



**We All Communicate....**

**But Is It Effective??**



# Session Objectives

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- In this session, we will discuss:
  - the key factors that lead to poor communication
  - how to avoid them
  - introduce new tools and techniques to increase the effectiveness of your communication



# Background

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DEPARTMENT OF  
GENERAL SERVICES

Serving Government. Serving Virginians.

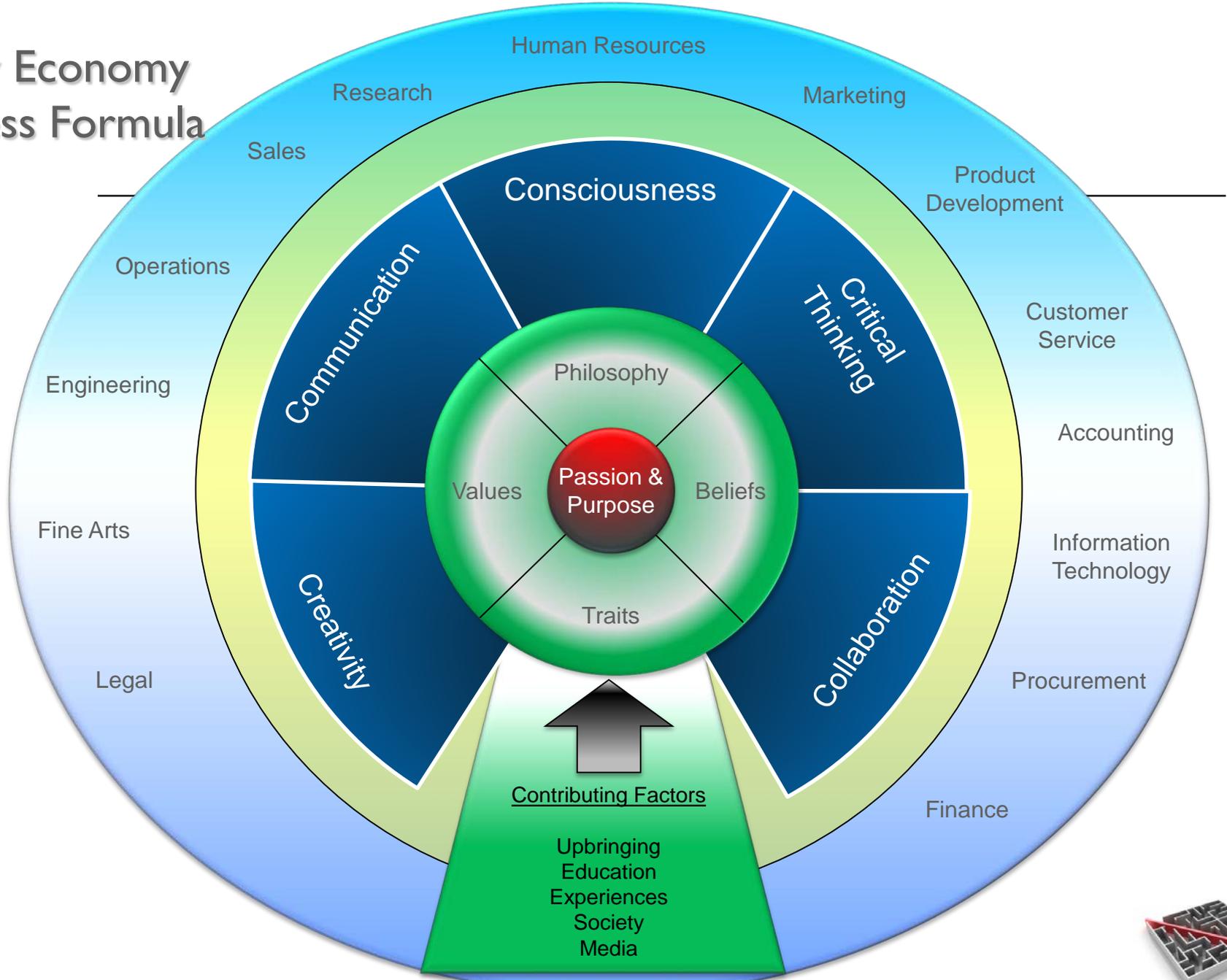


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# Why Does Communication Matter??

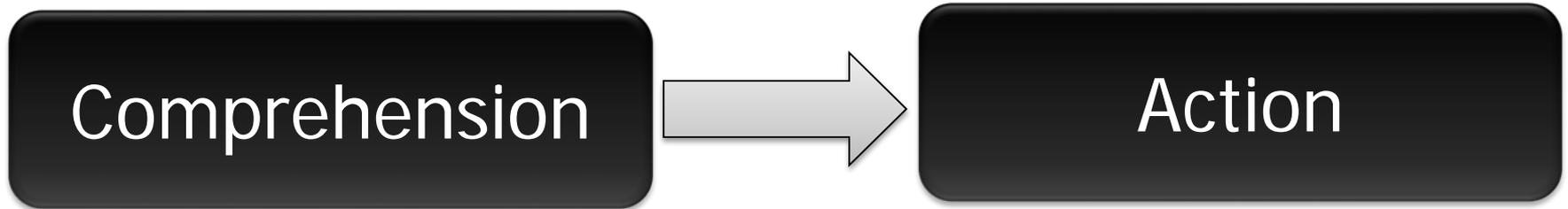


# New Economy Success Formula



# What is the Ultimate Goal of Effective Communication?

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# Problems

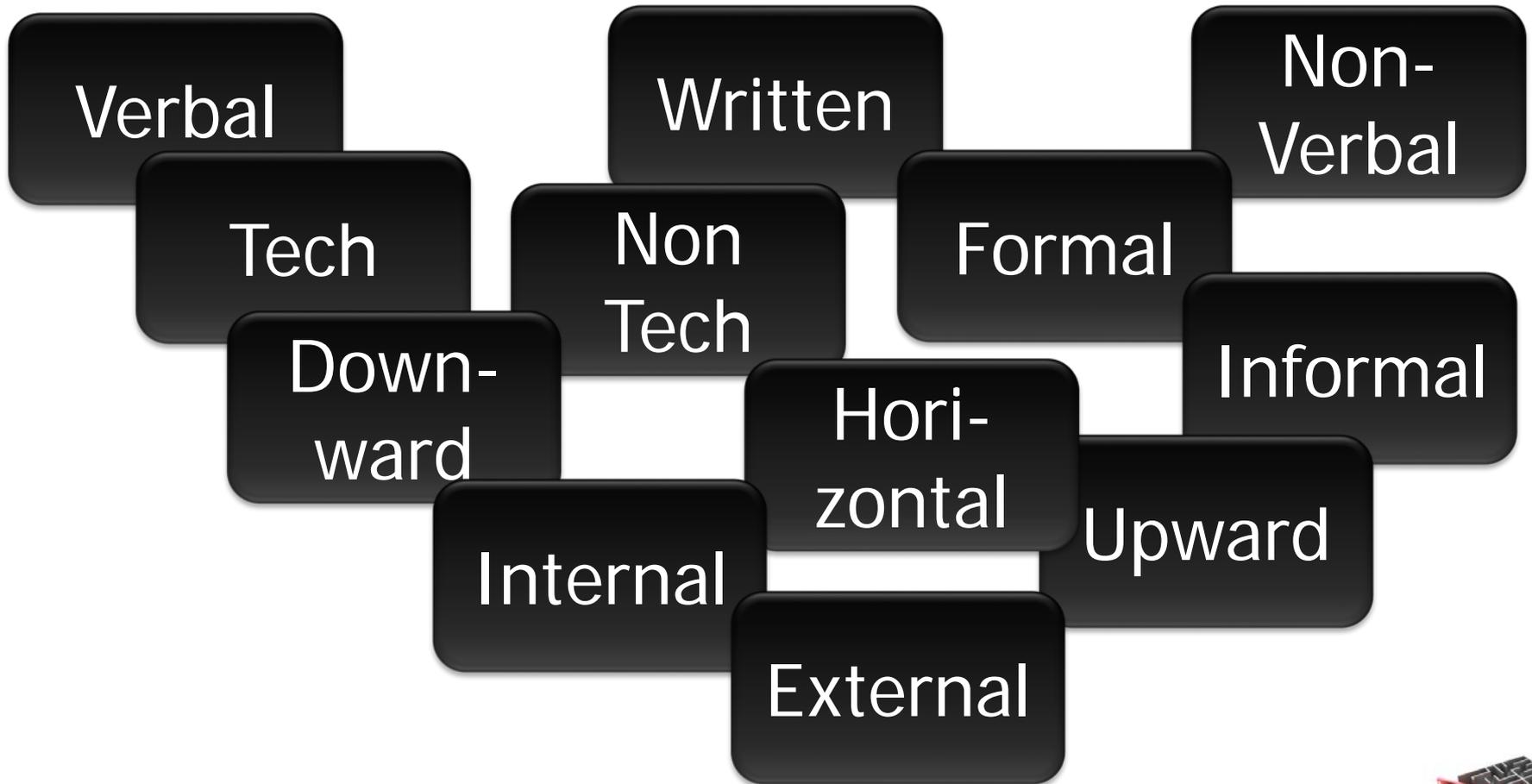
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- Unclear direction
- Assumptions that lead to problems
- Different interpretations of the same message
- Loss in productivity
- Inability to influence or drive change
- Interpersonal conflicts

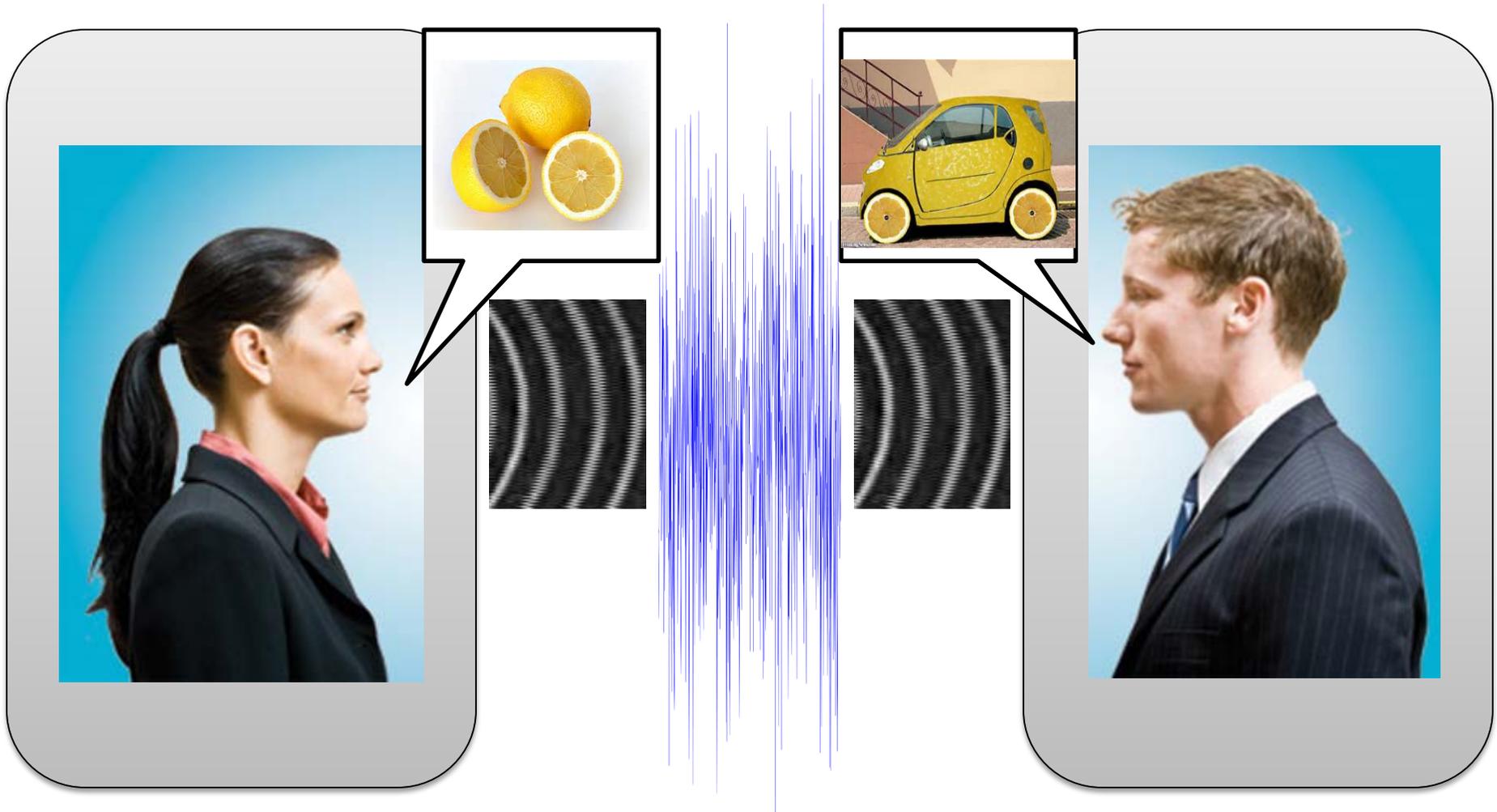


# Forms of Communications

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# One Way Communication Challenges?



# Be In The “Know”

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Know:

- Yourself
- Your Audience
- Your Message
- Your Channel



# Self Awareness: Johari Window

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# Know Your Style

Task-Focus

**Calculator**

**Driver**

Deliberate  
Risk/Change Averse

Fast  
Likes Risk/Change

**Supporter**

**Influencer**

People-Focus

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# Know Your Audience

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# Know Your Message

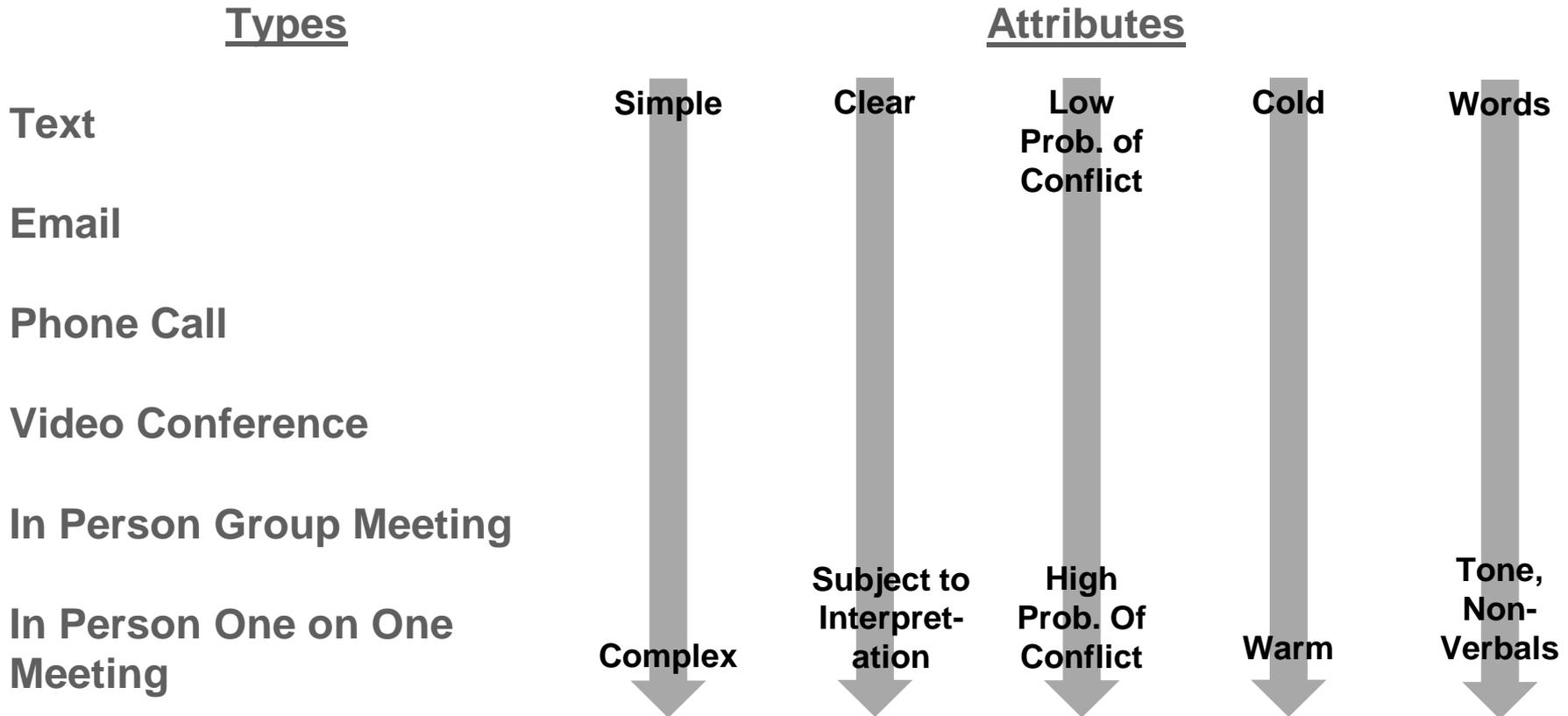
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- Who Cares?
- Empathy
- Simple vs Complex



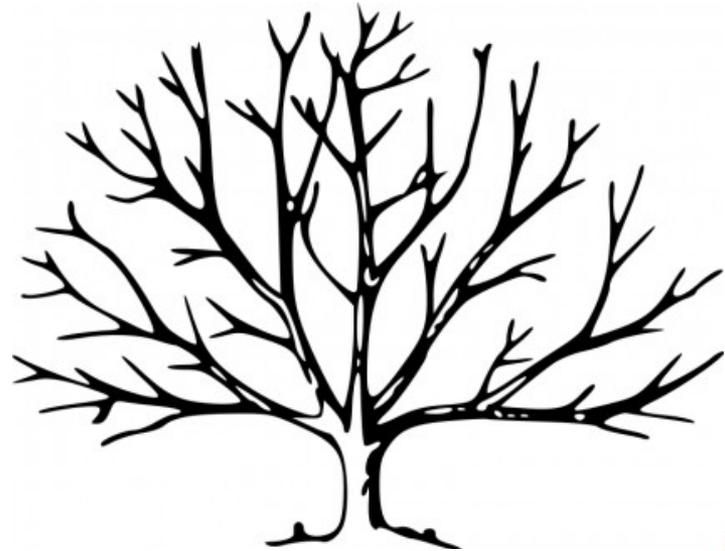
# Know Your Channel

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# Your Life Story (< 2 mins)



# Feedback & Active Listening

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- Authentic
- Two Ears, One Mouth
- Open Ended Questions
- Non-Verbals
- Repeat Back
- Test



# The SBI Model

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## Culture

Upper  
Management

Peer To Peer

Staff



## Process

Preparation  
 $B = f(P, E)$

Discussion

Coaching



# High Impact Presentations

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- Ability to communicate effectively
- Ability to influence
- Ability to drive change
- Ability to sell yourself and your ideas
- Key to progressing in an organization



# My Superbad PowerPoint Presentation

- Note – no graphics or color! This slide is virtually free of any kind of visual stimulation whatsoever.
- Slide text read verbatim, preferably in monotone. I know, it makes either me or the slide redundant, but I just can't help myself!
- Really long slide deck
- Boring font
- Really small font because I'm using lots of words. A whole lot of them. Seriously, you haven't even begun to see all the text in this slide deck. I know, you're thinking this slide resembles a license agreement, but there's no "I Accept" button at the bottom! LOL
- Lots of messages on this slide. Which one is most important? You figure it out, if you can. I'm going to assume you have the patience to do that. What, bad assumption?
- What do you mean there's no visual diversity on this slide? *Here I'm using a script style font because I think it's really cute and elegant.* Too bad if it's hard for you to read, cuz I like it a lot!
- I'm cramming one more bullet on this slide, because there's just so much I have to say. Are you with me? Hey! Wake up, wipe that slobber off your chin and pay attention to me!

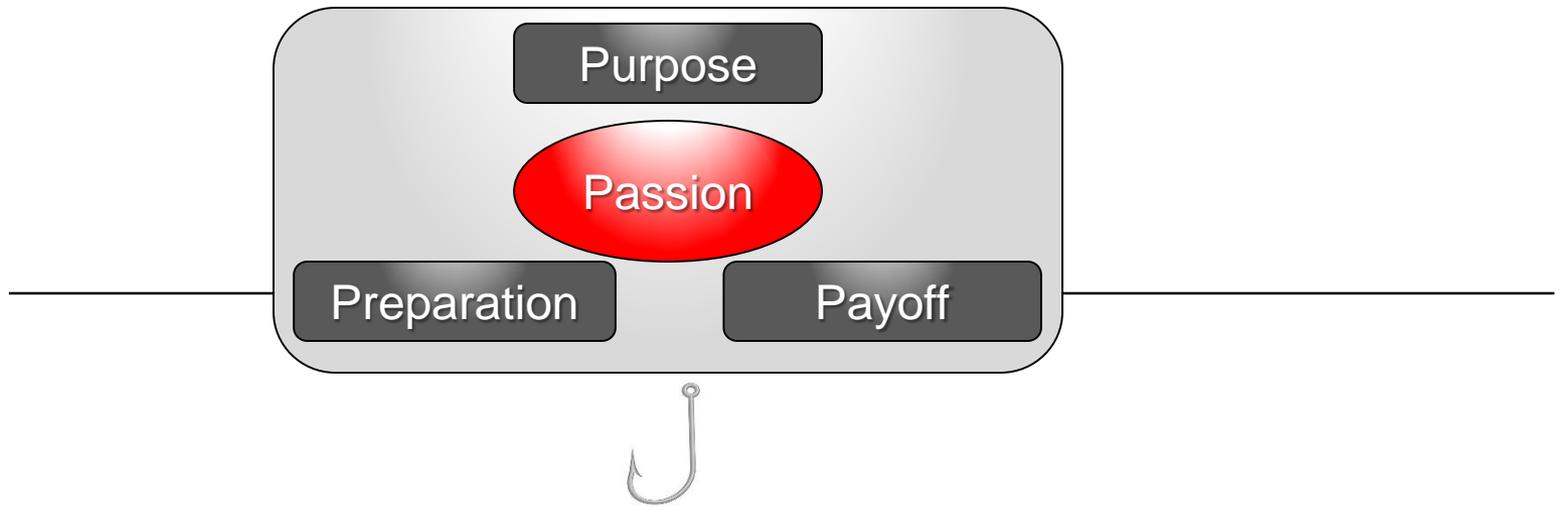
Slide 1 of 973

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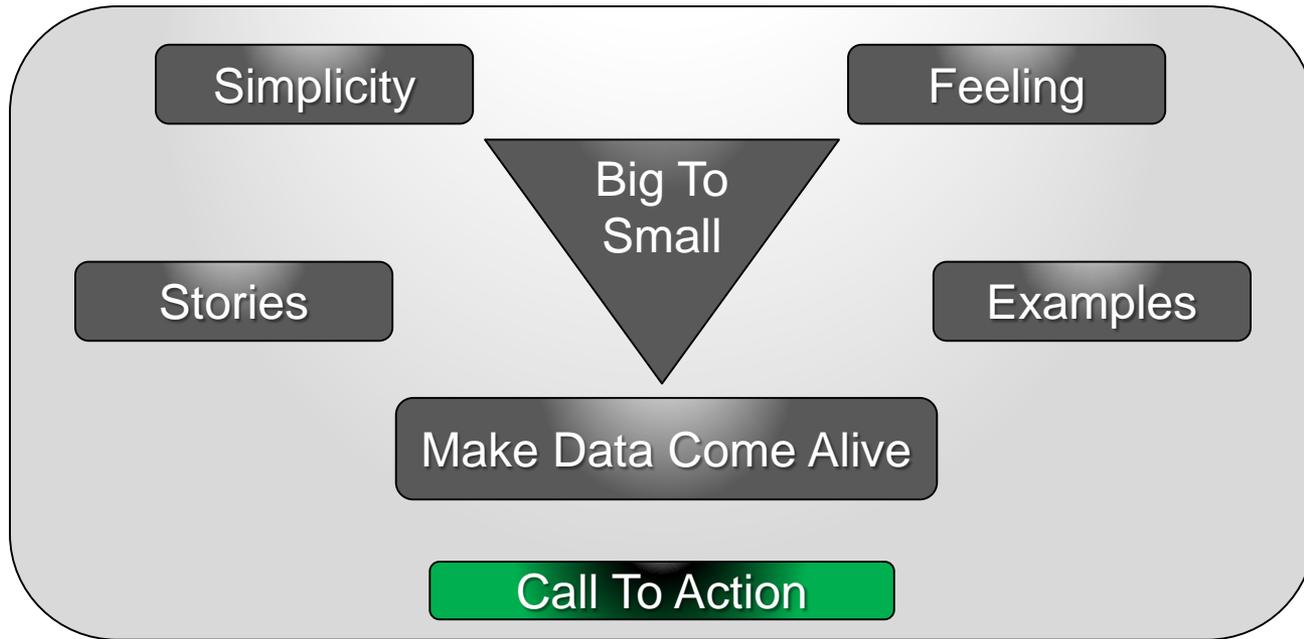
# The Power of the One Pager



Before



During



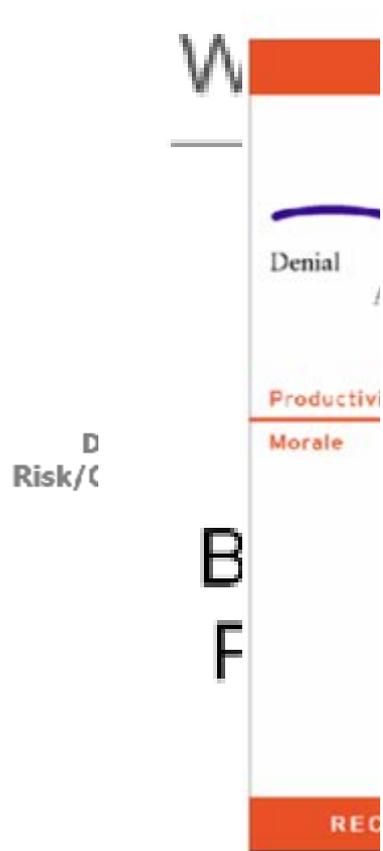
After



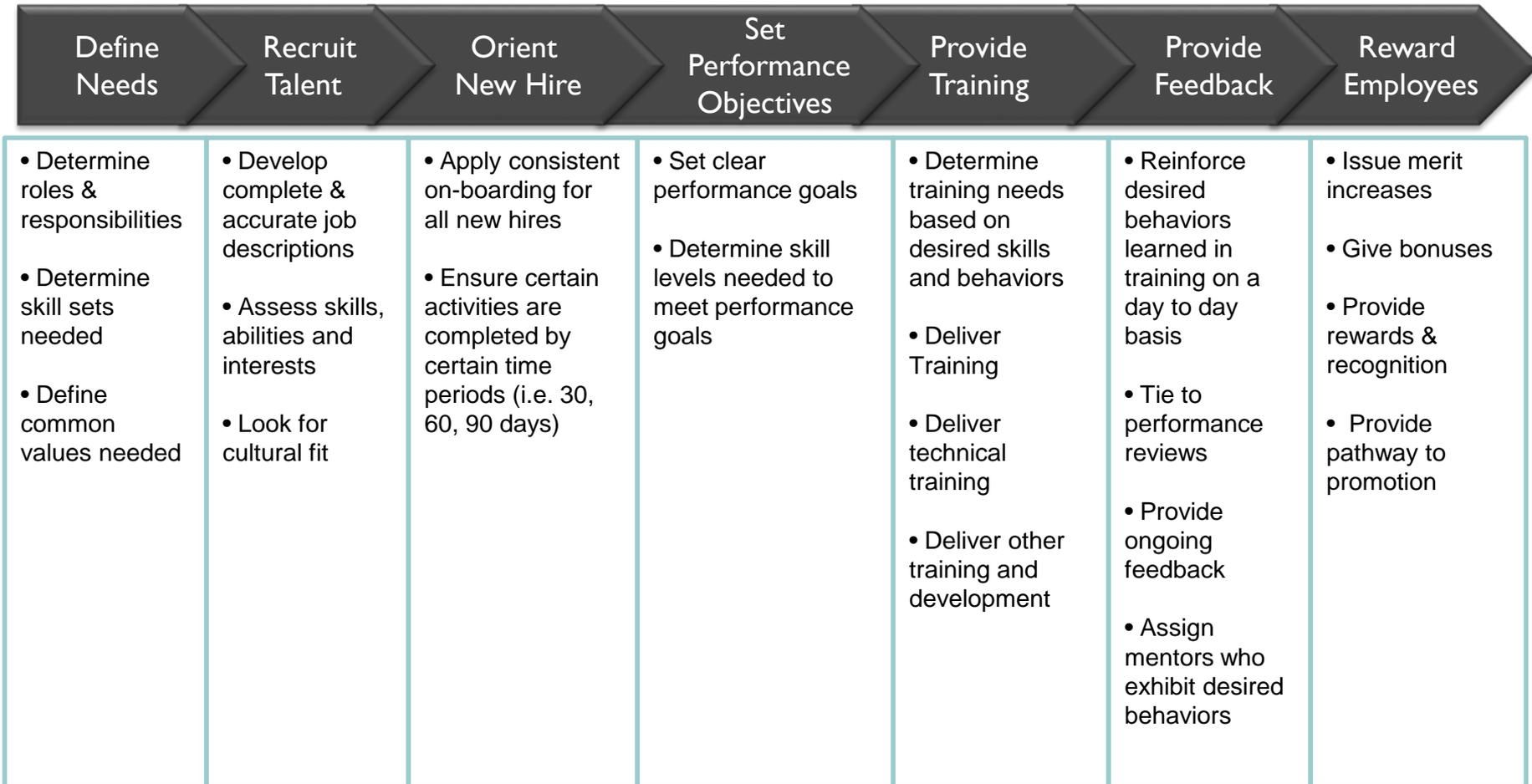
# Some of My Favorites ..... Why?

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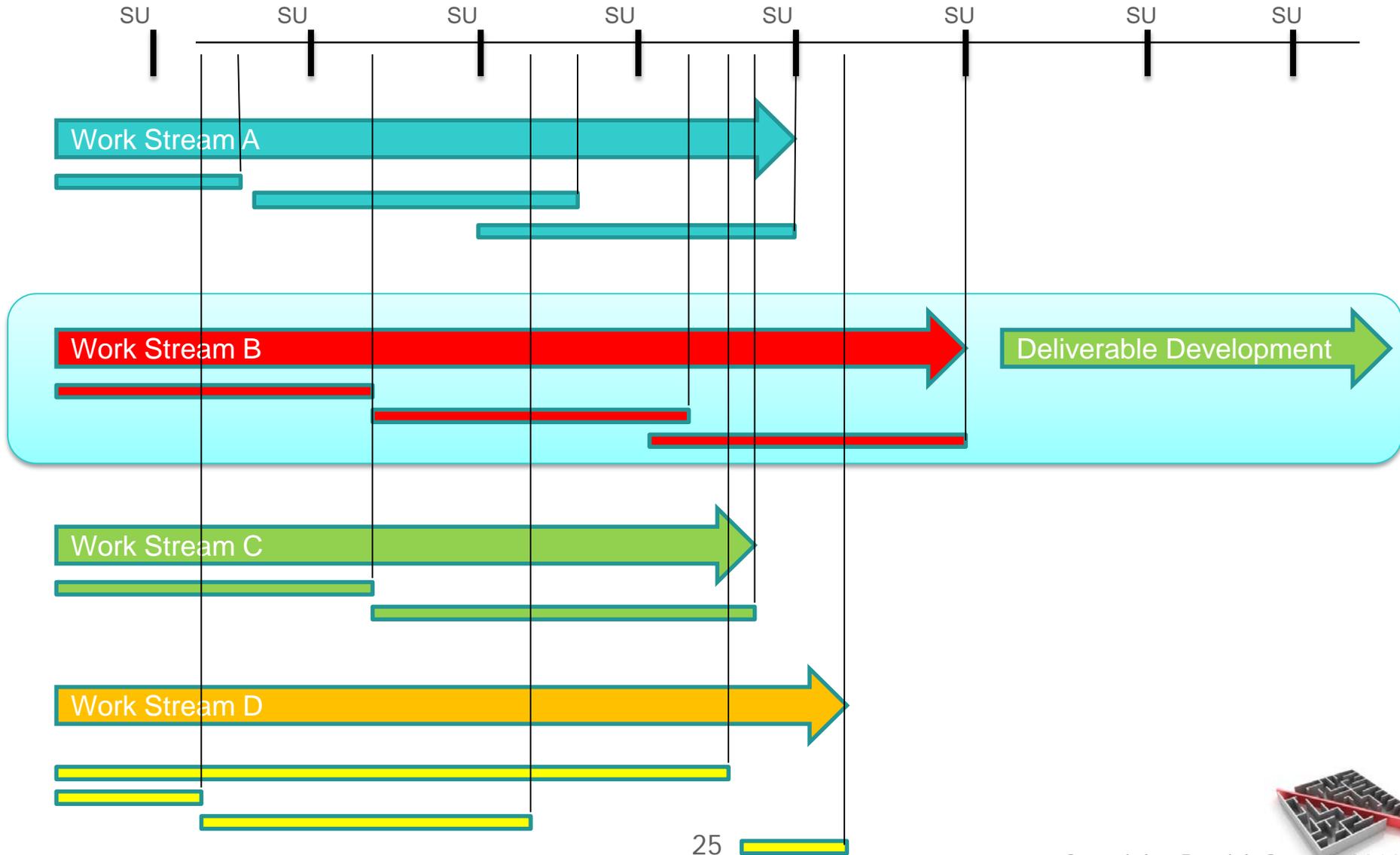
## The Five Dysfunctions of a Team



# Moving from Big Picture to Details



# Involve the Audience



# Proof of Concept

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# Create an Experience

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# Your Experience

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What resonated most with  
you today??



# Questions & Comments

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Thank You!

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