

Communication For Geeks®

“Inspiring Great Communication”

*Effective Communication for Project
Success....and a Proven Tool to Get It Right*

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www.communicationforgeeks.com

About Communication for Geeks® ...

We believe:

- *“Every communicative act is infinitely improvable.”*
- Duane Andy Gustafson
- *“I made this letter longer than usual because I lack the time to make it short.”*
- Blaise Pascal

Here's the Residual Message for today...

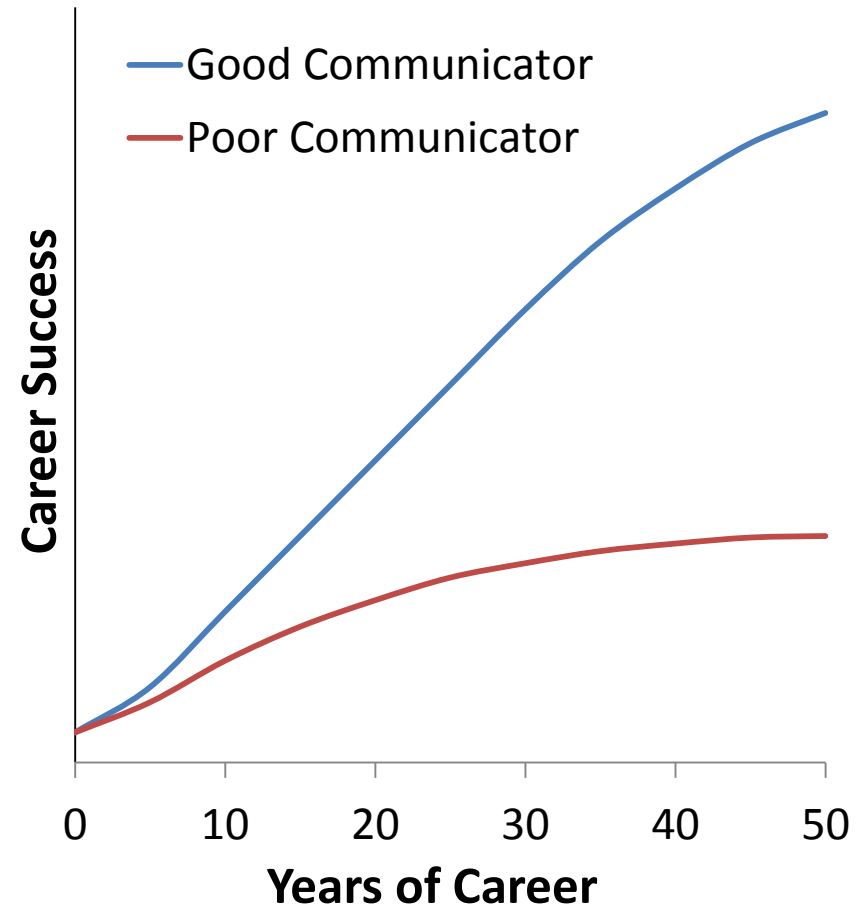
- You can improve your communication skills by applying a structure to your thinking.

Good communicators are 5x more likely to advance.

The ability to communicate well differentiates project managers, engineers and other aspiring technology leaders.

- Many experts are “hand-cuffed” by their technical skill.
- 90% of a project manager’s work involves communication (PMBok*.)
- Good communicators are 5X more likely to advance (PMI*).

If you can't communicate your best ideas, your potential will never be realized. It will remain just that....potential!

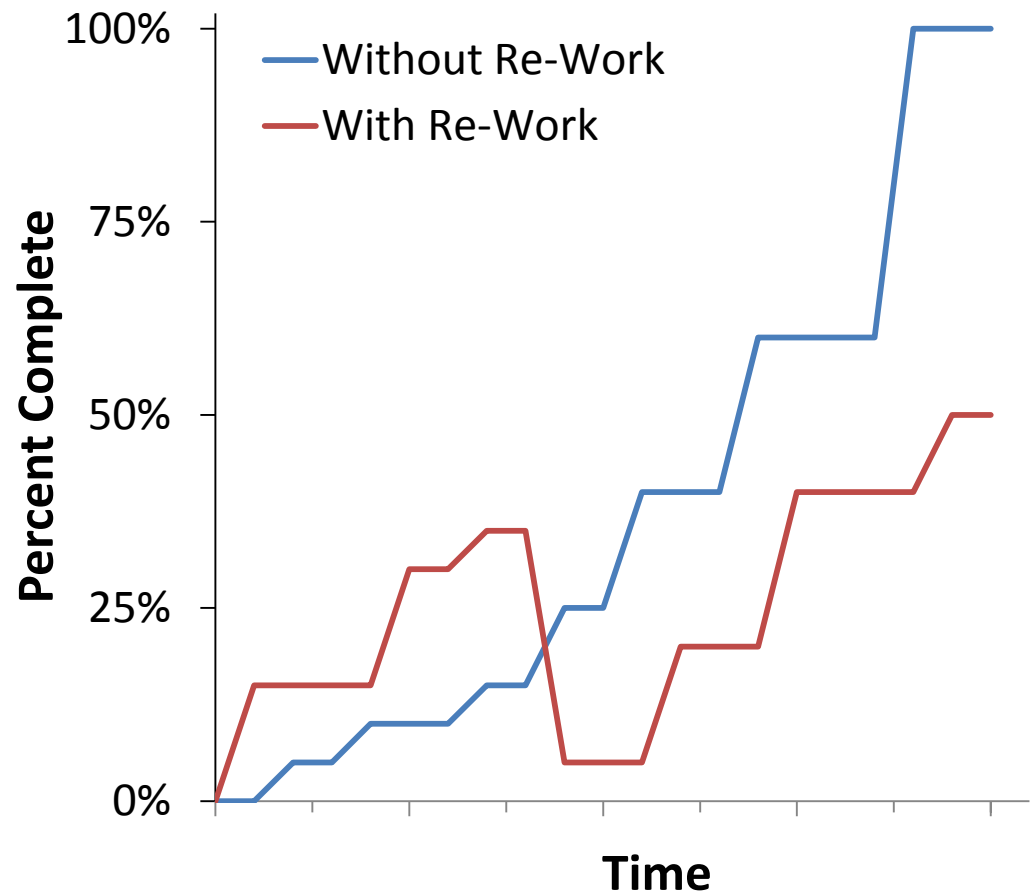


Good communication prevents excessive re-work.

Re-work is the manifestation of a poorly communicated scope or a poorly implemented scope. It leads to misunderstanding, which leads to....

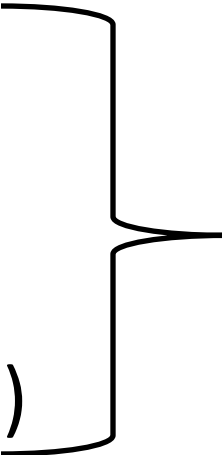
- Ambiguous scope
- Unclear expectations
- Lack of alignment
- Quality Issues
- Needless conflict
- Lost trust

All of which lead to RE-WORK...and requests for more time and money. OUCH!



Let's review what we just discussed...

- Introduction
- Residual Message (RM)
- Killer Wake Up Call (KWUC)
- What's In It For Me (WIIFM)
- State (Evidence 1)
- State (Evidence 2)
- State (Evidence 3)
- Residual Message



Did you see this information in the previous slides?

Remember, what you say is not always what they hear...

"I once shot an elephant in my pajamas. How he got in my pajamas, I'll never know."

- Groucho Marx



1. A structure will help you be sensitive to those around you.



Clear Message?
Unclear WIIFM?
Appropriate Message?

Sender:

- Incorrect message
- Urgency not apparent
- No context
- Sent, but not clear
- Colloquialisms
- Unclear acronyms
- Bundled with clutter



Ask Questions!!!!

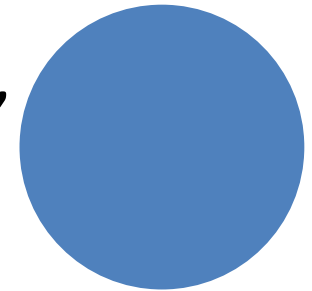
- Listen
- Summarize
- Don't interrupt!

Receiver:

- Assumptions
- Impatience
- Thinking about the response instead of listening.
- Built in filters
- Interpret ambiguity – We “fill in the gaps”

To understand the WIIFM, think about the future state or improved situation.

What does it look like up here? Understand that, and you'll know the reader's "What's In It For Me."



The arrow represents the rest of your essay or presentation.

This is where the audience is now.

Use a structure to organize what's important to the listener or reader.

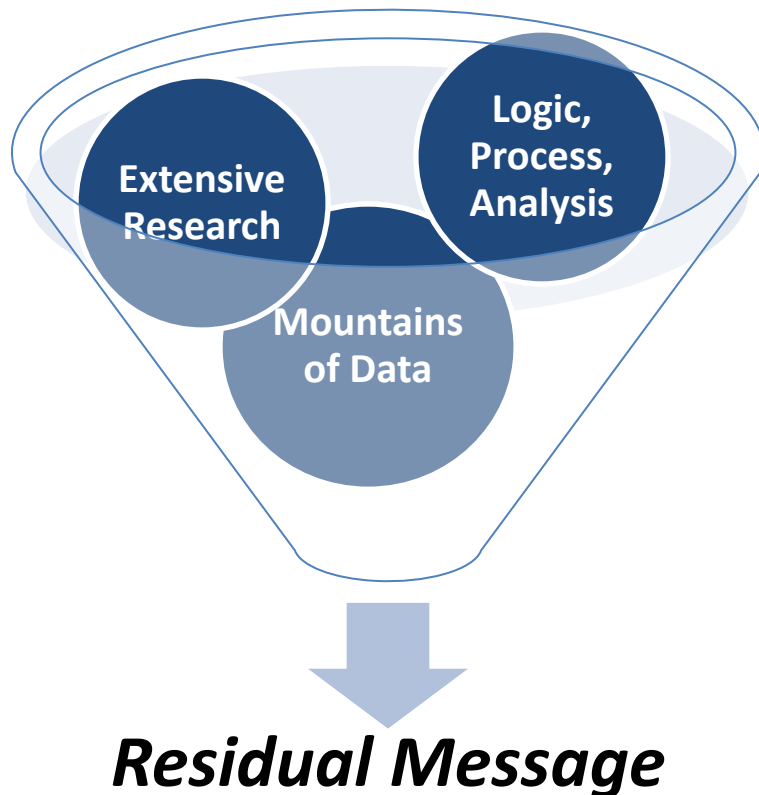
Stakeholder	Influence ON the Change	Influenced BY the Change	Reaction to the Change	What are their concerns?	Estimated Effort
1.					
2.					
3.					
4.					
5.					

1. *Suppose a farmer changes his family's breakfast from oatmeal to ham and eggs. Who are the stakeholders?*

Group Exercise: 5 minutes.

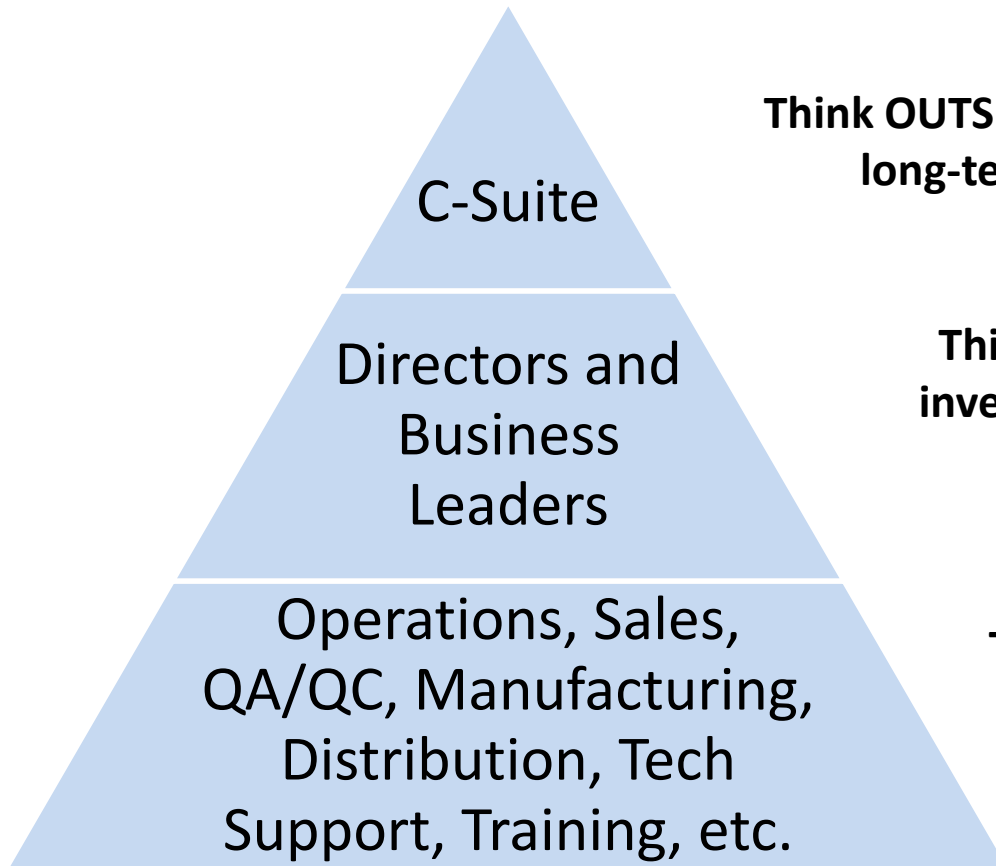


2. Structured thinking will help you clarify your residual message (RM.)



- The RM is the most important part of your email, essay or presentation.
- The RM is the most difficult to create.
- Edit, edit, edit.
- Ask, *“What is the ONE thing I want them to take home....”*

The RM is often different for different managerial levels.



Think OUTSIDE of the organization. What is the long-term impact on the business? Provide options and recommendations.

Think financially. What is the return on investment? How much does it cost and how long will it take to complete?

Think INSIDE the organization. What needs to be done and how will it be done? Show more metrics and dig much deeper into the data.

3. *“Every communicative act is infinitely improvable.”* (DAG)

- Use a graphic whenever possible.
“A picture is worth 1,000 words.”
- Use the SWNS™ test....
“So What? ...and Next Steps?”

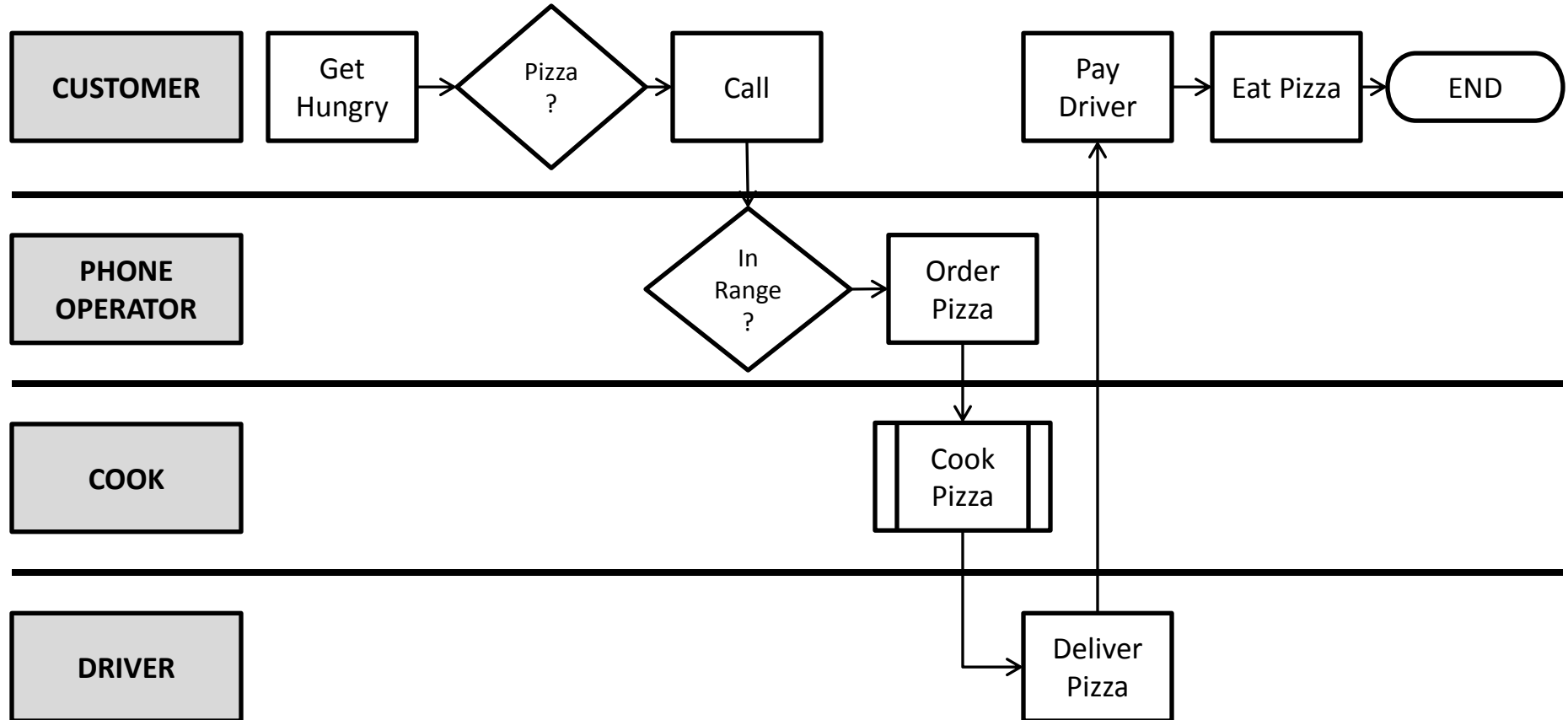
Whenever possible, use a graph, chart, table or diagram instead of text.

Example: Your business cooks and delivers pizzas. As part of an efficiency improvement project, a management consultant asks you to describe the process. You could write...

“Somebody calls us and the guy working the phone takes the order. He asks what toppings they want then the caller tells the address. After that he enters the order into the computer. The prep guy rolls the dough, puts sauce, cheese and pepperoni on it then puts it in the oven. When it’s done he puts it in box and a delivery bag with the address. The driver gets a stack of pizzas then delivers them.”

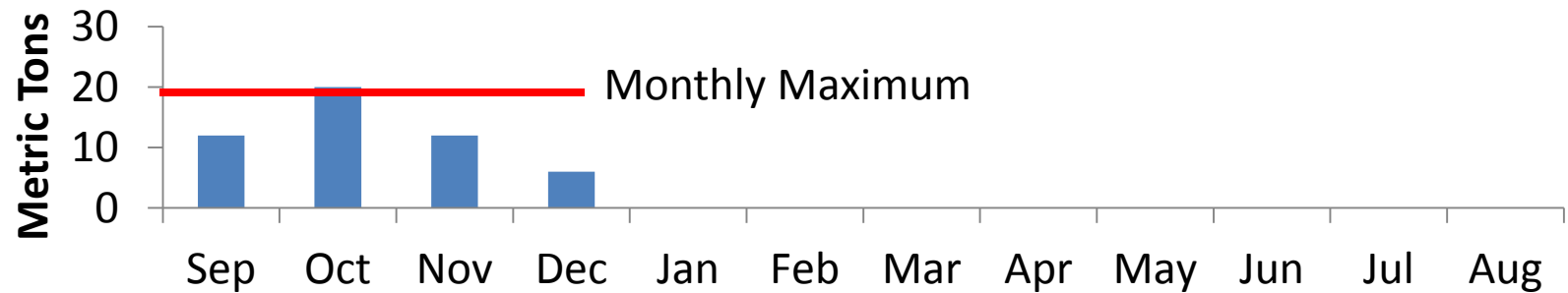
Or You Could Show....

Does this graphic clarify the concepts from the previous paragraph?

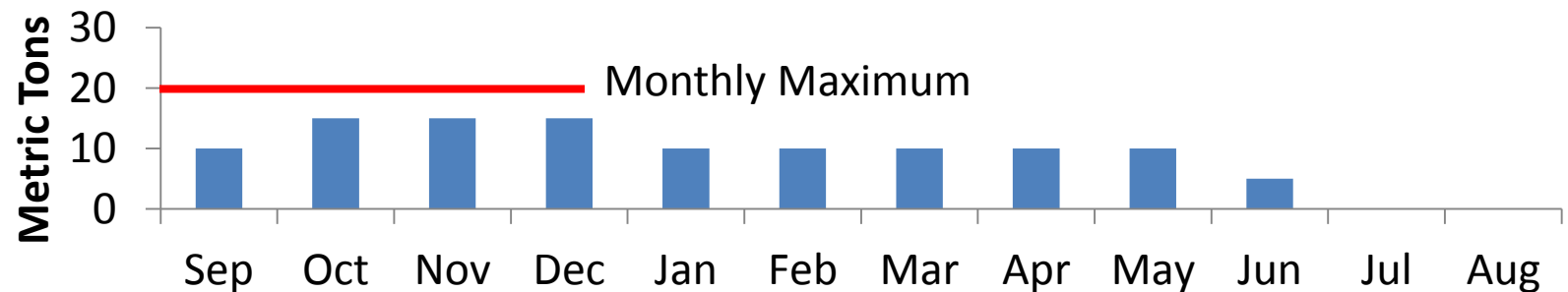


Does this graph pass the SWNS Test? (So What? ...and Next Steps?)

Monthly Output with Current Processing Method (1000 Tonne)

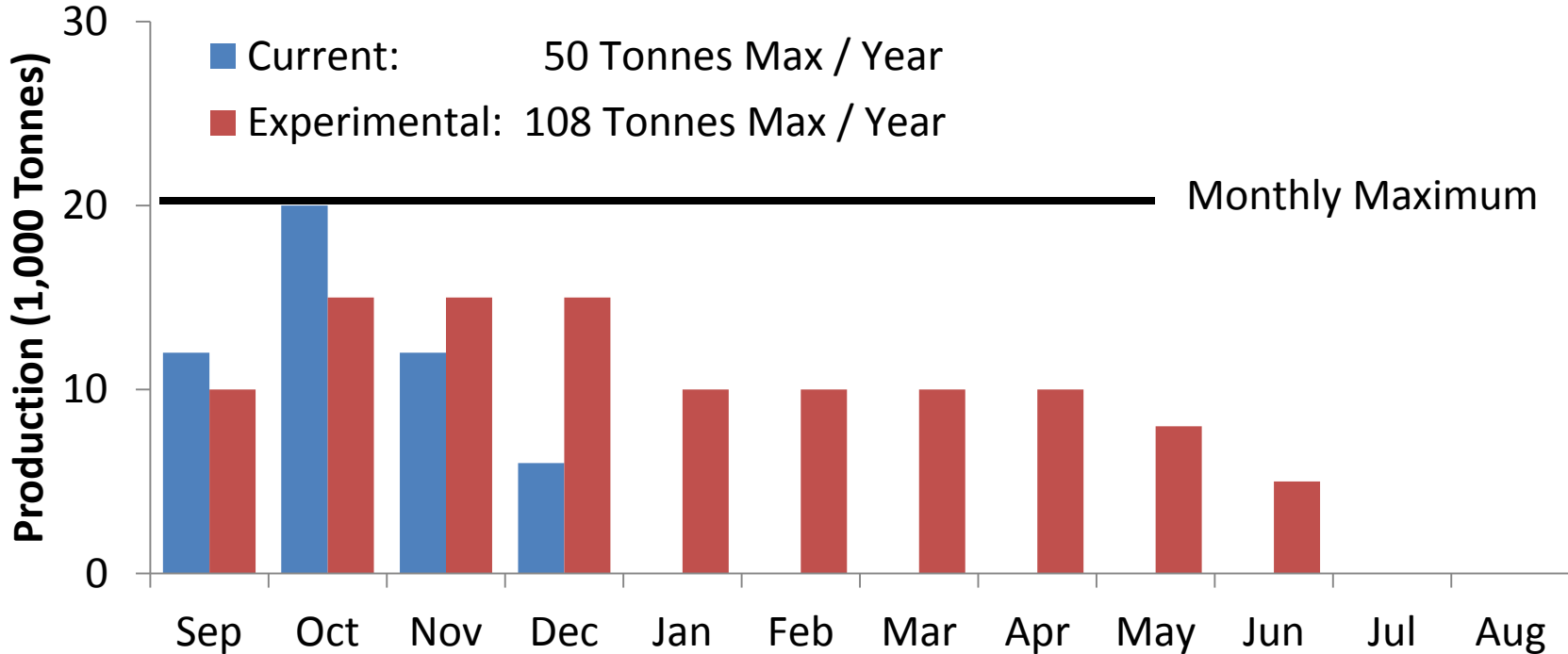


Monthly Output with New Processing Method (1000 Tonne)



How about if we present the same information this way?

Comparison of Georgia Plant Annual Production with Current and Experimental Processes



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- Residual Message



*Did you see our
three main points?*

Here's the structure we used to create an outline for today's discussion....

- Intro:** Why should your audience listen to you? **Credibility!!!**
- RM:** Residual Message. What is the **ONE** thing your audience will remember?
- KWUC:** Killer Wake Up Call
- WIIFM:** What's In It For Me
-
- S1:** State. What is the first supporting piece of evidence?
- D1:** Define. Further define the evidence.
- S1:** Support. What other information supports your claim?
- R1:** Relate. How can your audience relate to this piece of information?
-
- S2:** State. What is the second supporting piece of evidence?
- D2:** Define. Further define the evidence.
- S2:** Support. What other information supports your claim?
- R2:** Relate. How can your audience relate to this piece of information?
-
- S3:** State. What is the third supporting piece of evidence?
- D3:** Define. Further define the evidence.
- S3:** Support. What other information supports your claim?
- R3:** Relate. How can your audience relate to this piece of information?
-
- RM:** Residual Message. What is the **ONE** thing your audience will remember?

Let's examine two communicative acts...

- 1. Look at the article from PM Pulse Magazine. Did they use our format? What do you think of how this information was presented?*
- 2. How did Ravi and Gordon do? What is the ONE thing (residual message) you took away from our presentation?*

Group Exercises: 10 minutes.

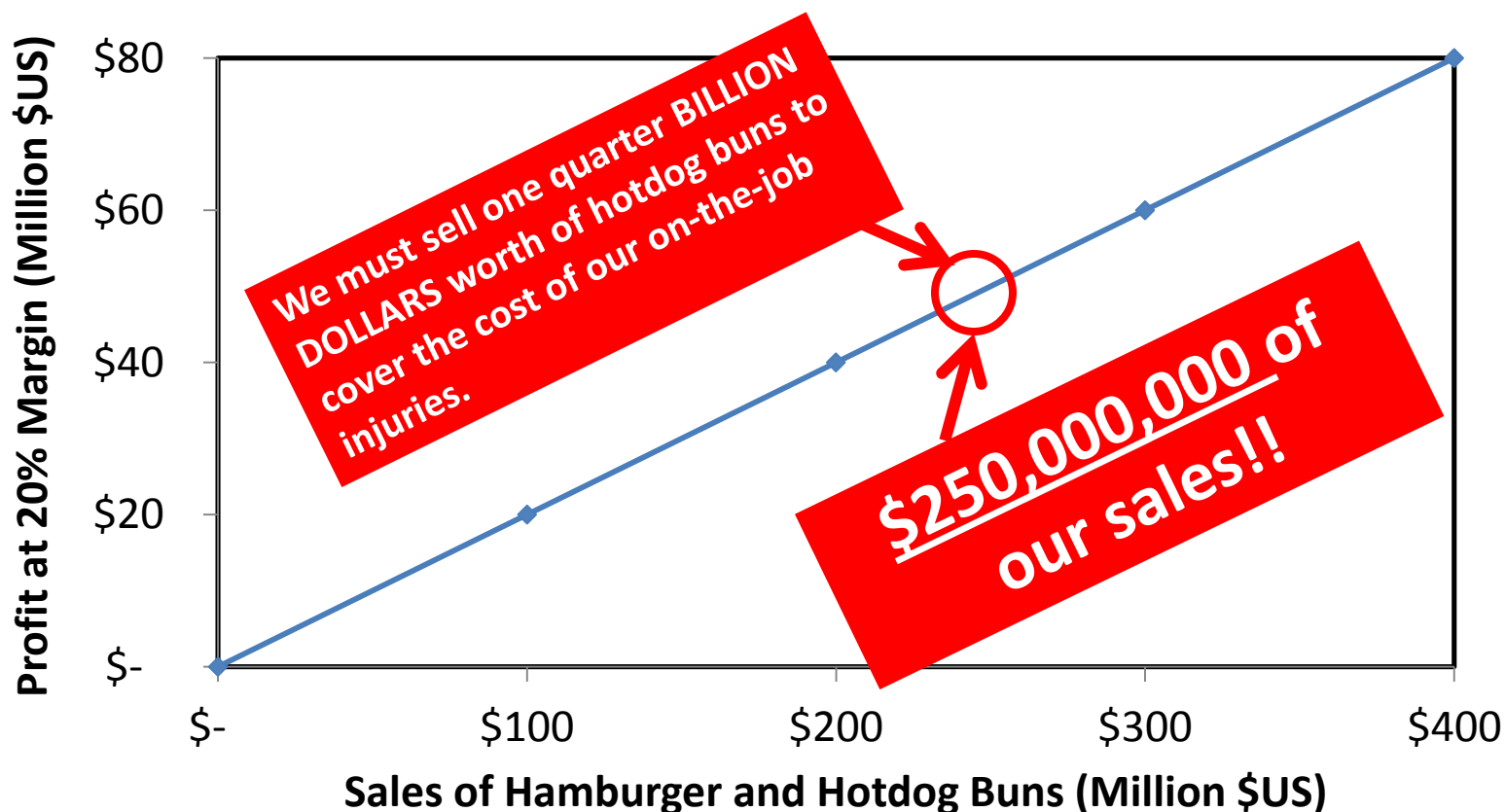


Thank You

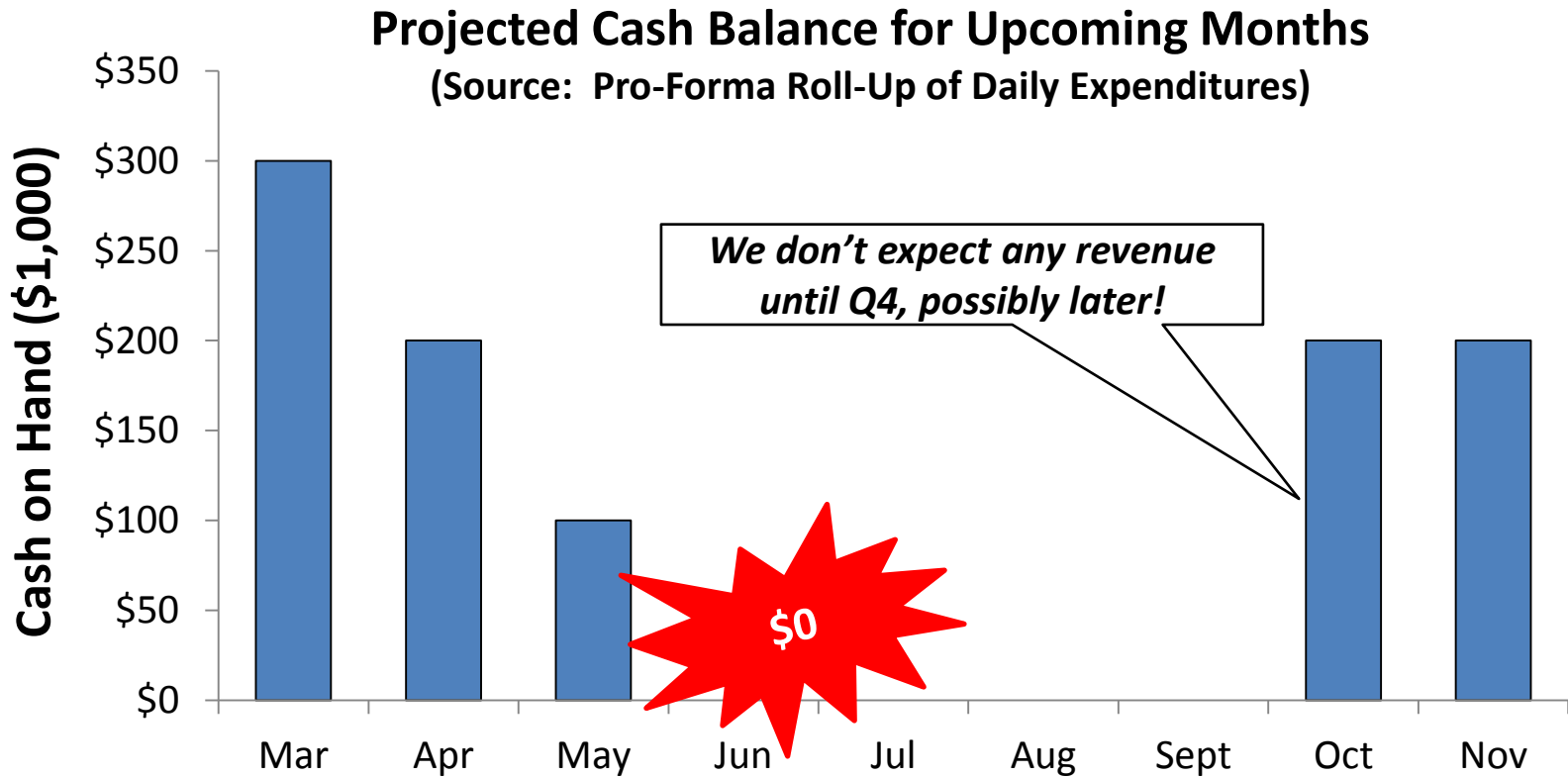
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KWUC Example : “Our injury expenses now consume \$250,000,000 of sales.”

Sales Required for Profit When Operating at 20% Margin
(Million \$US)



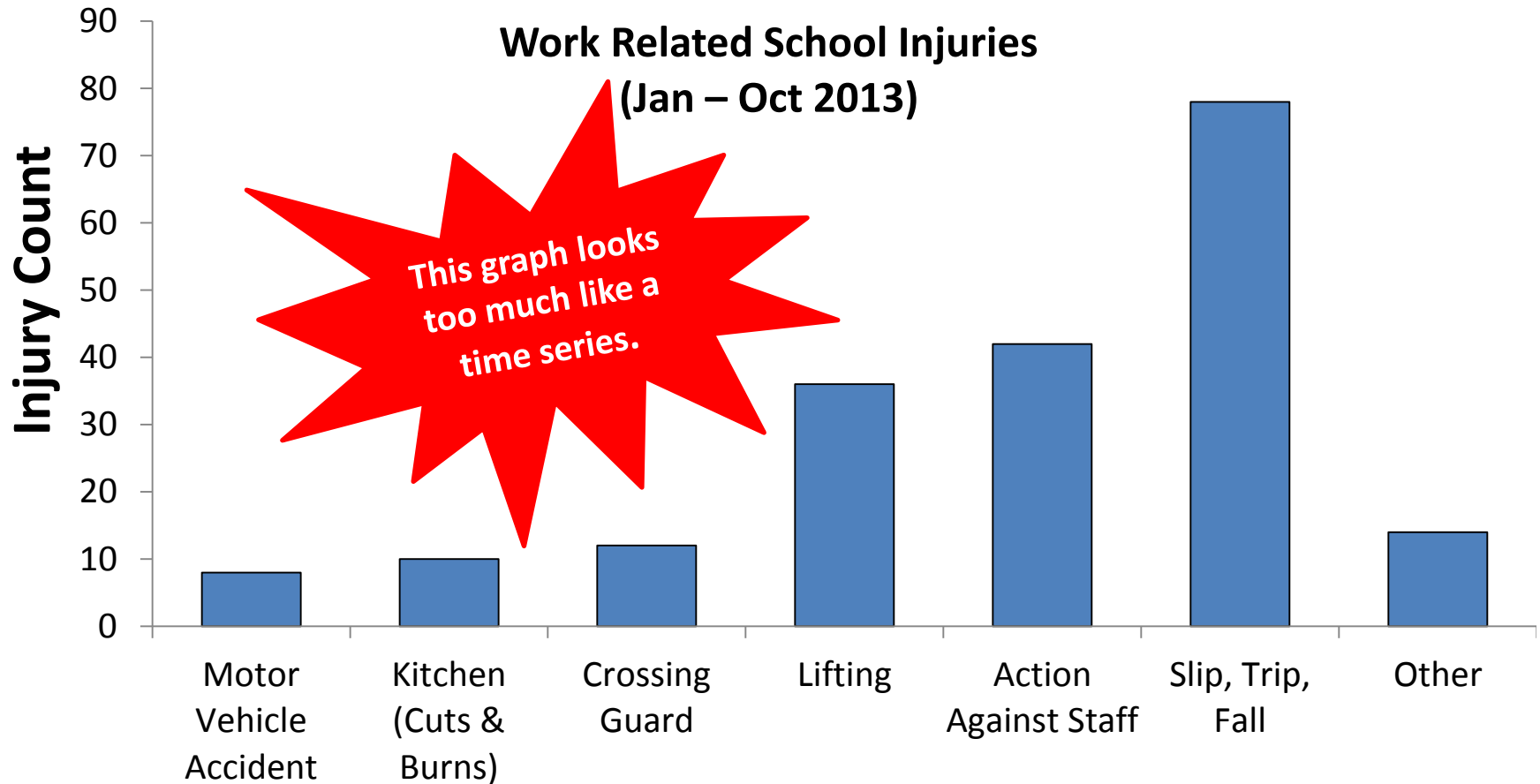
KWUC Example: “At our current burn rate, we will be out of cash in 89 days.”



Good communication requires structured thinking.

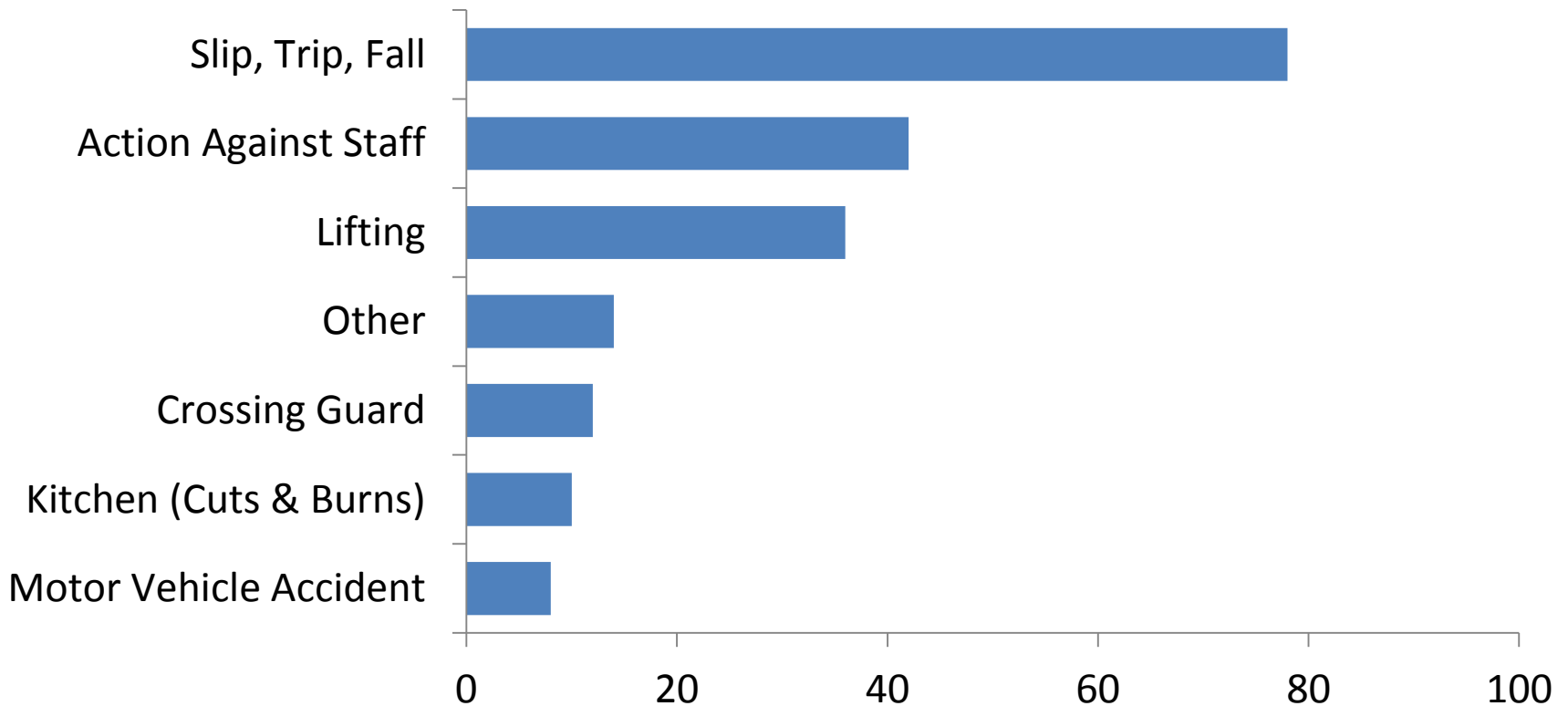
- Introduction (Intro)
- Residual Message (RM)
- Killer Wake Up Call (KWUC)
- What's In It For Me (WIIFM)
 - State (S)
 - Define (D)
 - Support (S)
 - Relate (R)
 - State
 - Define
 - Support
 - Relate
- Residual Message (RM)

A bar chart is usually not appropriate for categorical data.



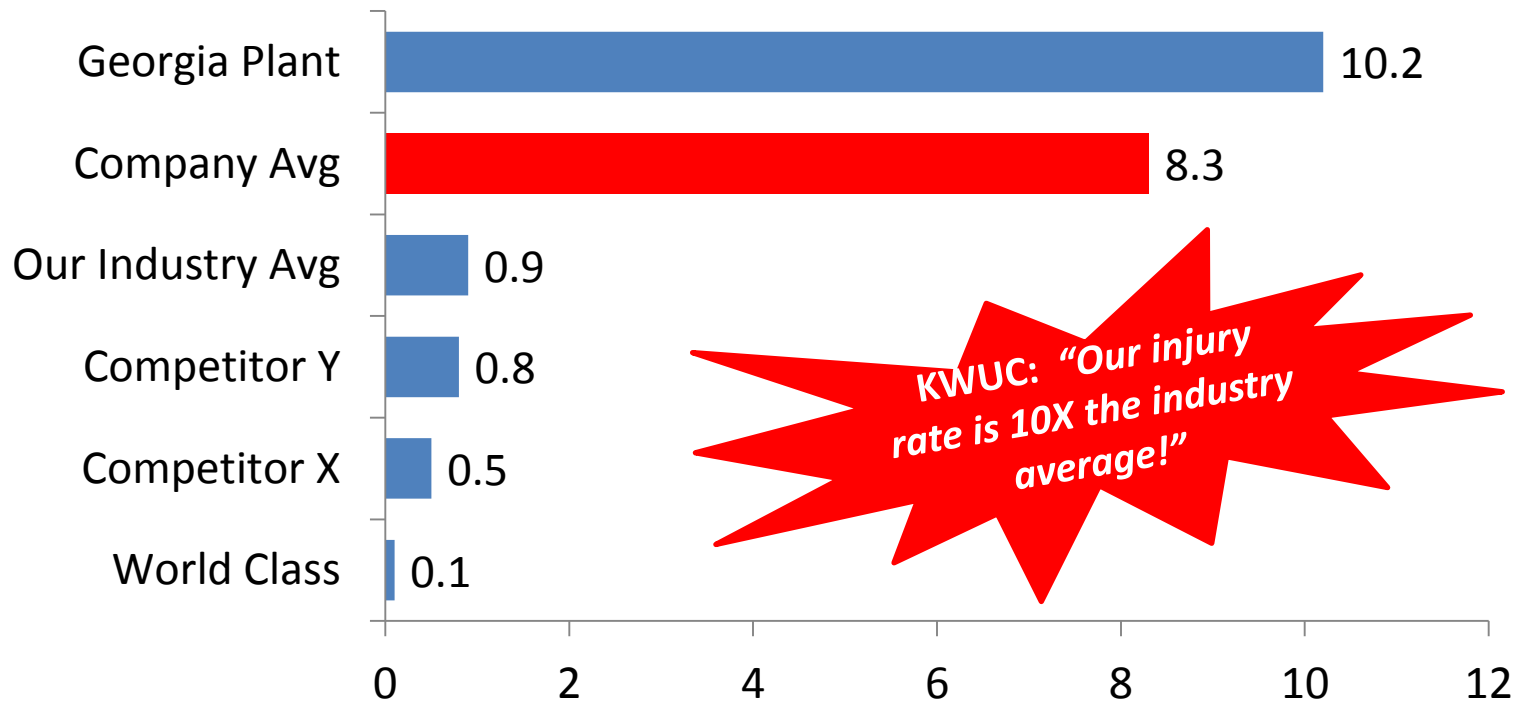
Use a horizontal bar chart to show differences in categorical data.

Count of Work Related School Injuries (Jan – Oct 2013)



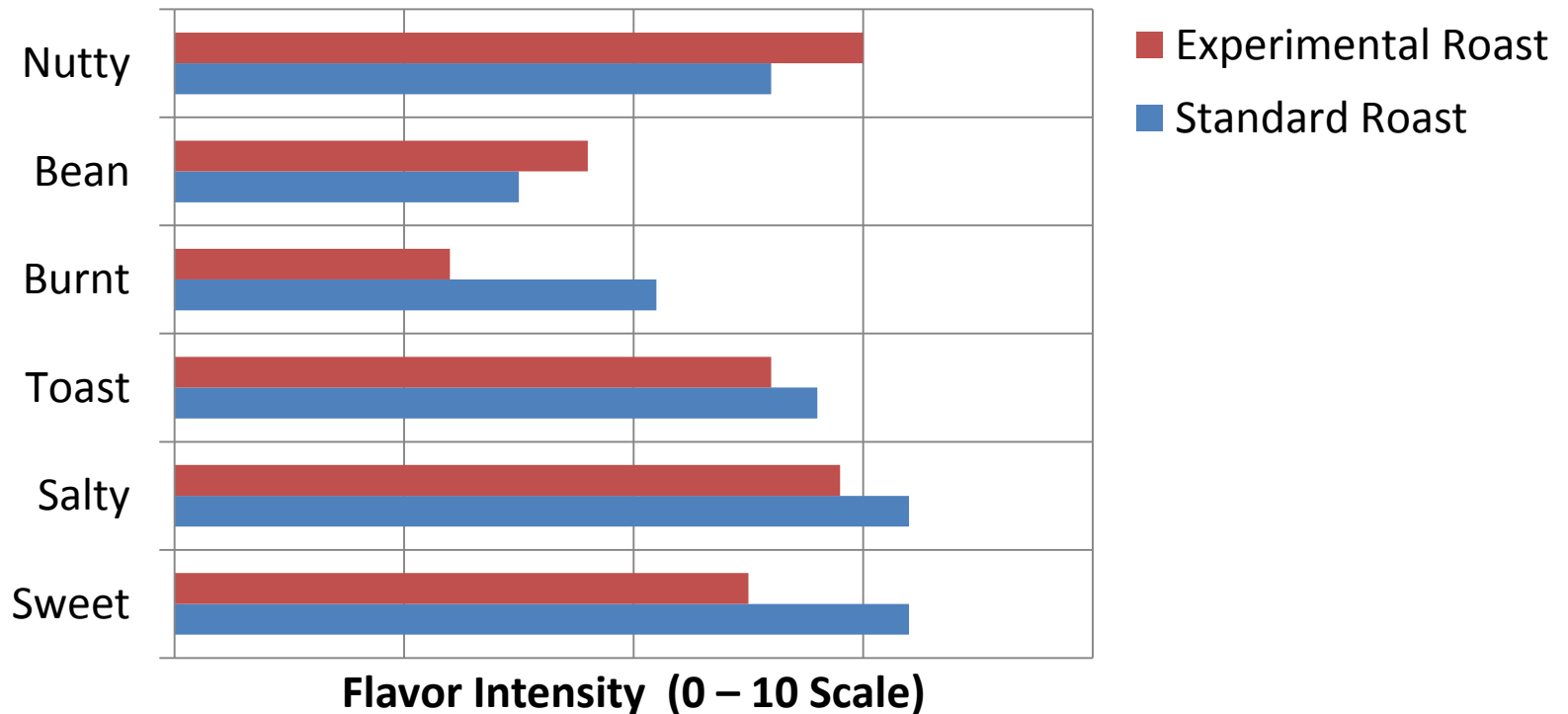
A horizontal bar chart is also good for showing scale.

Recordable Injuries per 100 Employees per Year
(Source: Bureau of Labor Statistics and company annual reports.)



However, bar charts are not always the best choice.

Comparison of Flavor Profiles of Georgia Peanuts From New and Experimental Roasting Procedures



Spider charts are useful for technical presentations.

Comparison of Flavor Profiles from Standard and Experimental Roasting Procedures (0-8 Hedonic Scale)

