

The # 1 Tool to Succeed in All Types of Communication

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Introduction



- The ability to communicate is paramount to our life success and happiness. Communication expert, Susan Scott says, “The conversation IS the relationship”, which is to say that if we are not able to consistently communicate with ease and effectiveness, in all its many ways, it will have an important impact on our ability to manifest what we are looking for, as well as nurturing healthy important relationships.
- Good communication is a question of mindset, beliefs and certain skills, but it’s also a matter of solid preparation and practice, for the communications that matter to us most.
- In this short summary, we review our Model of Successful Communication and our Communication Canvas, sourced from more than 20 years of research and successful results in this area.
- To discuss your own particular situation, experiences and ideas, don’t hesitate to contact us for a free consultation session, with no obligation for future work, at nev@nevcoaching.com. It’s our pleasure to listen to you and share ideas.

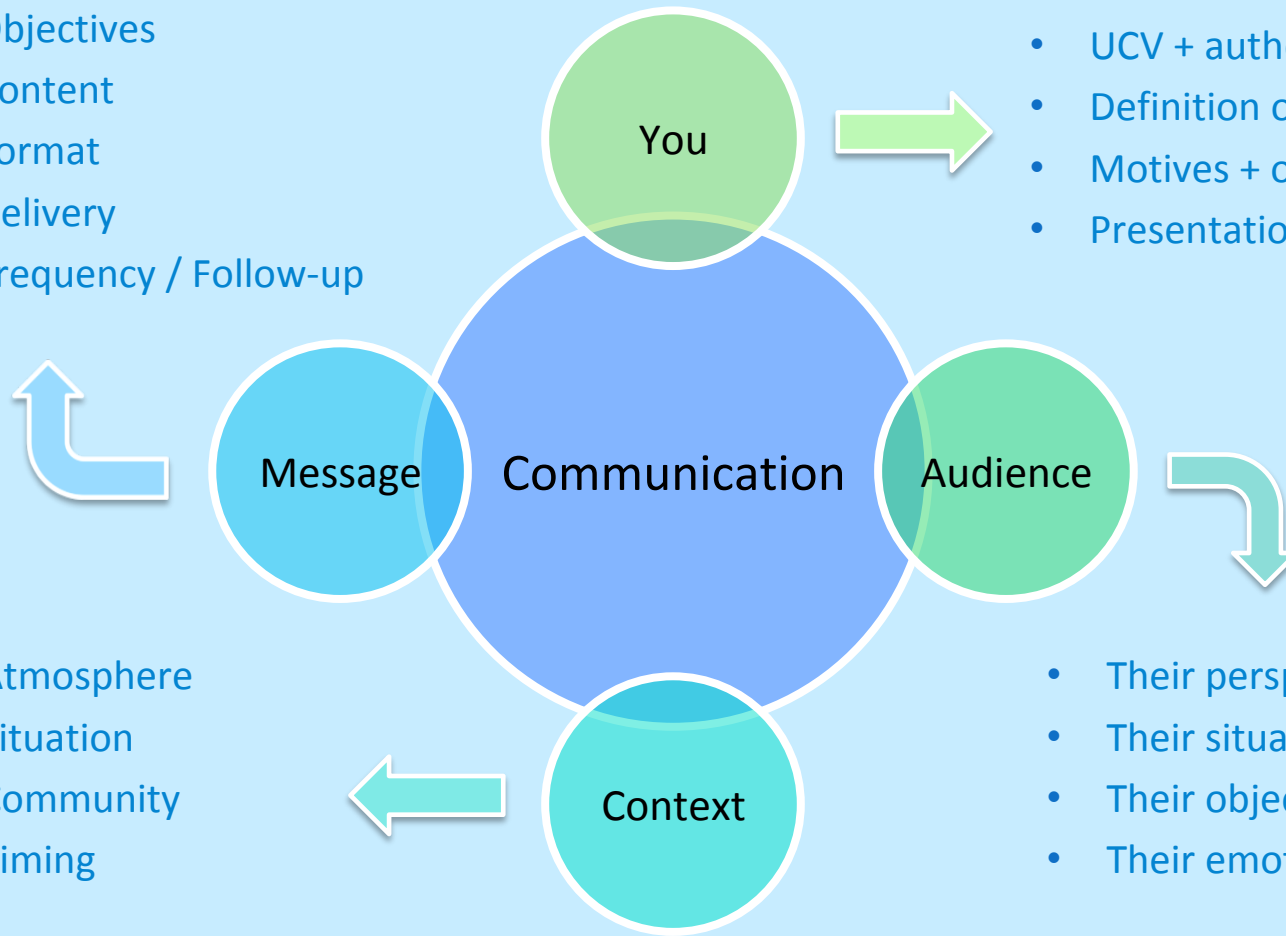
Every person has their GREATNESS

Model of Successful Communication



- Objectives
- Content
- Format
- Delivery
- Frequency / Follow-up

- UCV + authenticity
- Definition of success
- Motives + objectives
- Presentation



- Atmosphere
- Situation
- Community
- Timing

- Their perspective
- Their situation
- Their objectives
- Their emotions

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Model of Successful Communication

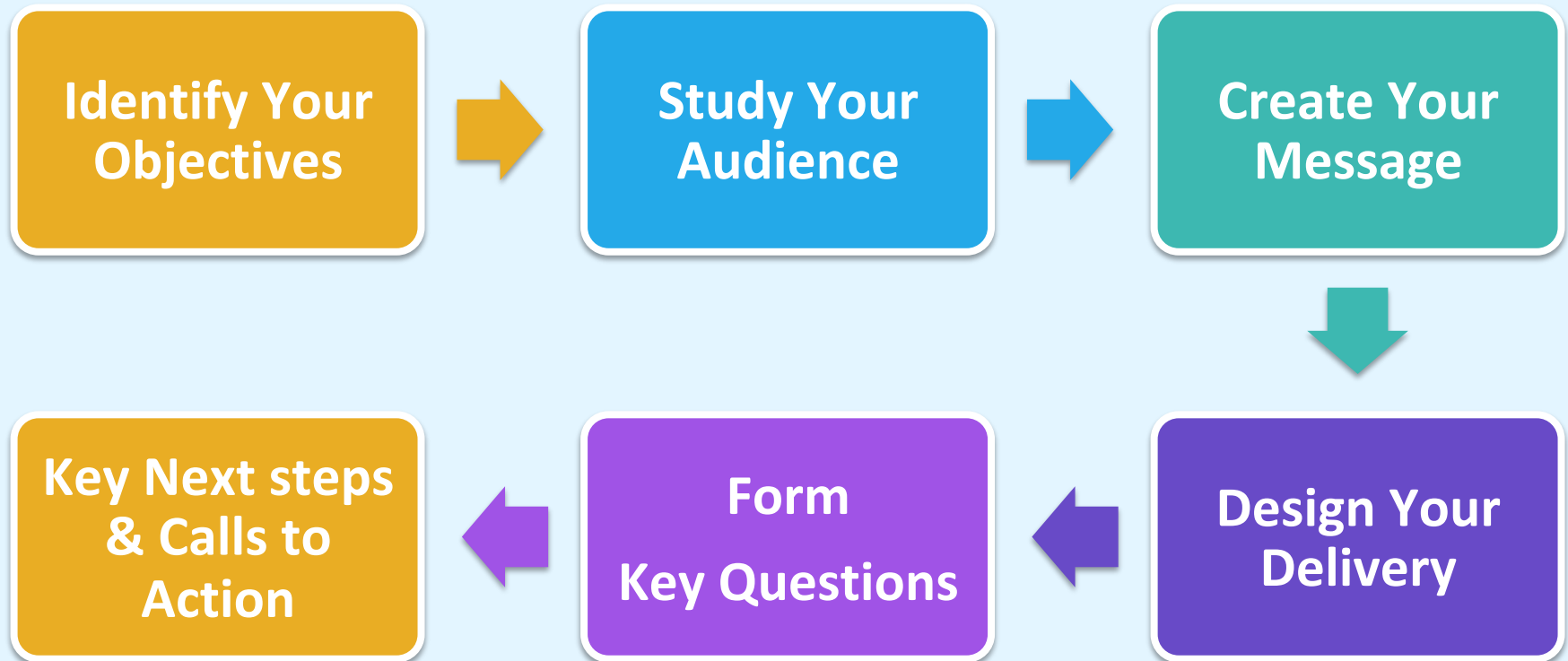


- Our **Model of Successful Communication** is based on our solid experience that **a good communicator needs to understand themselves and their objectives first**, before hoping to tackle the challenge of effectively communicating to others around any topic.

1. **YOU** – we start with understanding the core of who you are in general, your strengths, passions, definition of success in any aspect, the way you present yourself to the world and the objectives you have in general and within any particular situation.
2. **YOUR AUDIENCE** – once you have a solid understanding of yourself, before you can even consider what to communicate, in any format, it's fundamental to understand who is the receiving party. Without a deep analysis of them, their expectations, motives and much more, it's impossible to create a successful communication. You can do this by researching or simply reflecting, whether or not you actually know them. Be creative, be empathic, and focus only on them here.
3. **THE CONTEXT** – so much around the circumstances of a communication affect how it will be received. Understanding and managing these various elements is a key of great communicators.
4. **THE MESSAGE** – now you are finally ready to consider your message and its core elements, integrating the top 3 fundamentals and working them into a fantastic communication that will get you the results you are looking for.

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Communication Canvas



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Model of Successful Communication



- **Our Communication Canvas puts our Model of Successful Communication into practice** by outlining a series of steps to be reflected on and written about in detail, for each category. It ensures to consider all the most important elements in any communication, in a natural order that leads to success:

- 1. Identify Your Objectives** – what do you want to accomplish in the communication? How do you want to feel? How do you want Your Audience to feel? What you get and what you leave behind is just as important for future communications.
- 2. Study Your Audience** – whether they are expecting the communication or not, or are acquainted with you, Your Audience has a history, personality, current situation, expectations and challenges that affect the way they will receive and react to your communication. What are they? The more detail you can manage in analyzing this, to the best of your ability, the better your communication will be.
- 3. Your Message** – now that you have rigorously analyzed the first two fundamentals, use that knowledge to create a message that is effectively designed to achieving your desired results. What do you need to say? Write it out as a script, considering various scenarios, the more detail, the better the outcome.

- 4. Your Tone** – as you know, the success of any communication is not just WHAT you say, but also HOW you say it. What should be your tone, nonverbal communication, etc.? If this is an emotional or stressful situation, how do you manage yourself and the potential dynamics? Think and write on it in detail.
- 5. Key Questions** – what questions can you ask of Your Audience, at any part of the process, that will (a) give you more important information and (b) have them feel heard? *“How do you feel about this?” “What is the most important concern for you?” “What next steps would make you feel better?”*, etc.
- 6. Key Next Steps & Calls to Action** – you can have a great conversation but without agreeing on some key next steps it’s unlikely there will be progress. So when and how do you follow-up? Is there a specific way you want them to participate? What next steps do you both agree to take, to make this more secure and meaningful for both of you going forward?

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Professional Example



I want to speak with my boss about a problem on the job.



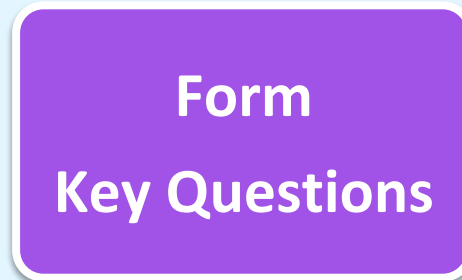
My boss seems very busy and worried, with little time to spare.



"I'd like to speak with you about an issue that affects us both."



"This is my suggested solution, how would you like me to proceed and follow-up?"



"What factors are most important to you in finding the appropriate solution?"



Be specific, fact-based, calm but assertive and offer solutions not just complaints.

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Personal Example



I want to resolve a conflict with my partner.

Identify Your Objectives

My partner has been tired and stressed lately.

Study Your Audience

"I am hurt, but want to believe you didn't do this on purpose."

Your Message

Key Next Steps & Calls to Action

Key Questions

Your Delivery

"What do you think we both need to do to resolve this?"

"What made you say those things to me?"

Not defensive or aggressive, but calm, patient and loving.

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Effective Verbal Communication Content



1. The more complex the communication – and **important the relationship** – the more critical it is to prepare in advance.
2. **Get really clear** on what you want to accomplish and prioritize your preferred outcomes.
3. Choose your words carefully – **clear, direct** and **specific** is usually best.
4. Be careful of your **assumptions** and **emotional cargo**.
5. Take into account a **variety of possible reactions** from your audience and prepare for each.
6. Make sure your questions truly **invite open discussion**, and be prepared for **honest feedback**.
7. Make an agreement on how to **follow-up**.

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Effective Verbal Communication Delivery



1. Use a tone and style that is **collaborative** instead of combative (blame, competition, generalization).
2. **Empathize** with the other and express your desire for a **mutually beneficial solution**.
3. Use **“we”** instead of **“you”** vs. **“me”**.
4. **Give praise** when it is deserved, but keep it separate from BUT's, confrontations and criticism.
5. Learn to manage vulnerability (emotion, uncertainty, etc.) and say **“I was wrong. I am sorry.”** Also, **“I love you / I appreciate you”**

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Effective Verbal Communication Delivery



6. Listen actively on all 3 levels – with logic, intellect, and emotion.
7. Use SILENCE to give you both time to process information and truly hear the other.
8. Ensure that your body language is aligned with what you want to communicate. Be ware of defensive gestures like crossing your arms.
9. Complete the communication – don't leave before the conversation. Arrange a "break" if needed but don't forget to return and finish the communication.

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Now try out your own Canvas...



What is your specific communication situation? _____

Your Objectives	Your Audience	Your Message	Your Delivery	Key Questions	Next Steps & Calls to Action
<ul style="list-style-type: none"> • What do you want to accomplish? • What do you want them to feel? • How do you want them to respond? • What is the main take-away? 	<ul style="list-style-type: none"> • Objectives • Capacity • Perspective • Context • Emotion • Doubts/Concerns • Expectations 	<ul style="list-style-type: none"> • What do you want to say? • What specific phrases/ words do you want to use, design them for optimal effect. • Should you start with questions? 	<ul style="list-style-type: none"> • How do you want to deliver your message? • What emotion do you want to transmit? • How do you want your body language to support you? 	<ul style="list-style-type: none"> • What specific questions would give you more insight? • What questions will help Your Audience feel heard? 	<ul style="list-style-type: none"> • How do you move forward? • When is the best time to follow-up? • Do you have another conversation, email, et.? • How can you/ they participate further?

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2021 Awarded the **European Prize** for Technology & Innovation



2019 Awarded the **European Prize** for Business Excellence



2018 Awarded the **Gold Medal** for Professional Merit



2017 Awarded the **Gold Star** for Professional Excellence



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Each person has their greatness...

That each person has their greatness, means that each team and organization also has it, as long as it is willing and able to work towards it with integrity, excellence, and heart.

We are here to guide you, accompany you, and empower you in all the necessary steps.

Each road is unique and paved with opportunity and transformation.

In short, with GREATNESS.



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