A practitioner’s view

What is communication?

Why do we get it wrong?

Back to basics

Becoming a rising star
What is communication...???

- means of sending or receiving information
- the imparting or exchanging of information by speaking, writing, or using some other medium
- The exchange of thoughts, messages, or information, as by speech, signals, writing, or behaviour

*Communication is the first thing we learn as a child but as we grow older it becomes the hardest thing to do!*
Why do we get it wrong?

DO YOU HAVE FOUR-VOPT, TWO-WATT BULBS?
FOR WHAT?
NO, TWO.
TWO WHAT?

YES!
NO.

NAILS
NAILS
NAILS

It’s simple...
...isn’t it?
What happens with multiple layers...?

What the customer said

What was understood

What was planned

What was developed

What was described by the business analyst

What was documented

What was deployed

The customer paid for...

How was the support?

What the customer really needed
...& multiple methods to choose from?
...& different ‘styles’ of people to deal with?!!!

**HEAD**

**Analytic**
- Neat, well organised, factual
- Task orientated, methodical
- Measured decisions

**Driver**
- Action and goal orientated
- Make quick, factual decisions
- Direct - have little time for ‘small talk’

**ASK**

**Amiable**
- Team players
- Like ‘harmony’ - avoid conflict
- Focus on people

**TELL**

**Expressive**
- Outgoing, enthusiastic, energetic
- Make quick ‘gut’ decisions
- Focus on people more than tasks
Time to get back to basics

- Voice Tones: 38%
- Physiology: 55%
- Words: 7%
Consider this...
- SME employing 20-25 people
- Been in business for 10 years
- Working under licence (very similar to a franchise)
- There are 40 such businesses across the UK
- They’ve consistently performed at around number 27 in the ‘league’

What may be going wrong???
Delivering improved performance

**Climate**

“What does it feel like to work here?”

Climate must be high to sustain high performance.

**Capability**

“What does excellence look like?”

Critical for recruitment and ongoing performance management

**Improved Performance (Management)**

“I am responsible for my development”

Sustain, develop, grow

Recording, monitoring, action, feedback

We have developed Models of Capability Excellence to achieve the above...
Climate - underpinning behaviour & performance

‘Climate contributor’ - Do the systems drive people towards and support the purpose?

‘Climate’ - What is the team message, or perceived identity/purpose?

‘Climate contributor’ - Do the ‘leaders’ (formal and informal) re-enforce the message?

‘Climate’ - Do the objectives and ‘important’ tasks align with the purpose?
Delivering success

- customer focused
- supportive
- values driven
- coaching
- development
- personal excellence

believe • will • do • positive • respectful • forward focused •
## Example sales attributes

<table>
<thead>
<tr>
<th>Thinking</th>
<th>Engaging</th>
<th>Delivering</th>
<th>Managing self</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer empathy</td>
<td>Engaging</td>
<td>Results focus</td>
<td>Tenacity</td>
</tr>
<tr>
<td>Solutions development</td>
<td>Team working</td>
<td>Being prepared</td>
<td>Keen to develop</td>
</tr>
</tbody>
</table>

Achieving results through maximising the potential of your people

t: 0845 437 4483 • www.ipdl.co.uk
What a difference 3 months makes

✓ Active management following Climate feedback
✓ Weekly reviews (plus some) with management team
✓ Daily meeting with sales team – positively focused
✓ Values designed with teams – ‘we will...’ & ‘we won’t...’
✓ Values and minimum standards designed with teams & implemented
  ✓ ‘we will...’ & ‘we won’t...’
✓ Teams measured on behaviours not just their sales numbers
  ✓ best performer suspended for 2 weeks!
✓ Management supporting each other’s decisions
✓ More f2f – less emails

We know we have so much more we can achieve

We’ve had our most profitable month since we began 10 year ago
Whichever form of communication you use, always...

- Be clear
- Be accurate
- Add value
- Be relevant
Contact details

in writing
Interactive People Development Ltd
Grantleigh House
4 Grantleigh Close
Wollaton
Nottingham
NG8 1GH

by e-mail
info@ipdl.co.uk

by phone
0845 437 4483

web
www.ipdl.co.uk

Registered in England No 04 3239 66

SALES
Conference speakers
NLP
Profiling tools

LEADERSHIP
Key account management
Building relationships
Possibility Thinking™

COACHING
Negotiation
Driving results

COMMUNICATION
Team building
Solution selling
Managing conflict

Perfectioning presentations
Inbound & Outbound calling
Time management
Business development

"Anything you do, is everything you do"