

Guiding Principles & Best Practices for Effective Communication

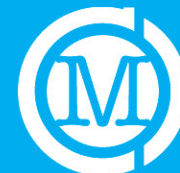
In life, business, public relations and more!

Stephanie Heintz

Managing Partner, Consociate Media



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GUIDING PRINCIPLE: Communicating Effectively Requires TRUST

4 PILLARS OF BUILDING TRUST

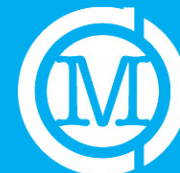
Vulnerability

Simplicity

Transparency

Reliability

“If you want to build trust, you need to use and focus on qualities that build trust. There are four pillars to building trust—vulnerability, simplicity, transparency, and reliability. If you want someone to trust you, you have to show vulnerability. You have to show you are transparent, you have to explain things simply, and you have to be reliable.” -Jay Shetty



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GUIDING PRINCIPLE: THINK before you SPEAK (or write)



T

Is it **TRUE**?

H

Is it **HELPFUL**?

I

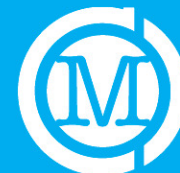
Is it **INSPIRING**?

N

Is it **NECESSARY**?

K

Do you **KNOW** this information the best?



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GUIDING PRINCIPLE:

courtesy of the little notes on every computer screen inside the staff offices of the Middle Peninsula Planning District Commission

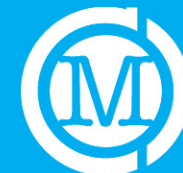
Define the problem briefly.

Tell them why they should care.

Tell them what you are going to do about it.

Tell them what they need to do, if you need them to do something.

Be quiet.



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BEST PRACTICES

Define your goals and prepare ahead of time.

Outline the message you want to convey.
Include all necessary information.

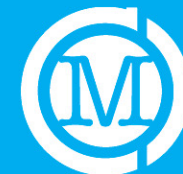


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BEST PRACTICES

Know your audience.

Meet people where they are.

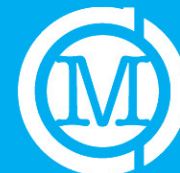


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BEST PRACTICES

Be clear and concise aka **KISS**.

Communication is primarily about word choice. When it comes to word choice, less is more. Keep it simple. The key to powerful and persuasive communication—whether written or spoken—is clarity and, when possible, brevity.



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BEST PRACTICES

Be mindful of nonverbal communication.

Nonverbal cues can have between 65-93% more impact than the spoken word (Forbes and Harvard Business Review). We are more likely to believe the nonverbal signals over spoken words if the two are in disagreement.

Leaders must be especially adept at reading nonverbal cues.

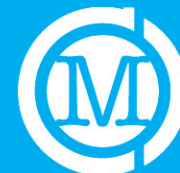


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BEST PRACTICES

Watch your tone.

How you say something can be just as important as what you say.



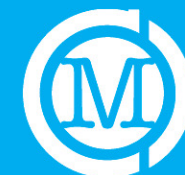
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BEST PRACTICES

Practice active listening.

- Give the speaker your full and undivided attention
- Clear your mind of distractions, judgments, and counter-arguments
- Avoid the temptation to interrupt with your own thoughts
- Show open, positive body language to keep your mind focused and to show the speaker that you are really listening
- Rephrase or paraphrase what you've heard when making your reply
- Ask open ended questions designed to elicit additional information

-Mastering the Basics of Communication, communication expert Marjorie North



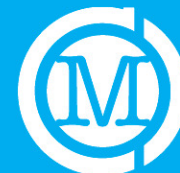
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BEST PRACTICES

Build your emotional intelligence.

Communication is built upon a foundation of emotional intelligence. Simply put, you cannot communicate effectively with others until you can assess and understand your own feelings.

“If you’re aware of your own emotions and the behaviors they trigger, you can begin to manage these emotions and behaviors.” -Margaret Andrews in How to Improve Your Emotional Intelligence



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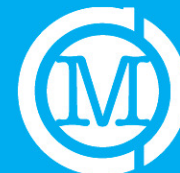
HOW DID YOU DO?

Effective communication occurs when the audience...



- Pays attention to your message
- Receives your message the way it was intended
- Is persuaded by your points
- Is able to recognize the details of your message that are important to them
- Walks away with a clear action item or relevant information

**This can look different for various audiences.*



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Discussion.



Stephanie Heintz

stephanie@consociatemediacom

consociatemediacom



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