

# *TWELVE TOOLS FOR EFFECTIVE COMMUNICATION WHEN IT MATTERS*

1. Set a goal for your communication. Why do you want to speak with this person?

2. Have an outcome in mind and a plan of how to get there.

Any important communication warrants advance planning. You wouldn't build a house without a floor plan. Don't discuss important parts of your life without a communication plan.



3. Know or learn (quickly) about the communication styles of the person you seek communication with.

Carefully consider the effect of your work choice, situational choice, style, and non-verbal message on the other

4. Listen! *Deeply listen!*

Observe the unspoken and *feel* the communication. and do not be satisfied with anything less than a complete understanding of the other's feelings, interests, and needs.

5. Appreciate that communication is not just speaking.

Manage the full spectrum of the communication tools you have available.

6. Study comprehensively the needs and underlying interests of the other.

Why do (or should) they want to communicate with you?

7. Seek congruence in communication style when appropriate.

Make it easy for the other to "hear" you — don't force them to translate. Adapt your communication style and language to make it easy for the other.

8. Manage communication shortfalls and tactics when appropriate.

9. Appreciate the power of word choice, combined with non-verbal considerations.

10. Be generous in serving as an envoy to others facing a communication challenge.

11. Maintain an acute sense of humility in your communications and value the different perspective

12. Remember that all reality is processed through our unique personal perspective.

Thus the perspective of another may be just as valid in its own context.

