

Effective Communication For Crucial Conversations

Tuesday, September 17, 2019
8:00 AM – 8:50 AM

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Amanda King *Wired Leadership*

This session is eligible for 1 Continuing Education Hour.

For these hours to appear on your certificate, you must:

- Have your badge scanned at the door
- Attend 90% of this presentation
- Fill out the online evaluation for this session:



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Overview

The power of your speech

Dealing with intimidation

Removing roadblocks to communication

Conversation Rules

Winning the argument

Preparing a speech

How to give a speech

The Power of Your Speech

You're communication can
Develop or Destroy

Words Set the Parameters

If you speak with authority,
people will respond to you
as a person of authority.

If you speak with kindness,
people respond with
kindness.

If you speak with hostility,
people will mirror your
hostility and return it to you.

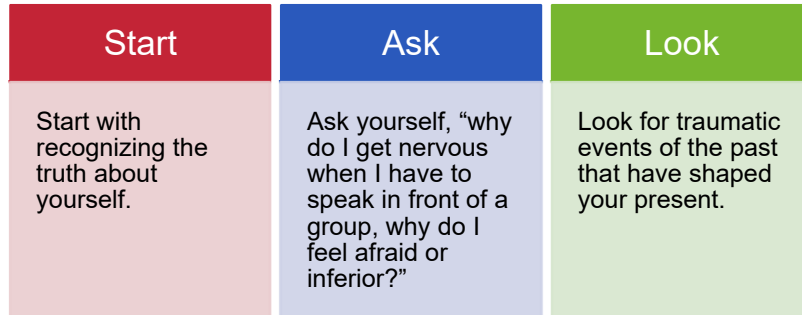
The Intimidation Factor

Intimidation is the most critical problem in the
area communication.

Poor communication takes place when one
or both parties is intimidated.

Intimidation causes many conversations or
speeches to fail before they even get started.

Removing Apprehension



Face Your Fear

Facing and doing the thing we fear, robs the fear of its power over us.

A good conversationalist or a good public speaker must risk and continue to take risks until that fear of public speaking dies.

It's okay to feel nervous, but it's not okay that those nerves keep you from taking risks.

Hostility Intimidates

Aggressiveness is often a manifestation of hostility and usually catches people off guard and doesn't allow dialogue – only submission.

When we are communicating with an angry person, its an unpleasant experience where we typically are using our energy to calm them down, not deliver our message.

Hostility

Eliminates
communication

Exterminates
Goals

And generates
more hostility

How to Handle Hostility

1. Remember that you are not required to talk to anyone, you can excuse yourself. “It’s clear this conversation has taken a negative turn, we can circle back when you are able to communicate in a more subdued manner.”
2. Recognize that hostility is almost always a sign of insecurity. “Can you explain to me your level of anger on this issue?”
3. Realize that on rare occasions, its necessary to greet hostility with hostility. “You think you’re angry, I’m very angry. What you’re seeing is my anger restrained.”

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Other Intimidation Factors

Position

Expertise

Circumstance

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Positive Imagery



Picture yourself speaking up during important conversations and delivering engaging presentations.



Learn to make positive tapes in your mind, and play them over and over again.

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Building Your Vocabulary

If you want to be an effective communicator and stand out in a crowd, you must have a strong vocabulary.

Listen and Read

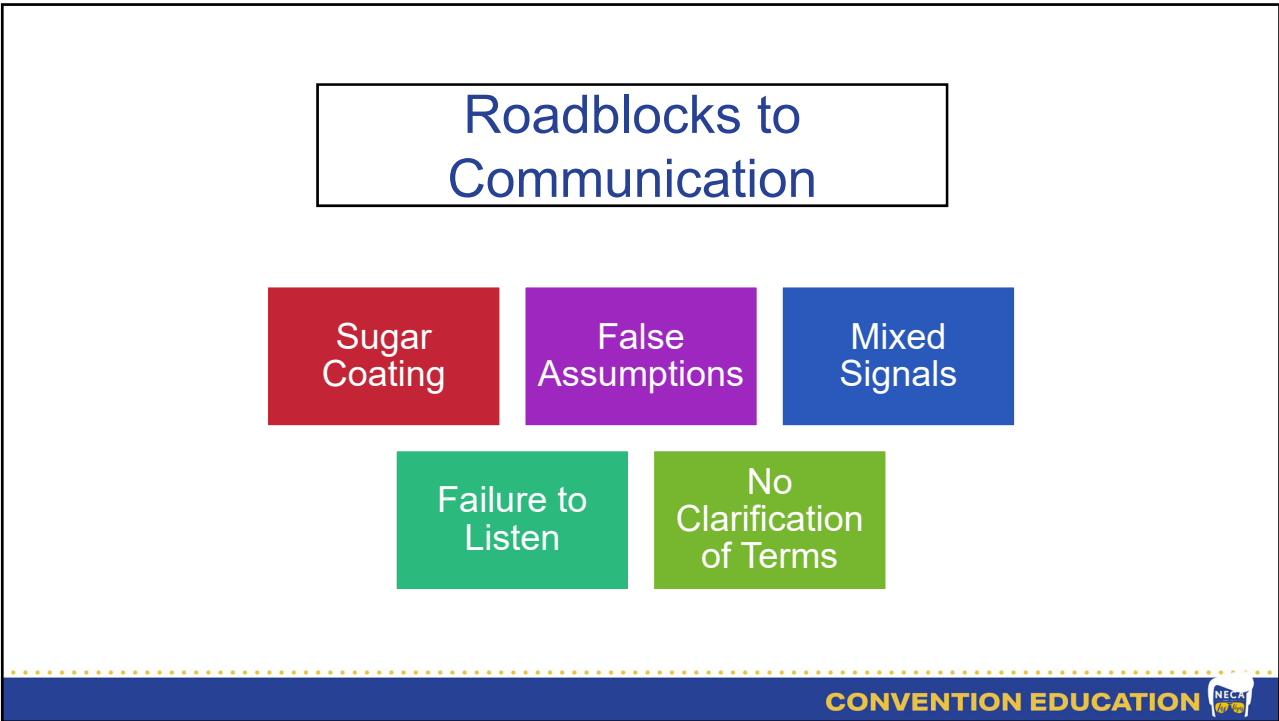
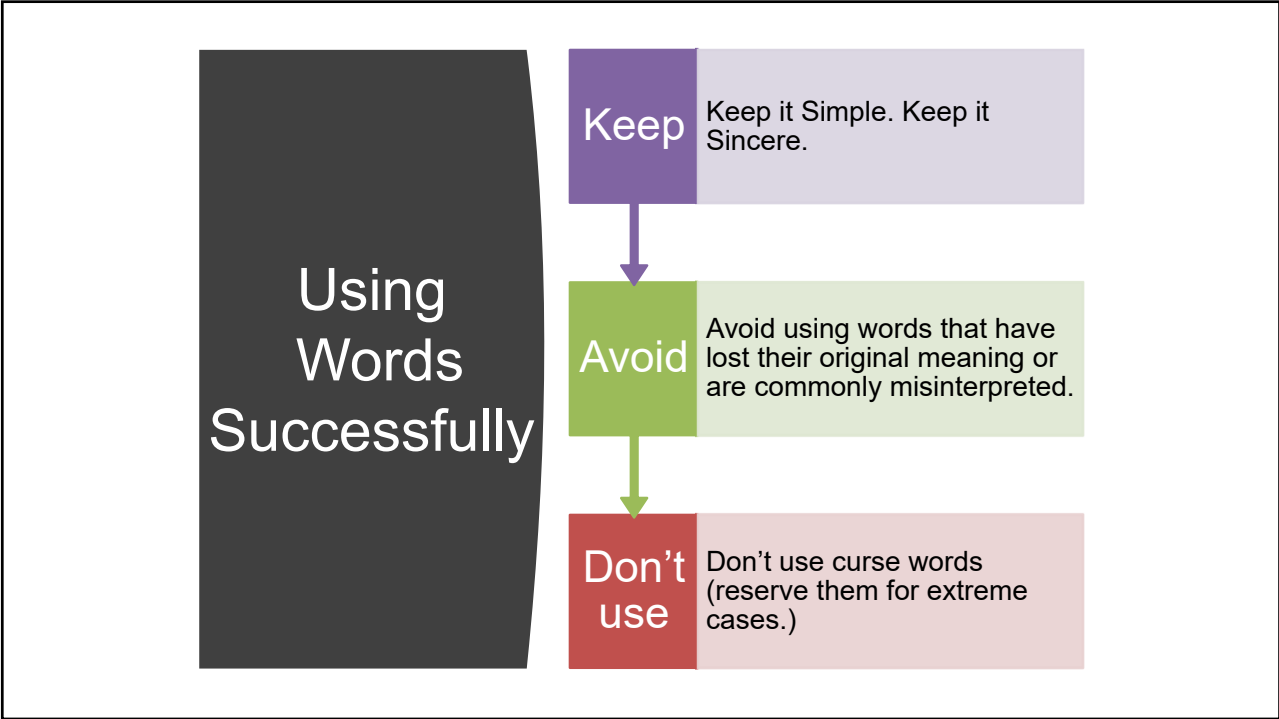
Learn at least one word everyday

List and review words you've learned

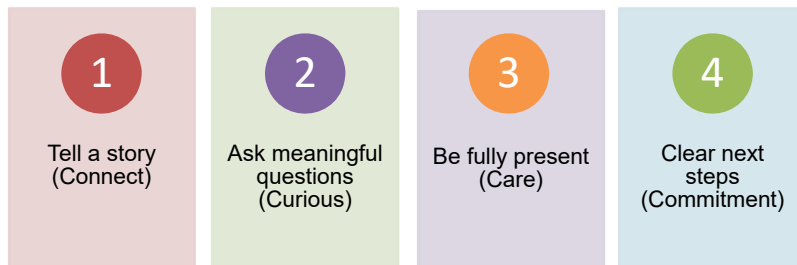
Bland vs power words



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Changing Our Communication: Four Practical Applications



Rules of Conversation

Rule #1

People are generally more interested in themselves than they are in you.

- *Listening is as important as talking.*
- *Respond without condemnation or judgement.*
- *Converse within the parameters of their interests.*

Rules of Conversation

Rule #2

The parameters of the conversation should be set by the nature of your relationship to the person you're speaking with.

- *The “comfort zone” should never be violated.*
- *Starting a conversation with facts is better than starting with feelings.*

Rules of Conversation

Rule #3

A conversation is always harder to start than it is to continue.

- *Plan how to start a conversation, but not how to keep it going.*
- *“Going with the flow” in conversation is far better than following a rigid agenda or script.*
- *Watch the ego – brag or cry in front of those you trust.*



Practical Tips

The Commencement: This is the most important part of the conversation. The start sets the tone.

The Core: This is the easiest part of the conversation. We are social beings. There is a natural flow when we remove fear, manipulation or judgement.

The Close: Its important that the close of the conversation be definite and always with a legitimate reason. Be sure to express that you enjoyed the conversation and end on a positive note.

Arguments: Weapons of Warfare

- Knowledge
- Clarity
- Practice
- Control
- Challenge
- Universalize
- Humility
- Humor
- Recapitulation
- Dismissal

Battlefield Cleanup



Never gloat over a victory



Always praise your opponent



Sometimes lose

Tips for Presenting

It's all about the TULIP of Communication. Here are the five most important elements of giving a speech or public presentation.

1. **T**herapeutic
2. **U**nconventional
3. **L**ucid
4. **I**llustrate
5. **P**assion

The Ten Commandments of Public Speaking

1. Thou shall not be unprepared.
2. Thou shall tell stories and not bore thine audience.
3. Thou shall engage with the audience and not stare at the floor.
4. Thou shall not exceed thine allotted time.
5. Thou shall be “infotaining”... (Informative and Entertaining).
6. Thou shall speak up and not mumble.
7. Thou shall speak with authenticity.
8. Thou shall speak with appropriate passion and energy.
9. Thou shall deviate from the “script”.
10. Thou shall always present a call to action.

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Complete the Online Evaluation

Up Next...

- **9:00 am – 1:00 pm** – *NECA Show Hours*
- **1:15 pm – 2:30 pm** – *Closing General Session with Nichole Malachowski* in Mandalay Bay Ballroom EFGH
- **7:15 pm** – *Closing Celebration – Michael Jackson ONE* at the Mandalay Bay



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