

# EFFECTIVE COMMUNICATION

## A GUIDING FRAMEWORK

EFFECTIVE COMMUNICATION ISN'T ABOUT WINNING OR CONVINCING. IT'S ABOUT GIVING YOUR AUDIENCE WHAT THEY NEED TO HEAR IN A WAY THEY NEED TO HEAR IT.

**Have you ever experienced that sinking feeling when you're in the middle of a presentation, pouring your heart and soul into it, only to have someone ask if you've even started?** It's a scenario that can happen to the best of us, and it can be both embarrassing and demoralizing. In this month's newsletter, we delve into the topic of communication breakdowns, specifically the moment when a well-prepared presenter feels lost in transmission.

### The Presentation That Almost Wasn't

- 1. Core Intent:** Understand and focus on the primary message or objective.
- 2. Clarity:** If it's not clear, then it hasn't been communicated.
- 3. Audience Need:** Address what they want to know first. Then share what you want them to know.
- 4. Emotion and Authenticity:** Authentic communication is felt as much as understood.
- 5. Feedback and Listening:** Close the feedback loop. Ensure the received message aligns with the intended message.
- 6. Adaptability:** Be steadfast in your message but flexible in your method.



### Aligning the Principles with Best Practices

| PRINCIPLES  | BEST PRACTICE EXAMPLES   |
|---|--|
| <p><b>Core Intent:</b> Understand and focus on the primary message or objective</p>                       | <p>Define the singular goal before initiating.   Reiterate core message for reinforcement.   Prioritize content that directly supports the main objective.</p> |
| <p><b>Clarity:</b> If it's not clear, then it hasn't been communicated.</p>                               | <p>Use plain language and avoid jargon.   Incorporate visuals to aid understanding.   Regularly check-in for comprehension.</p>                                |
| <p><b>Audience Need:</b> Address what they want to know first. Then share what you want them to know.</p> | <p>Conduct pre-communication audience analysis.   Lead with the most relevant information.   Ensure inclusivity in content and delivery.</p>                   |



**Emotion and Authenticity:** Authentic communication is felt as much as understood.

Share personal experiences or anecdotes. | Express genuine concern and empathy. | Use tone and pacing to convey emotion.

**Feedback and Listening:** Close the feedback loop. Ensure the received message aligns with the intended message.

Implement real-time response mechanisms. | Encourage open dialogue. | Act on feedback for continuous improvement.

**Adaptability:** Be steadfast in your message but flexible in your method.

Adjust based on real-time feedback. | Customize messaging for different audience segments. | Be open to alternative communication channels.

## COMMUNICATION'S POWER DYNAMICS

Communication is not benign. It holds the potential to shape perceptions, influence decisions, and even alter societal norms. As responsible communicators, it is our duty to recognize the broader implications of our messages. This includes how our communications might inadvertently empower certain groups at the expense of others or perpetuate inequalities. Applying a critical theory lens to the first-order principles suggests communication-initiators consider the following:

- **Normality:** The principles might inadvertently standardize certain communication norms, potentially marginalizing non-traditional or culturally distinct communication methods.
- **Commodification:** Emphasizing certain principles could lean towards capitalist goals, possibly transforming genuine interactions into commodities.
- **Power:** These principles may perpetuate a top-down communication approach. It's crucial to evaluate who holds the power in any communication dynamic and to strive for equity.
- **Willful Blindness:** By not expressly addressing issues of marginalization, these principles may contribute to the erasure of minority voices. A vigilant approach ensures that we recognize the nuanced needs of every audience segment.

In conclusion, while these principles provide a comprehensive guide for effective communication, their effectiveness is particularly accentuated in:

- Western, Educated, Industrialized, Rich, and Democratic (WEIRD) environments.
- Formal business settings.
- Structured educational settings.



## THE 5 STAGES OF MIS-COMMUNICATOR GRIEF

- **Denial:** Assuming that the person might have missed the introduction or the beginning of the meeting. Convinced that the confusion is on their end, not yours.
- **Panic:** Frantically checking all technical setups, thinking there might have been a technical glitch. Multiple tabs open, multiple checks, increased heart rate!
- **Defensiveness:** The urge to blame the listener, thinking perhaps they were not adequately prepared or attentive.
- **Re-evaluation:** Going through your initial slides or your opening words in your head, trying to figure out where it might have been ambiguous.
- **Acceptance & Adaptation:** Recognizing the need for immediate action, being flexible, and adapting on the go to ensure clear communication moving forward.

# UPCOMING EVENTS

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## REGISTER: ORGANIZATIONAL DEVELOPMENT CERTIFICATE STARTING FEBRUARY 2024

**The Break the Norm Leadership Organizational Development Certification** is a comprehensive 3-month virtual program designed for individuals seeking to deepen their knowledge and skills in the field of *Organizational Development (OD)*.

**Led by esteemed collegiate professors and industry experts**, the program covers a wide range of OD topics, offering a blend of theory and practical application. Participants work in teams to address real-world organizational needs for non-profit organizations, gaining hands-on experience. **This accessible program is delivered entirely online, fostering a global network of like-minded professionals.**

Upon completion, participants receive a certification in Organizational Development, making this an affordable and valuable opportunity for those looking to excel in the field.

**[More information...](#)**



## SAVE THE DATE: PROFESSIONAL DEVELOPMENT

**October 18: Noon-1p: (Partnership with Southern Maryland PMI)**

Lost in Transmission: 15 minutes into a presentation someone asked me if I had started

**[Reserve your spot today!](#)**

**November 14: Noon-1p: Influencing without Authority**

**[Reserve your spot today!](#)**

**December 4: Noon-1p: How to Build a Leadership Development Program in my Organization**

**[Reserve your spot today!](#)**

**January 16: Noon-1p: Breaking the Norm: Why am I following the herd?**

**[Reserve your spot today!](#)**