



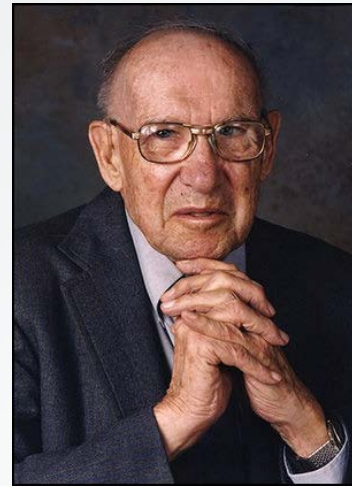
# Effective Communication Strategies

Professor Denise Patrick

"Today's world requires communication that is substantially different from what was needed only a decade ago." – Terry Pearce



# Peter Drucker ...



- The late management guru Peter Drucker identified the emergence of the "knowledge worker," and the profound differences that would cause in the way business was organized.
- With the rise of the knowledge worker, "one does not 'manage' people."
- "The task is to lead people. And the goal is to make productive the specific strengths and knowledge of every individual."

# Management's Role Is . . .

- To Achieve Results
- With and Through Others.



# What is Managerial Communication?

- **Communication** helps in the transfer of information from one party also called the sender to the other party called the receiver.
- A function which helps managers **communicate** with each other as well as with employees within the organization.

Communication: What we want.



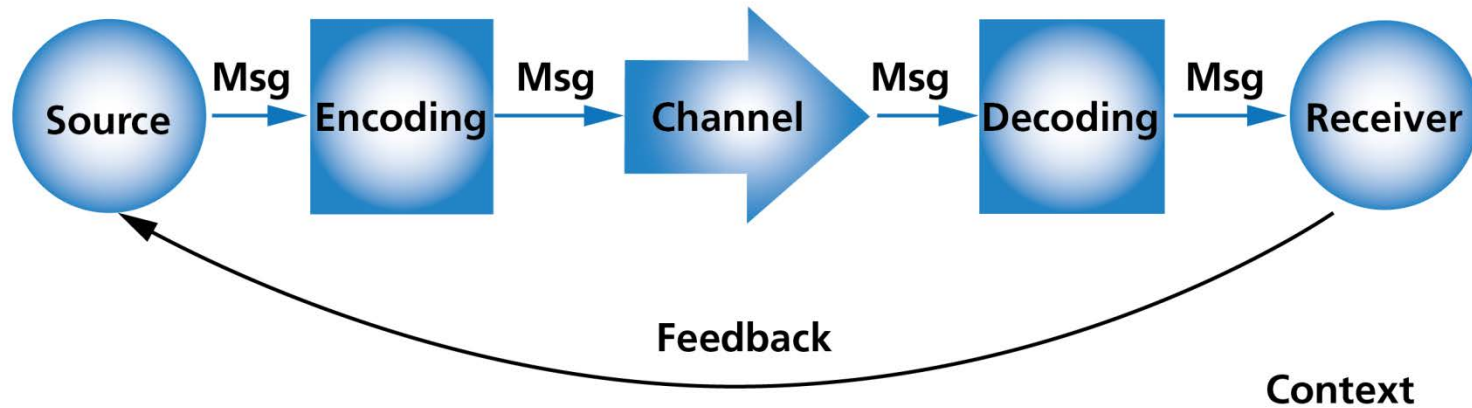
# Communication: What We Give/Get (Sometimes)



“The single biggest problem in **communication** is the illusion that it has taken place.”

– George Bernard Shaw

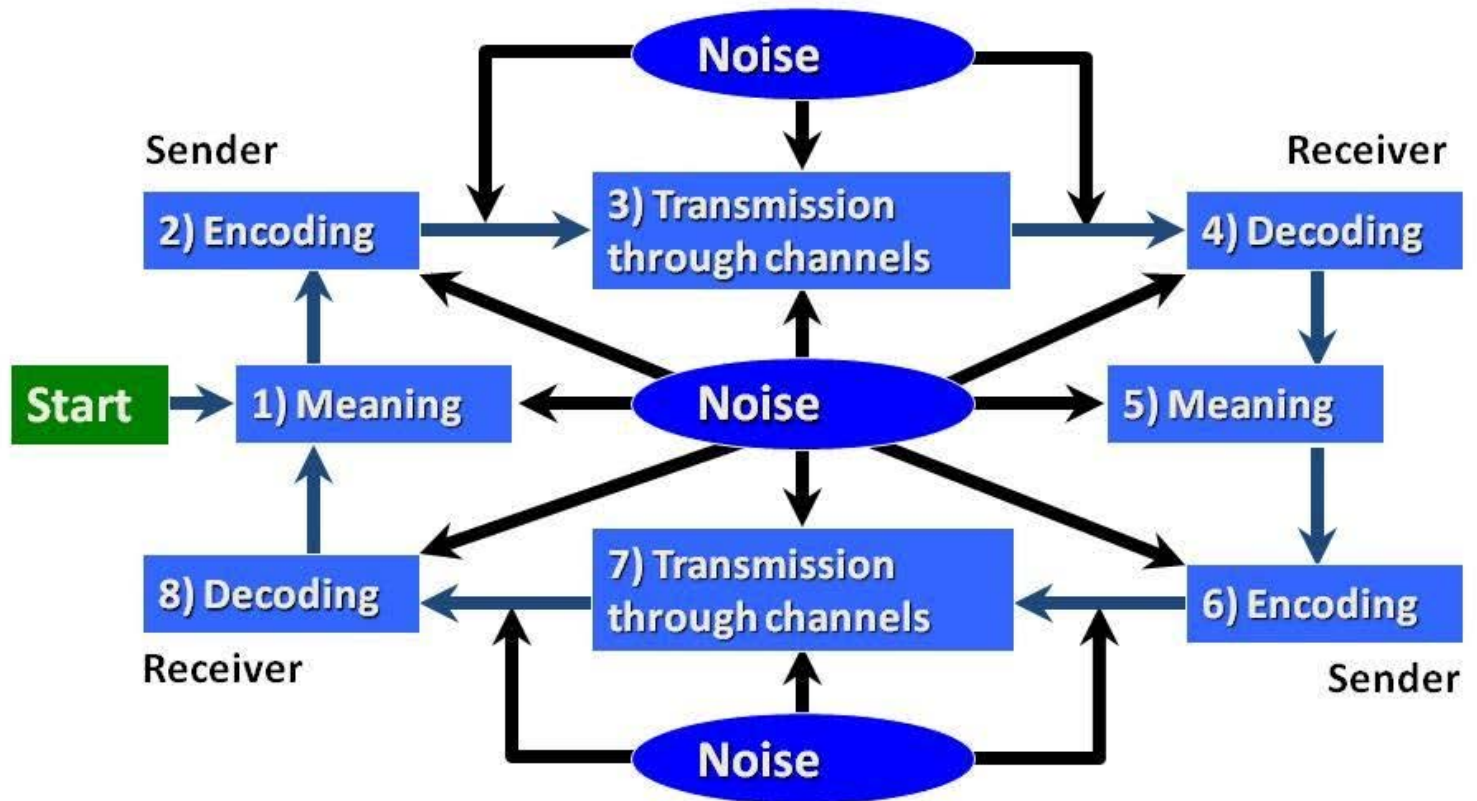
## The Communication Process

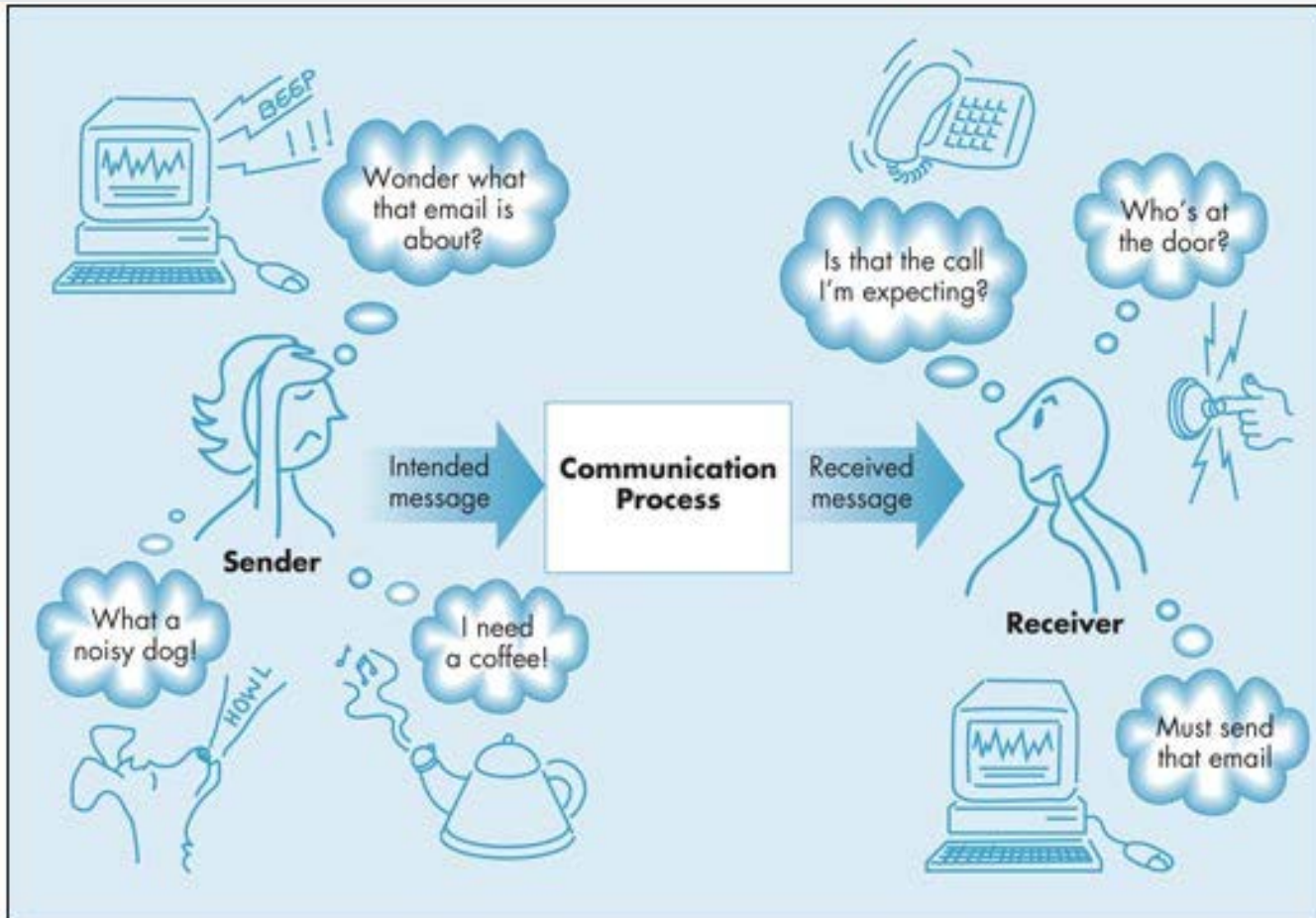


Courtesy of Mindtools



# The Communication Process





# 2015 ATD survey found the following:

In addition to gaps in science, technology, engineering, and math, business leaders say there are also gaps in communication other soft skills.

- 62%: communication/interpersonal skills
- 58%: managerial/supervisory skills
- 58%: critical thinking and problem-solving skills
- 51%: leadership/executive-level skills
- 50%: process improvement and project management skills
- 41% technical skills.

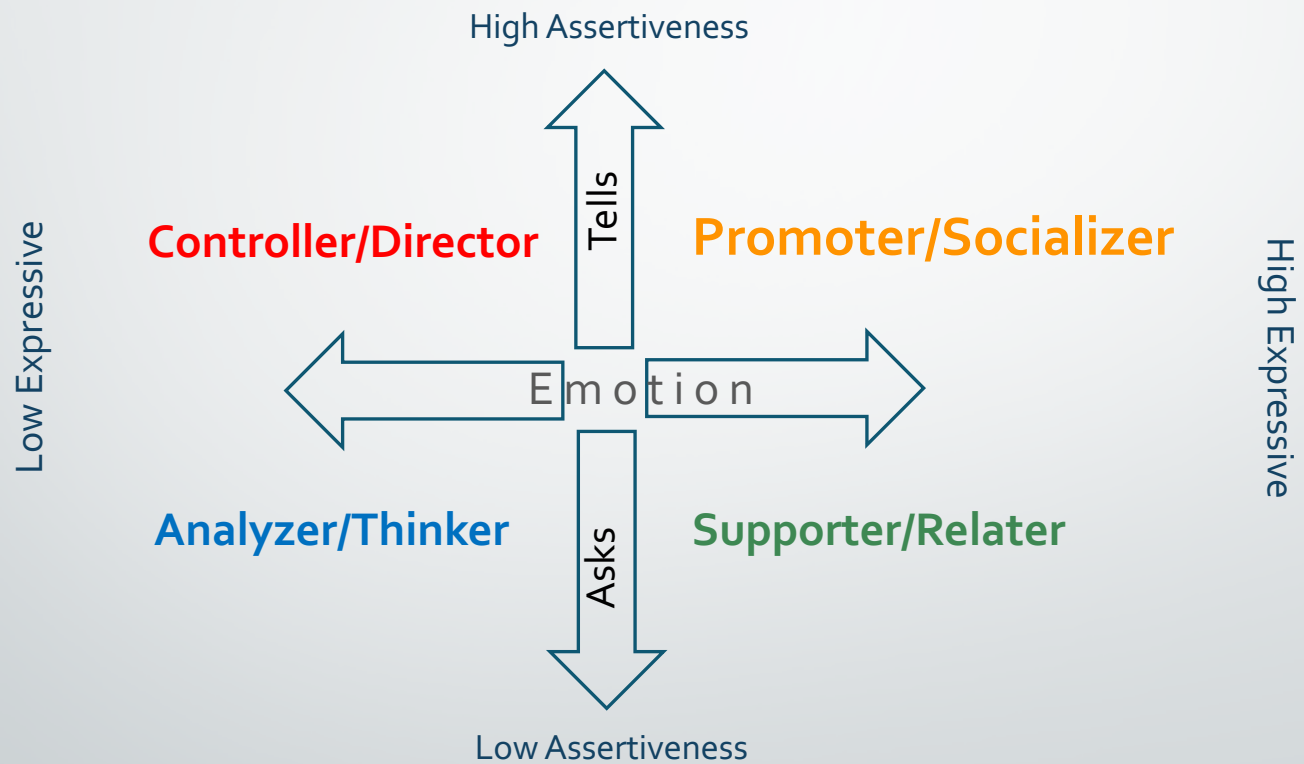


So, how can we fill the skills gap?

# Communication Style Results

<p style="text-align: right;">Direct</p> <p><b>Controller/Director</b></p> <ul style="list-style-type: none"><li>• Commander</li><li>• Values getting the job done</li><li>• Results oriented</li></ul>	<p style="text-align: right;">Spirited</p> <p><b>Promoter/Socializer</b></p> <ul style="list-style-type: none"><li>• Entertainer</li><li>• Values enjoyment and helping others with the same</li><li>• Celebration Oriented</li></ul>
<p style="text-align: right;">Systematic</p> <p><b>Analyzer/Thinker</b></p> <ul style="list-style-type: none"><li>• Assessor</li><li>• Values accuracy in details &amp; being right</li><li>• Idea Oriented</li></ul>	<p style="text-align: right;">Considerate</p> <p><b>Supporter/Relater</b></p> <ul style="list-style-type: none"><li>• Harmonizer</li><li>• Values acceptance and stability in circumstances</li><li>• Relationship Oriented</li></ul>

# Communication Style Results



# Strengths/Trouble spots

## Controller/Director

- Gets to the bottom line
- Speaks forcefully
- Maintains eye contact
- Presents position strongly
  
- Is a poor listener
- Is impatient with others
- Does not heed advice
- Likes to argue

## Promoter/Socializer

- Is persuasive
- Is a good storyteller
- Focuses on the big picture
- Uses motivational speech
  
- Does not hear details
- Tends to exaggerate
- Generalizes
- Can overdramatic

## Analyzer/Thinker

- Presents precisely
- Focuses on facts
- Has a well-organized work space
  
- Focuses too much on detail
- Fears personal disclosure
- Can be terse
- Uses little variety in vocal tones

## Supporter/Relater

- Listens well
- Is a good counselor
- Uses supportive language
- Builds trust
  
- Avoids conflict
- Gives in easily
- Keeps opinions to oneself
- Overemphasizes feelings

# Warren Bennis' Competencies of Leadership...

Here are the four essential competencies of a leader according to Warren Bennis in his book, "On Becoming a Leader"(pg. xxv)

- Leaders are able to engage others by creating shared meaning
- All authentic leaders have a distinctive voice
- All true leaders have integrity
- The most important competency is adaptive capacity — this is what allows leaders to respond quickly and intelligently to relentless change



# Effective Leadership Communication

“The ability for leaders to inspire others to willingly take action to effect change.” –Terry Pearce

