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

- Casual Conversation
- Problem Solving
- Conflict
- Fight
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.
Scoring your Communication Style

Relational Score: 32
Content Score: 40
Identity Score: 44
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!
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