



Speak for Success 7 Top Tips

Bridge Any Communication Gap & Achieve the Goal

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- ✓ Growth
- ✓ Productivity
- ✓ Teams
- ✓ Communication
- ✓ Leadership
- ✓ Behavioral Science
- ✓ Change
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7 Top Tips to Bridge any Communication Gap

“The single biggest problem in communication is the illusion that it has taken place”

George Bernard Shaw



Tip #1 Open-Ended Questions are Powerful

- What is your goal?
- What is *most* important for you?
- What does success look like?
- How should I prioritize?
- How do we balance competing needs?
- How should we handle any unexpected challenges?
- How would you like to proceed?
- What will the outcome be if?

People will often discover the ideal solution, IF we ask powerful open-ended questions, PLUS... then we don't have to persuade.

Tip #2 Acknowledge & Summarize

Psychology of “Reflection”:

1. People get very aggravated, if they do not feel heard & understood.
2. They will not *feel* heard until you acknowledge & summarize.
3. Be sure to reflect back the factual *and* emotional content.

Examples:

“If I understand, what’s most important for you is...”

“It sounds as if this is a very pressing priority and you’d like it rushed”

“I hear your frustration over”

Tip #3 Focus on Purpose *not* Position

Purpose vs. Position:

1. *Purpose* is big picture & the place of common ground.
2. *Position* is fixed on particulars & is polarizing.
3. Ask *open-ended questions* to find purpose & common ground.
4. Problem-solve together toward the shared purpose.

When tension over particulars arise, shift to open-ended questions to uncover a shared purpose and find place of agreement.

Tip #4 Keep “but” Out!

The problem with “but”:

1. *“but” erases 100% of what you just said.*
2. *It’s most often used as an excuse.*
3. *It tends to dismiss other’s interests.*

Typical use of “but”:

“I apologize for the delay, but the material I needed was late.”

Tip #5 Use “Yes!....and”

In potential disagreement:

1. Find the ONE thing you can agree with TOTALLY!
2. Agree 100% with conviction.....(*pause, let it sink in*).
3. Add your perspective with a connector: “and”, “also”, “you may not be aware that”....NEVER “but”.

Example:

*“I completely agree!! The compliance rules for marketing feel very limiting.....**and** I want to help you communicate your message **and** follow the guidelines. Let’s see how we can meet compliance **and** serve your business goals”.*

Tip #6 Speak for Style

1. DISC Styles are Powerful! (contact me for more on DISC)
2. Notice Speed: How fast do they talk?
3. Notice Focus: What are they focusing on?
4. Match the Speed & Deliver on the Focus?

Example:

“I hear that you’re are focused on the bottom line. Let me give you a few quick bullet points to summarize. You can ask for more detail as you’d like.”

“You are very optimistic about this project. Let me share all the good news about what’s been happening.”

Tip #7 5 Steps for Successful Problem-Solving

1. Acknowledge & Summarize Back (Tip #2)
2. Take 100% responsibility, NO “but” (Tip # 4)
3. Use “Yes!....and” about their concern (Tip #5)
4. Shift to problem-solving with open-ended questions (Tip #1)
5. Focus on purpose (Tip #3)

*“Do I understand correctly that you are frustrated that we can’t do it this way?(#2)
OK, I did explain it, to sound that way. (#4) I completely agree that it’s frustrating
when we feel blocked and I want to help you reach your goals (#5). What was it you
wanted to accomplish by doing it that way? (#1) Thanks for explaining the goal
behind the request. Let’s problem-solve how we meet the goal another way.” (#3)*

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Questions?



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