



To understand how to effectively communicate in the workplace, you have to first understand how we, as people, tend to communicate. **By BARTON Goldsmith**



Communicate EFFECTIVELY

If we communicate to a person in the way they understand best, that communication will be accepted and the team member will respond quickly and with better motivation.

There are three types of communicators. The first are the “visu-

als,” people that take in and process information through their eyes. They also prefer to think, or rather visualise with their mind’s eye. To be effective with them, you need to use key words such as “look, see, picture,” etc.,. It is also valuable to give them printed or written materials to go along with

what it is you are communicating. They prefer words that enable them to picture things.

The second type are “auditory” communicators, people who use their ear to develop understanding. They talk to themselves in words that their minds can listen to. They like words

that help them hear things. When talking with them, use key words like “hearing, listening, sound” etc., These people tend to process information quickly and are sometimes likely to respond before you have finished talking.

Kinesthetic, the third type, are “feeling” people. It doesn’t matter how things look or sound to them; it needs to feel right [not necessarily good]. They also imagine things in terms of movement, feeling and action. The famous scientist Albert Einstein used kinesthetic type of thinking when he formulated his famous theory of relativity.

Listen to how your team member communicates, because they will use key words for their type in normal conversation. After you have discovered how they communicate, speak with them in the same manner. It will greatly enhance your interactions.

To gain maximum interest, remember people are most interested in anything that has to do with them. This isn’t egotistical — it’s natural. Once you understand this, you can tailor your communication so that you receive maximum interest.

Non-verbal communication

Our senses shape our thinking. We remember and think about things as we saw, heard, or felt them. Some individuals and cultures stress one kind of thinking more than others do, though all cultures use all of them at one time or another.

You may not be sending the message you intend when dealing across cultures. You may be misinterpreting the sender’s message because of cultural differences. It is important to be aware of mixed messages and not make assumptions about the meaning of non-verbal communication.

Don’t lose it

This final tip is one of the most powerful things you should not do. If you get angry, you lose. When you

Avoid Telephone “Traps”

Many arguments have started, and some business relationships have ended, because of a misunderstanding over the telephone. These days between cordless phones, speaker phones, and the ever-ubiquitous cell phone, some would say that most of our communication takes place over air-waves.

Use these tips to prevent a simple phone call from becoming a complicated business issue.

- 1 Visualise whoever you’re speaking to. Seeing a person’s face in your mind’s eye will help keep you focused
- 2 Speak from your heart. Even if you have to discuss something unpleasant, it will make difficult subjects much easier to deal with. Also, smile when you’re talking to a team-mate, he or she will feel it
- 3 Quiet your critical mind. If a client or associate calls, he or she probably isn’t looking for criticism [or, an excuse to give it]. Find out what the person needs or wants before jumping to conclusions
- 4 Use the name of the person you are speaking to when you’re talking. It will make him or her listen better and it will help you create a better connection. Also, lower vocal ranges transmit better vibes via telephone as does slower speech
- 5 Make conversations fun. Tell a joke, a funny story. If there’s a problem, encourage your customer or associate to see the bright side of things, like your long-standing business relationship and great customer service
- 6 Remember that on the telephone, 87 per cent of communication is tonal. Pay attention to attitude, inflections and pauses. If you’re rushed, grouchy or disinterested, it will come through over the phone and could result in a misunderstanding, or even lost business
- 7 Always keep your conversation appropriate. Just like that TV commercial, you never know when you’re on a speaker phone or conference call
- 8 Never hang up on anyone ever. It’s like a slap in the face and can cause intense damage to any relationship. If you’re upset with something just say so, acting out in that way is very unbecoming behaviour and is a sure-fire way to make more trouble than you need
- 9 Don’t argue on the phone. Too many damaging things can be said if you’re angry and not looking at someone directly. If you save your discomfort until you’re face-to-face, you may find that it was all a misunderstanding or miscommunication
- 10 If you say you’re going to call later, follow through. Expecting to hear from a client, customer or team-member and not getting a call is annoying and can make the person unresponsive to your needs the next time around.

It doesn’t take much to make telephone communication a positive experience. A little forethought and desire to make the conversation as nice as possible are all that’s required. The next time you are on the phone to share some news, get a question answered, make a sale, or just connect. See it as an opportunity to create a better business relationship.

“lose it” in front of team members, their confidence is shaken and your credibility is undermined. If you start to get over-excited, take 20 minutes to cool off and reconvene your meeting. It may help you to recall Thomas Jefferson’s famous words: “Nothing gives one person so much advantage

over another as to remain cool and unruffled under all circumstances.”

Stay Well

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