

Critical Conversations as Leadership: Driving Change with Card Talk

Managing your Communication Style

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How Does Communication Work?

- **Source** or Sender
- Delivers a **Message**
- Through a **Channel**
- To a **Receiver**
- And Gets **Feedback** about message Effectiveness
- **Context, culture, noise** impact the exchange



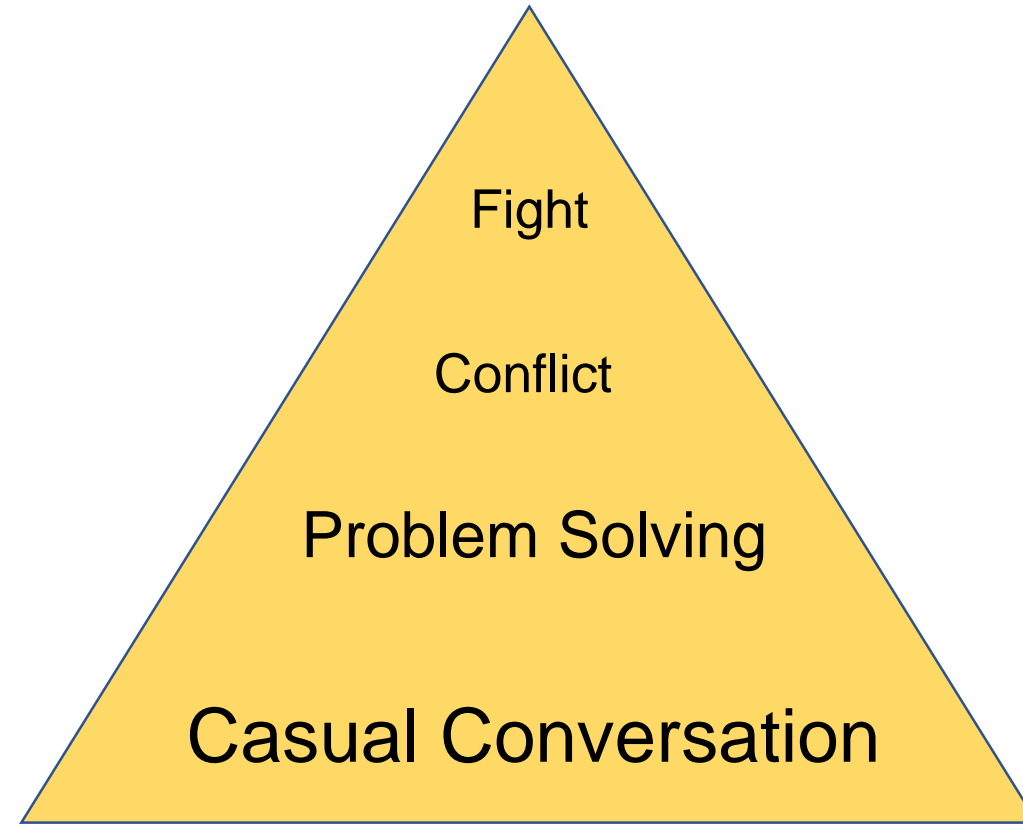
Focus on Receivers

- Do you REALLY want to be understood?
- What are your 3 message goals: content, relationship, image?
- Do you know receiver biases, preferences, motivations?
- Did you pick the best channel?
- Did you get feedback on your message to know if it was received as intended? The SEND MENTALITY


Card Talk

- Every message requires you to play a Talk Card
- We have personal and professional decks
- Talk Cards are reciprocal
- We select the Talk Cards we need to play our Talk Card Games
- We win when we accomplish our content goals
- Leadertalkcards.com

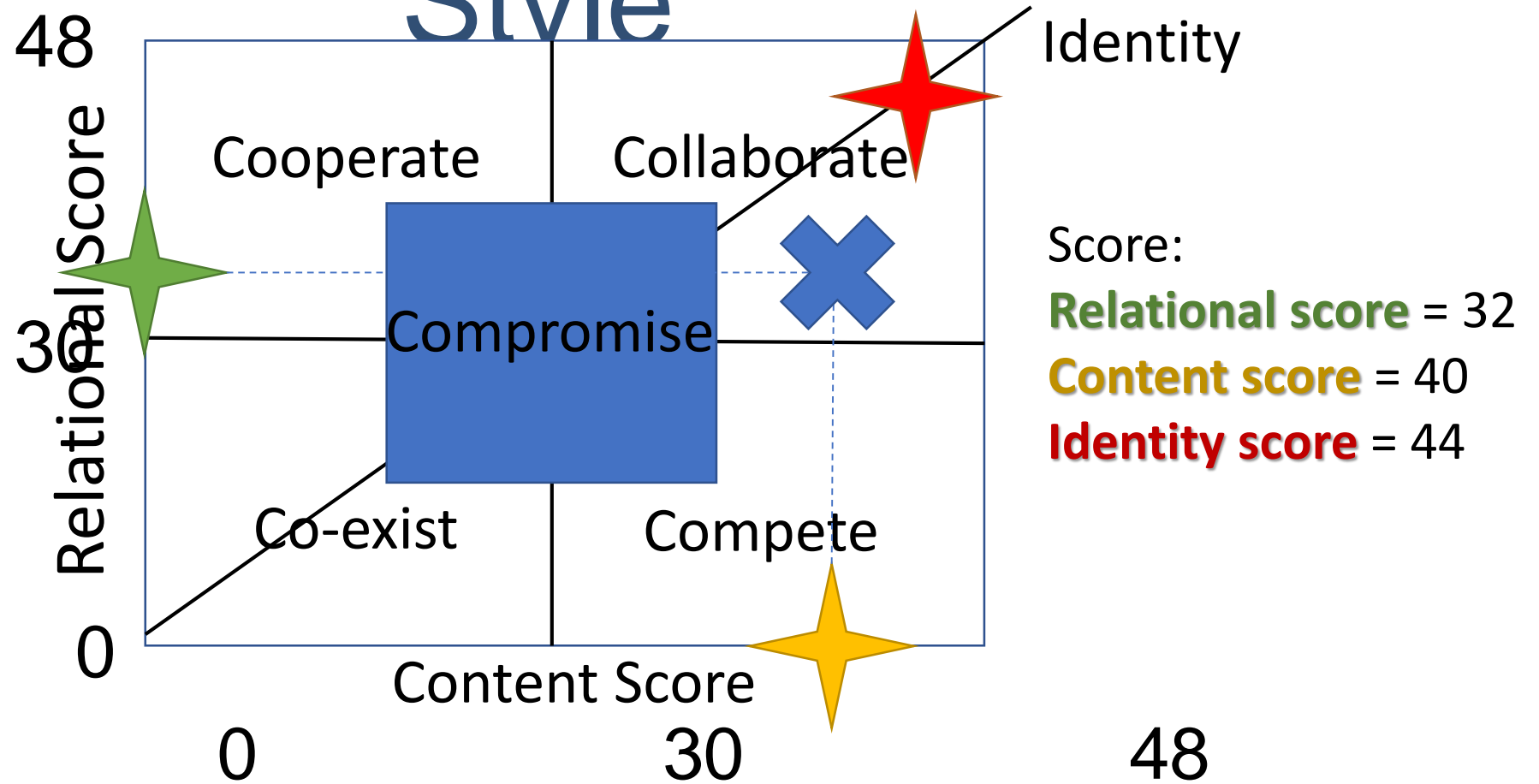
The Communication Triangle



Communication Style

- Defined as your Communication Values driving your choices in most situations
 - Consists of three priorities: Message Content, Relationship Building, and Identity Management
 - Take the Communication Style Survey.
 - Plot your scores in each category.
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Scoring your Communication Style



Review your Scores: Relationships

- The Form of the relationship is your Talk Card.
- Friendliness: First impressions matter
- Attentiveness: Listening shows respect
 - Focus
 - Engagement
 - Follow-up
- Openness: Willingness to Share Information
- Rule 1: Work first to understand then be understood.

Review your Scores: Content

- Topic Focus: Be prepared!
 - Preciseness: Show your expertise!
 - Issue Development: Be thorough—no short-cuts.
 - Build value by understanding the other's problems.
 - Wrap your solutions around their problems.
 - Rule 2: Be audience centered in all communication!
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Review your Scores: Identity

- Positive Face: Showing respect for the other's right to belong
- Negative Face: Showing respect for the other's right to contribute
- Face Strengthening: Building your own credibility
 - Competence
 - Trustworthiness
 - Being Dynamic
- Rule 3: Respect first to be respected by others!

Communication Style Conversation

- Break up into pairs
- Discuss the following:
 - What's your greatest communication strength?
 - What's your greatest communication challenge?
 - What one change can you make immediately to improve?
- Thanks! Leadertalkcards.com