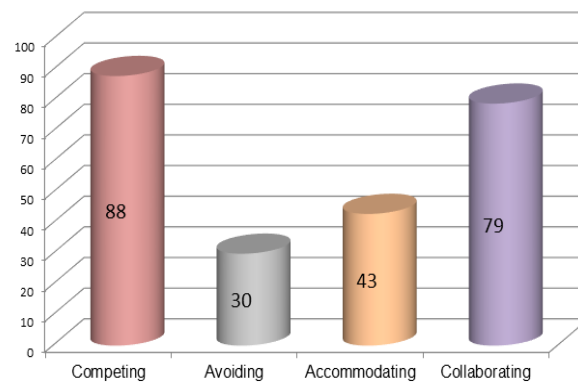
Your profile Chris Gates

Your Styles of Communication



Your sequence in Styles of Communication :
Analytical(81) Visionary(78) Connected(44) Methodical(38).

Your Behaviors in Communication



Your sequence in Behaviors in Communication :
Competing(88) Collaborating(79) Accommodating(43) Avoiding(30).



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Topic 1

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Communication Overview



Outcome



Providing an overview of communication

Contents



- Introduction to communication
- Communication performance
- A changing world for communication
- Super achievers vs Average
- Length of a Sentence
- Information
- Goal setting
- Attitude in communication
- Gravitas



Introduction to communication

Communication Chris, is everything. We can't do much without it. It is the basis of human interaction, it is the basis of relationships, it is the basis of influence and it is the basis of our lives. Even when we sometimes lose the words our eyes speak for us, our hands communicate our message and even our grunts articulate our pain. It's a natural part of living. Communication is a skill. And since it's that important we need to pay attention to it.



At the root of communication is the personal ability to impart your ideas or views in such a way that people buy easier into it. It is the basis of all relationships, be that private, business or in educating others.

Even fashion stylists and designers do the same thing with clothes. They develop an eye for the elements of style. Cultivating the ability to add spark to an outfit, the trained stylist can walk into a store and walk out sending a great message ... or a poor message. But they studied something that they have done their entire lives, getting dressed. And they began to pay attention to elements of style that the rest of us can't see yet and they make a great statement. And they practice practice practice.

In this regard, communication is no different from this ability of stylists, you have to train for it, you have to do it, you have to practice it and you have to trial-and-error. To be great in communication you have to do it, over and over.

Communicating for impact and with impact doesn't just happen. There is an art and a skill to connecting with people...

Some people have it naturally as an art, but it is also a skill that can be acquired through conscious effort. Practicing that consciously will eventually make it a subconscious skill or for that matter an art.

Becoming a dynamic communicator for the sake of your well-being and/or business is no different than mastering an art or skill. It takes effort. It takes committed conscious effort.

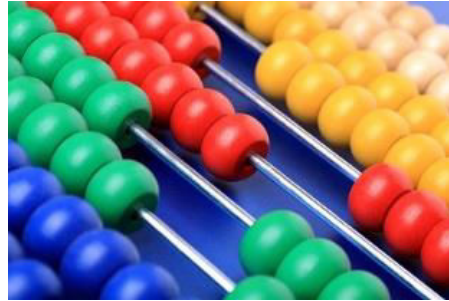
The purpose of this document, together with appropriate workshops, is to instill an awareness of great communication as well as practicing it. Apply the principles and watch the results, watch the successes increase.

Enjoy the journey.



Communication performance


Why do some people just make it, while for others it seems like a mountain to cross? Some people succeed in getting people to cooperate while others just battle. The difference is all about what you say and how you say it that makes the difference. Are you attracting success in your communication or are you pushing it away?



It really influences everything. Private, business and/or education. Example :

- 1) Employees that are disengaged from their company.
- 2) Project failure vs project success.
- 3) Sales failures vs sales success.
- 4) Procurement effectiveness.
- 5) Why some educators succeed and others not?
- 6) Why some personal relationships just work better?
- 7) Why some coaches and mentors are successful, why others are not?
- 8) And many more....

Some interesting statistics

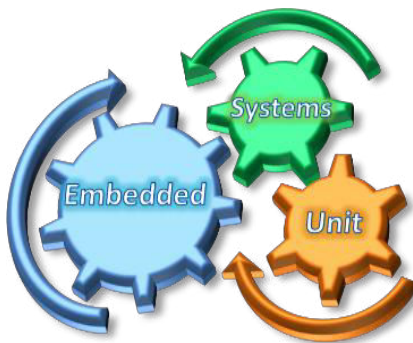
<i>"Only 29% of your employees are fully engaged in your company" Jim Harter, Gallup daily</i>	<i>"Only 41% of projects are deemed successful, with the worst organizations showing 8%" IBM</i>
<i>"13% of sales people make 87% of sales" Mike Bosworth, founder of Solution Selling</i>	<i>"Students with positive experience in communication from their teachers display higher grades and scores" Christi Bergin, University of Missouri</i>
<i>The 2 most difficult obstacles for procurement professionals are internal and external communication. These 2 are above a lack of focus, cost control and a lack of a solid procurement process. ProcurementBulletin</i>	 <p>So how do we change this? How do we create winning scenarios?</p>

It all starts with understanding that people differ in their communication. There are preferences in what people communicate and how they communicate. That is the most common cause of non-performance.

A true understanding of the diversity in communication preferences and applying it is the common denominator between these examples. Some people like facts and detail, while others think it is boring, some people like to have order when communicating, while others think it is too rigid, some people like to hear sympathy and empathy while others think they are too soft, some people like risk while others think it is irresponsible. Some people like to be directive, while others are more accommodating, some like to understand both sides, while others rather not address issues.

And these realities are true in so many other areas of life. Understanding communication in all the examples is the common denominator to improve effectiveness.

Communication influences everything. It influences our relationships, it influence our life.



However the last 30 years has seen the emergence of putting everything into a process. This was caused by the industrial era as well as the emergence of putting everything into a computerized system to be managed, but for that we need a process. So much focus on process efficiency, so little focus on people, so little on communication effectiveness. No wonder the above mentioned areas of concern in communication.



We must never forget that we cannot put a human relationship into a process!



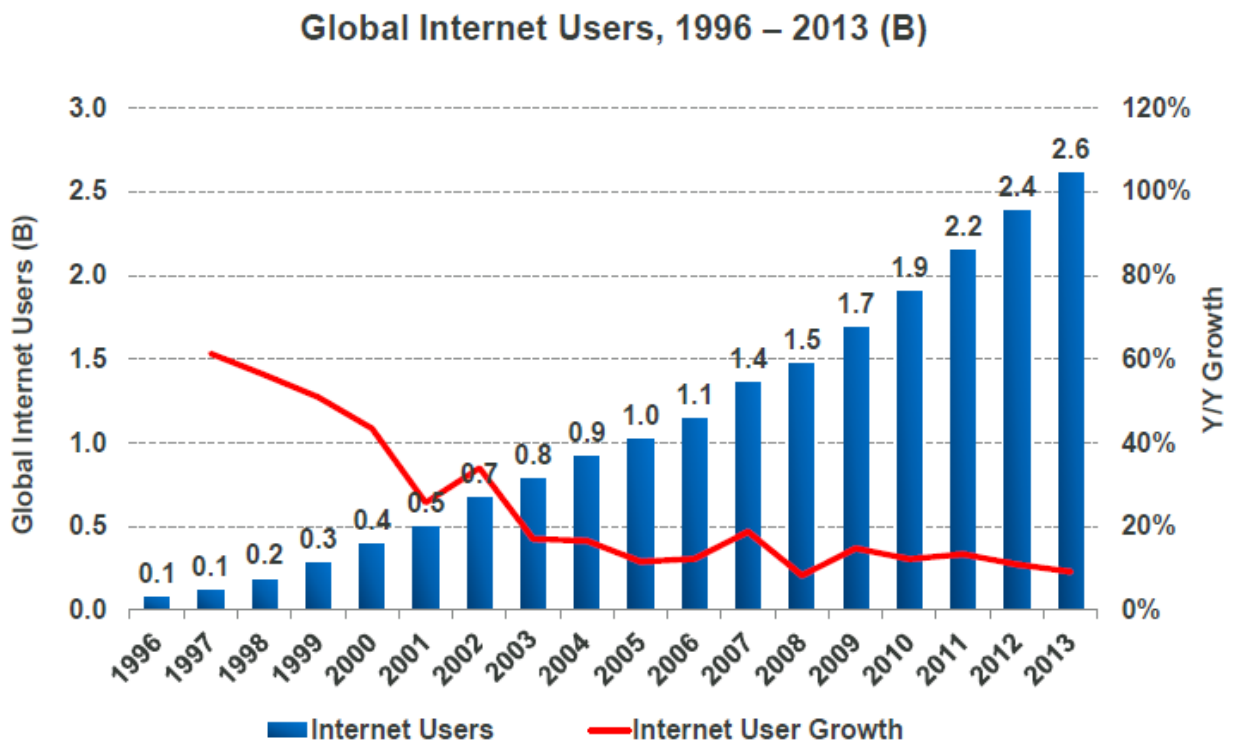
To really become effective in our jobs or day-to-day communication with others, we must respect that we all differ and that we can never and will never be the same. This acceptance is the first step to a journey of improved communication. Staying the same will produce the same or worst results. Focusing on communication and improving it will be a lifelong advantage.



A changing world

In the last 5 years the development of communication technology and social networking have changed the world of human communication. From writing a letter and waiting for 2 weeks to receive an answer it has now changed to nearly getting irritated if I can see someone is online and they don't answer immediately. We are permanently connected. The rate of this new way of communication will only accelerate.

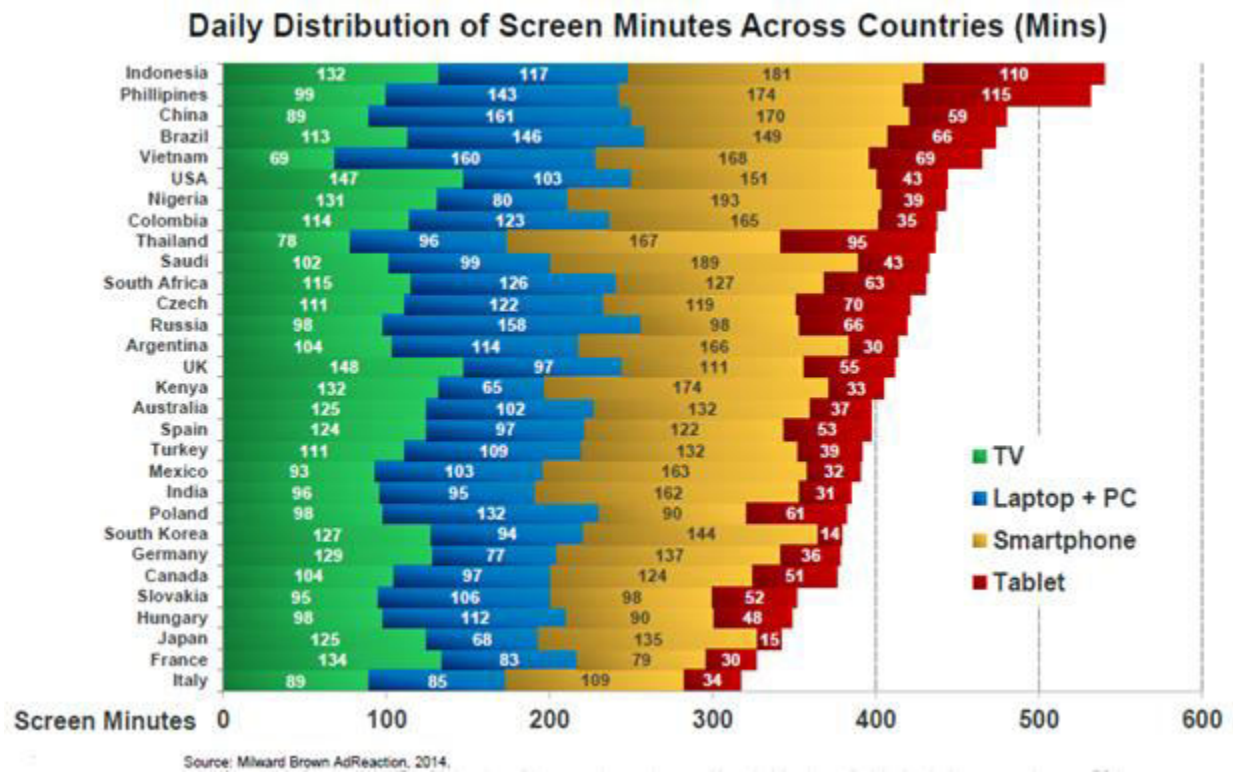
Global internet users' growth



Source: United Nations / International Telecommunications Union, US Census Bureau, Euromonitor International.

The trend will not stop here. Technology has now moved beyond a want and to most people it is a need, a must have.

Time spent online per day by country



Social media is exploding

Below are the percentages of internet users using social networking.

