

# The Psychology of Communication

*Deliver your words not by number but by weight.*



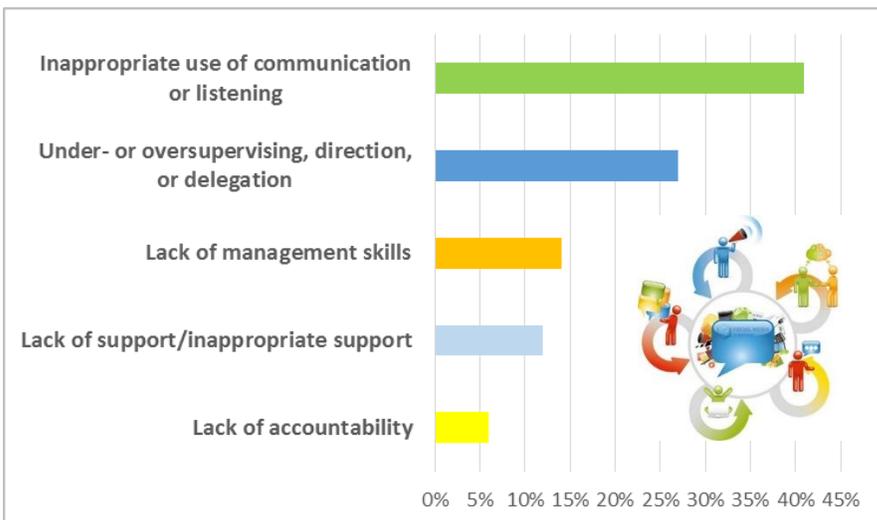
**Only 29% of your employees are fully engaged in your company.**  
 .... Jim Harter, Gallup daily

**The biggest cost not reflected in the financials is poor communication.**  
 .... Harvard Business Review

**60% of work teams fail. The number 1 reason is ineffective communication.**  
 .... Ken Blanchard

**And the impact on the morale of people can never be measured, especially if they followed the methodology and took all the precautions.**

People are the essence of any team, business or organization. People are the main contributors to the success of a company or the failure thereof. The same is true for any group, team, project, sale or just normal day-to-day communication. Top organizations have great teams with a culture of good communication between people at all levels, between teams and within teams. Strategy and processes are critical, but the differentiators lie within the way people work with each other and the way they interact. If we look at the research (Ken Blanchard) below on the biggest mistakes people make in the work place, the message is very clear. Communication is critical to success.



We are not talking about a communication process, e.g. once a week an email, minutes of meetings, change requests, agendas, etc. That fits into some process-driven methodology or the way the industrial era taught us that people are just a resource. We are talking about communication that influences and persuades people, that builds relationships, that lets the team and people work as a great unit internally and externally. Communication from a humanistic and psychological perspective.

**Communication passes information. Great communication understands how people differ and apply it.**

**Just a 10% improvement in people output will have a dramatic benefit.**

**The real benefit is usually in the speed or value of the benefits realized.**

The most important contributor to success in communication is the ability to understand people and in the process of doing that, change our approach appropriately. **We all differ in our approaches to communication due to the fact that we all have certain preferences in our communication.** By understanding this, we can now change our own approach and make it more appropriate to the person/s we are dealing with and in that, greatly enhance our success.

## This workshop focuses specifically on these aspects. Areas addressed:

1. Different styles and behaviors in communication	5. Understanding the differences in people that you communicate with (and in general with people) and how to communicate more effectively
2. Understanding other people's and your own	6. Trust and Ethics creation and maintaining it
3. Applying preferences in communication to your daily communication with other people	7. Influence and Persuasion with other people
4. Making the styles of communication and the behaviors in communication practical for your team and their responsibilities and accountabilities	8. Listening skills
	9. Attitude and believing in yourself .... And others

## The 2interact communication profile

Each delegate will receive the award-winning 2interact communication profile, workshop material and build messages for their environment. The workshop uses the profile as the basis for understanding how people differ in the way they communicate. This is critical for success in working with other people. **In addition** (if appropriate) a team profile will be generated to show tendencies within the team as well as tendencies of the team with other people, teams or companies.



The profile shows preferences in 2 areas, namely the style of communication and the behavior in communication. Below are quick descriptors of the profile.

## The Communication Styles

### ANALYTICAL

They want all the facts and want to analyze them. Great for communicating in a rational way through the attention to detail and facts, but might analyze too much. When talking to them talk with logic and have your facts correct, but at the same time know where you got your information from and don't make up answers.

### METHODICAL

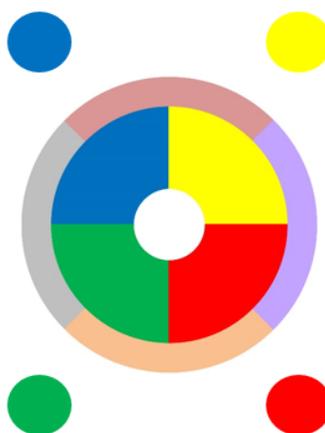
They want order and structure when they communicate. Great for finishing the points of discussion, but they don't like change to the structure of communication too much. When talking to them discuss/talk each point to conclusion and stick to an agenda, but don't be disorganized or be all over the place.

### VISIONARY

They are opportunistic, risk takers and like to talk about new ideas. Great for change and outside the box thinking, but they might be too all over the place and not sticking to the issue at hand. When talking to them, talk about the future and the big picture, but don't be too inflexible and make sure there is some time for new ideas.

### CONNECTED

They pay a lot attention to relationships and they want to talk about emotions and feelings. Great for focusing on the people, but they might steer away from the objective facts, process or big picture. When talking to them talk about people, be supportive and keep eye contact and don't be insensitive about people.



## The Communication Behaviors

### COMPETING

They normally want things to go their way or know that direction must be given. It is good when people are being directed or if quick decisions need to be made, but not so good to when we need to understand the other side's view.

Some descriptors : My way, Directive, Commanding, Listen to me

### AVOIDING

They normally prefer not to give or hear opinions as their attention might be with other issues. It is good when the issue is not important or trivial, but it is not so good when the issue is important.

Some descriptors : Let's not discuss, Not important, Next topic

### COLLABORATING

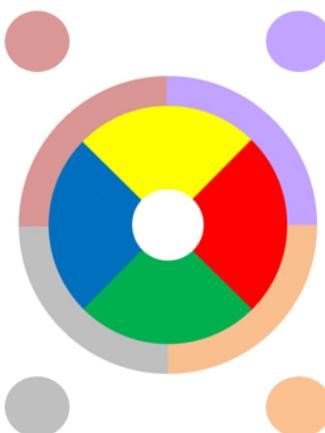
They normally take their own views and that of the other into consideration, whether they are important or not. It is good when you need to get to a mutually acceptable agreement, not so good when the issue is not important or it is a directive.

Some descriptors : Give-and-Take, My and your needs, Let's discuss

### ACCOMMODATING

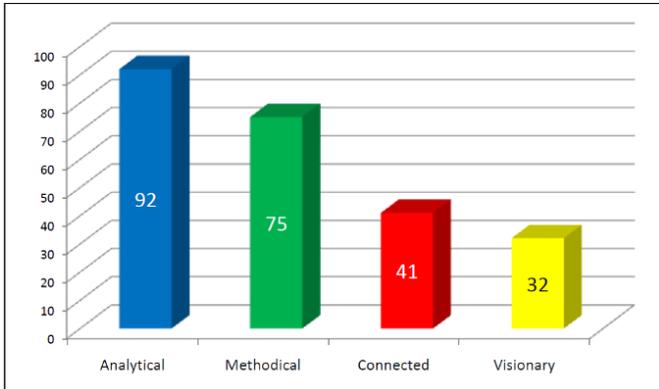
They normally pay more attention to the view or issues of the other and less on their own. It is good when the issue is important to the other or if you made a mistake, but not so good if the issue is important to you.

Some descriptors : Your way, I am listening, Supportive, Agreeing

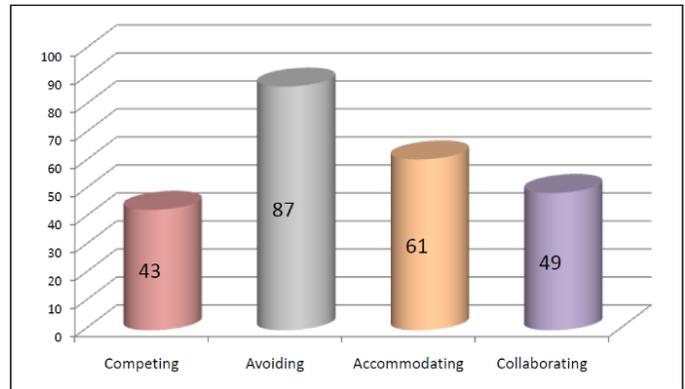


Below are examples of a person's preference in communication. These are excerpts from the 18 page profile each delegate will receive showing their own tendencies.

### Typical Styles of Communication

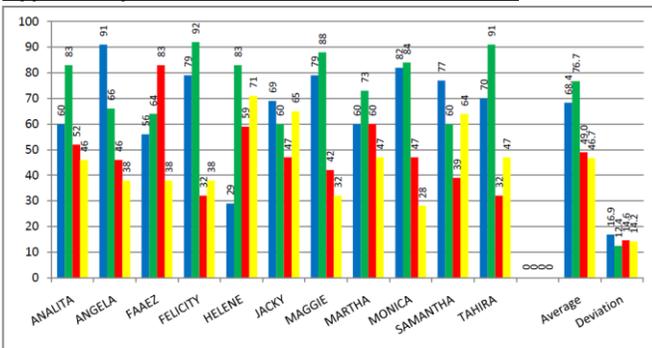


### Typical Behaviors in Communication

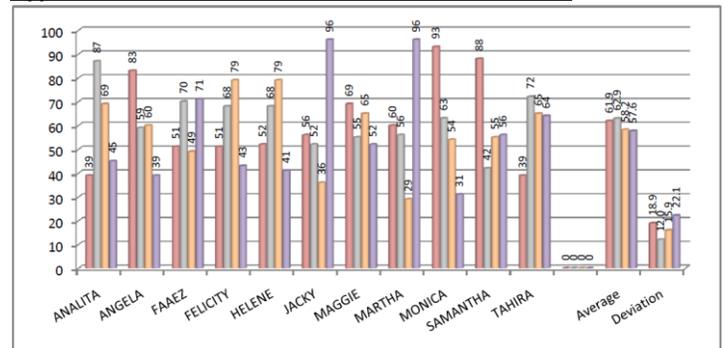


Making it practical for your environment, team (if appropriate) and company makes it immediately applicable. Below are excerpts from a typical team profile.

### Typical Styles of Communication of a team



### Typical Behaviors in Communication of a team



“The integration of research, experience, the 2interact profiles and the 2interact communication workshop is absolutely world class. That together with making it practical and real in teams provided great improvement in team functioning, especially in management teams. The engagements improved team functioning and even more so in a changing environment. We have experienced this with every team that went through the workshop and doing the profiles. 2interact is leading the way in communication and how teams should communicate and hence work together. This is even more relevant when change is required in the organization.

Apart from the 2interact profiles, methodology and workshops I would like to mention the trainers provided. Their experience in executive positions, their ability to guide and present this and understand executive issues make 2interact trainers people I would use in any size organization at executive level.

We have had a few workshops and consulting engagements where we brought in 2interact and the success has been great. Communication is the life blood of any team. It is the most critical element that makes or breaks a team. I would recommend 2interact for any team/organization that wants to function better by addressing communication. “

Executive Consultant - Global consulting company

“Outstanding model and so applicable in any organization. This dramatically improved our change we went through and got people to really accept and embrace it.”

Security Director – Major Bank