

# Communication Skills MasterClass:

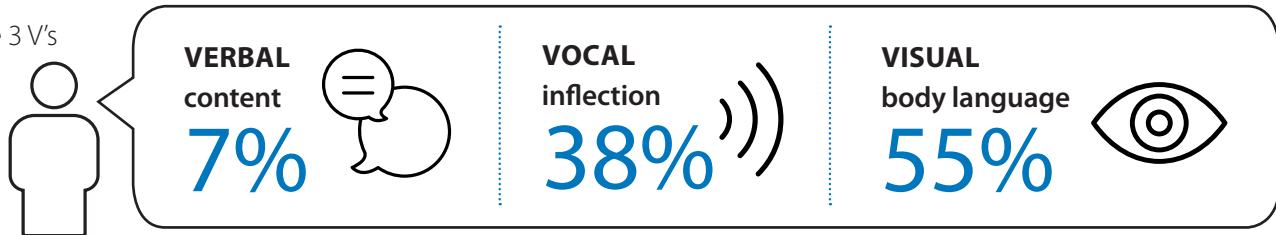
## How to be Clear, Confident, and Compelling

**BIG IDEA:** *Learning to communicate skillfully will enhance your relationships, your influence, your marketability and your life in general.*

*“The way we communicate with others ultimately determines the quality of our lives.”* RICHARD BRANSON

### SPEAKING

The 3 V's



### How to Be Clear – 3 Strategies

1. Be a Simplifier
2. State Your Purpose
3. Lay Out the Agenda

Best Practices in Communication	Practices to Avoid
Use the Rule of 3	Unstructured
Speak in the Positive	Too much information
Be Concrete	Uninteresting

### THE POWER OF LISTENING

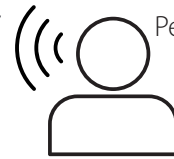
#### Listening

Listening is hard work.

People speak at about

**125**

words per minute.



People can listen at a rate of

**500**

words per minute.

#### The LISA Technique for Listening

**L**isten to understand (not to respond)

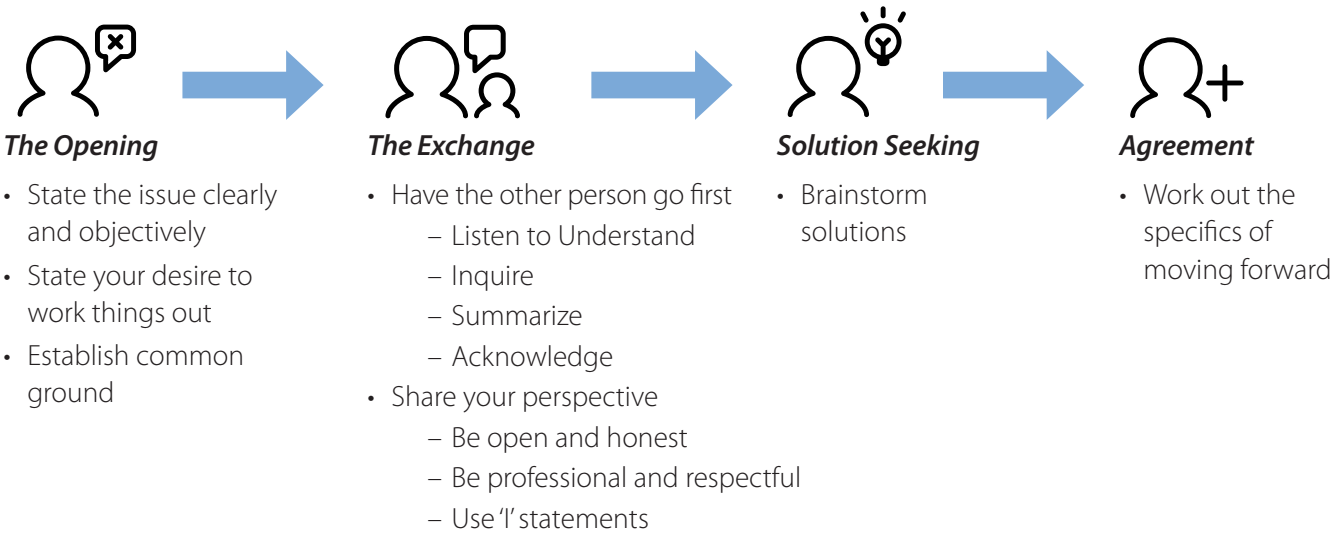
**I**nquire / Asking open ended questions, Clarifying, Exploring, Probing

**S**ummarize / Paraphrasing, Verifying, Checking in

**A**cknowledge / Doesn't mean agreement, Empathy

## CONFLICT RESOLUTION

### Steps to Resolving Conflict with Another Person



## PRESENTATION SKILLS



# The D.I.R.E.C.T. Model of Corrective Feedback

## THE OPENING

*Point to the behavior you want,  
not the behavior you don't want.*

### **D**escribe the behavior

Stick to the facts. Tell them what you saw or heard.  
Facts are most persuasive and least insulting.

### **S**olicit **I**nput →

Ask for their perspective

### **R**emind of the goal

Set the standard of the desired behavior.

### **S**tate the **E**ffect

Inform them of the consequences of their behavior on the organization, on the team, on the customer and on them.

### **R**equest **C**hange

Ask them what they are going to do differently to resolve the issue. Begin a 2nd conversation

### **F**ollow **T**hrough

If they respond favorably, give them affirmation.  
If they fail to respond appropriately, repeat the process and turn up the intensity.

## THE CLOSE

### **Express Confidence**

"The reason I am sharing this is I have high expectations of you, and I am confident you can meet them."



## POSSIBLE RESPONSES

### 1. Personal Problem.

Empathize and return to issue.

### 2. Point to Other Bad Behavior.

Use the words "right now."

### 3. Deny or Minimize.

Don't argue, set expectations.

### 4. Defensive.

Begin a 2nd conversation

### 5. Legitimate Reason.

Work it out.

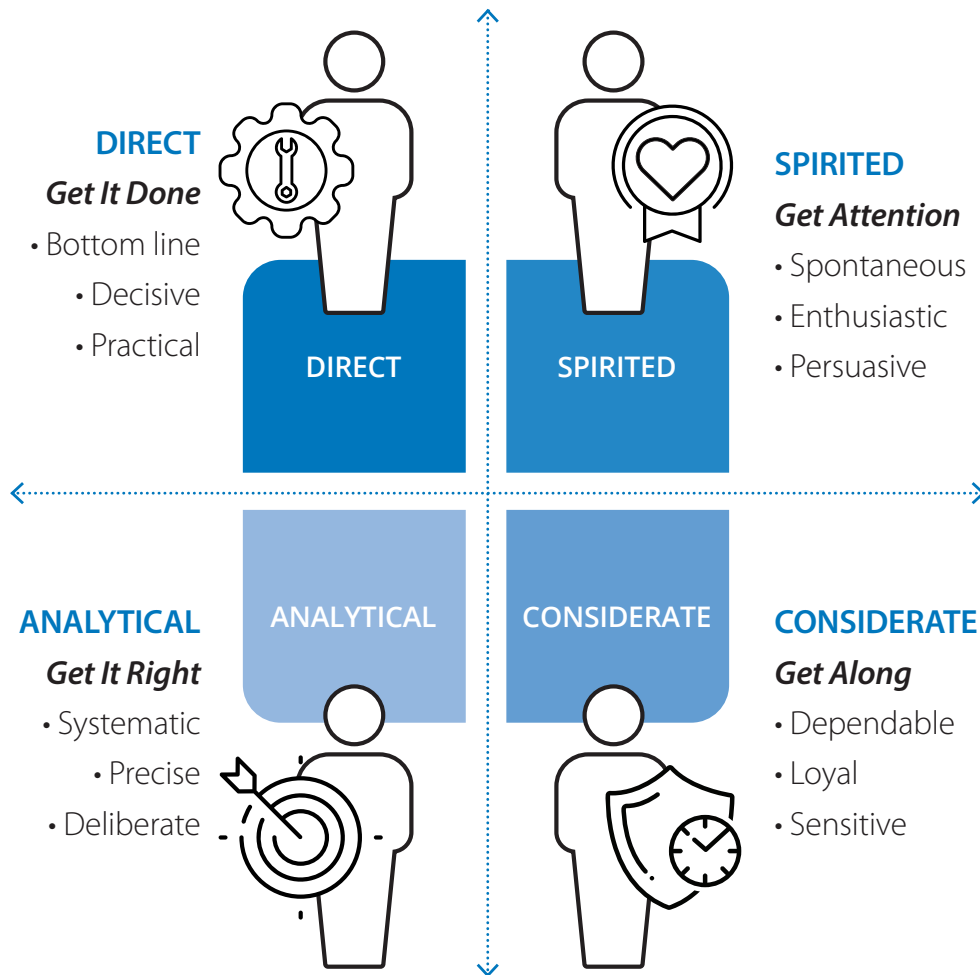


*"There is something that responds deeply to someone who levels with us."* SUSAN SCOTT

## Personal Styles

*"If you accept that people are different and embrace rather than curse the uniqueness that everyone brings to the table, you will navigate the world with more bliss and effectiveness."*

SETH GODIN



*"People won't remember exactly what you did or said. But they will always remember how you made them feel."* MAYA ANGELOU

## 3 Powerful Tools

