

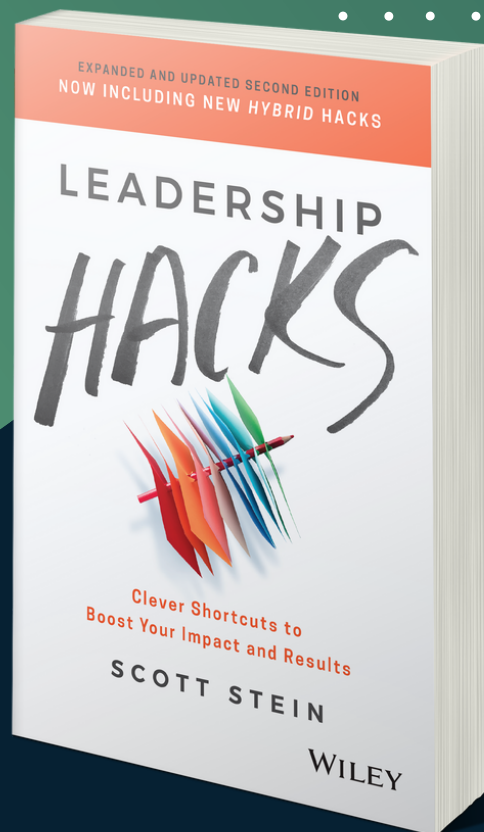
Scott Stein

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COMMUNICATION HACKS RESOURCE

Why do we need to
effectively
communicate?

The issue for many leaders is their style of communication is often confusing, sending mixed messages to their staff. Effective communication is imperative if you want to avoid resistance.



TELL



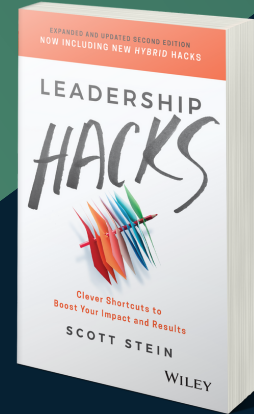
SHOW



ASK

Poor communication can make people question your ability to lead. Ask anyone to describe how effective they manager is and they'll be quick to give you their opinion.

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The Tell - Show - Ask strategy

When analysing communication techniques we found they commonly fall into one of three key areas. A leader delivers their message using one of the three approaches as shown below.

WHY

Give direction, quick

TELL

HOW

Introduction, stories

Demonstrate, teach something new

SHOW

Diagrams, processes

Provide context, encourage involvement

ASK

Questions, provide time to think

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5 hacks for effective telling



1

When you're under pressure to perform, it's easy to yell instructions at people. Everyone knows this isn't the best approach; however, in stressful situations emotional energy can result in leaders raising their voice. Keep calm and don't let the stress you're feeling override the message you want to convey.

2

Saying something directly to someone can be like an interrogation. This is because the way the message is communicated maybe supported by accusations that can make an individual feel defensive, which is the last thing you want if you're trying to get someone to take action. Make sure you tell in a way that motivates people.

3

A model is a visual representation of your key message and usually includes shapes such as squares, circles and triangles. The model can be labelled so others can follow the key points. Common models include pyramids, overlapping circles or two-box by two-box quadrants.

4

Depending on the message and the situation, sometimes it's better to physically show people what you want them to do. Performing the task while they watch makes it easier for them to replicate it. An added benefit of rolling up your sleeves and demonstrating what to do is that it shows you're able to complete the task yourself and you don't mind doing it.

5

Getting a third party to show how a specific task is done is a common method used in the workplace. Alternatively, you can access thousands of videos on the internet (or internal server).

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5 hacks for effective showing



1

When you want to show someone the steps or actions that can be taken, fast-track their understanding by visually mapping them down on a piece of paper, whiteboard or tablet. This will make it easier for them to see what to do and the action sequence you recommend.

2

To enhance your visual mapping of a concept or message, emphasise particular points by using different-coloured ink or whiteboard markers so others can visually identify things that are similar or different.

3

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5 hacks for effective asking



1

When asking someone for their viewpoint or thoughts, suspend judgement. As Stephen Covey states in his book 'The 7 Habits of Highly Effective People', 'Seek first to understand, then to be understood'. Avoid making a judgement (or comment) until you have allowed them to share their perspective. They may know something that you're not yet aware of.

2

It can be challenging for someone to share their ideas honestly if they feel they're being interrogated.

3

Encourage people to share what they're thinking without fear of repercussions by using open questions. This demonstrates that you value their input and you don't feel you have to be doing all of the talking.

4

When someone is asked an open question it provides them with an opportunity to share their perspective and their wisdom about something. This is also a chance for a leader to assess how well someone has grasped the full perspective of certain situations, as well as the depth of their problem-solving ability.

5

When you ask an open question, it demonstrates that you're willing to listen and even learn. It shows that you don't have all the answers and increases the sphere of influence by encouraging others to share.

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Scott Stein has helped thousands of leaders around the world. As author of *Leadership Hacks: Clever Strategies to Boost Your Impact and Results*, he is considered the global authority on implementing fast track leadership strategies that get results.

Scott is a Certified Virtual Presenter with E-Speakers. He is a leading international speaker and an expert on leadership and influence who helps many of the world's best known brands and government agencies to mobilise their leaders and their people.

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