

Mastering Communication Art



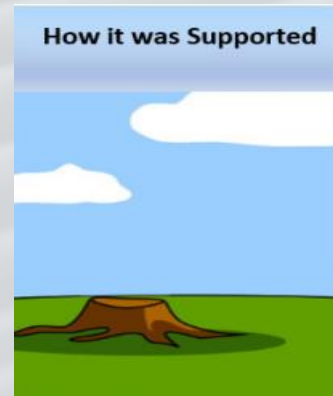
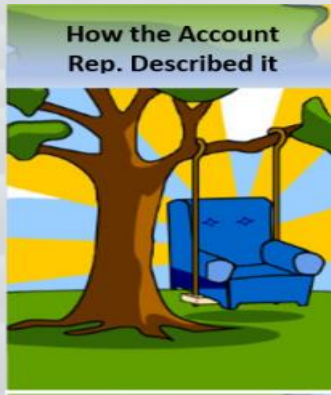
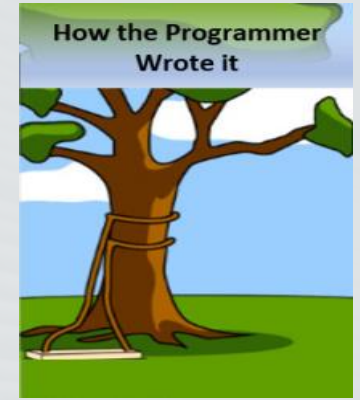
**2nd
Session**



Miscommunication & Corporate Challenges

- Cost of Miscommunication**
- Aspects of Miscommunication at the corporate level**
- Corporate Communication challenges**
 - **External Challenges**
- Two Case Studies**

Cost Of Miscommunication



How the Customer Explained it



How the PM Understood it



How the Analyst Designed it



How the Programmer Wrote it



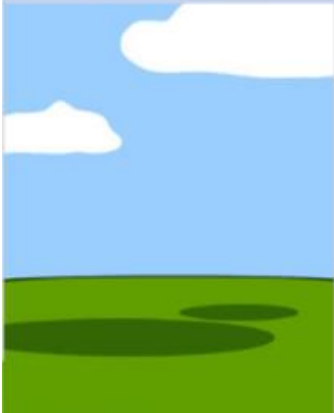
What the Beta Tested Received



How the Account Rep. Described it



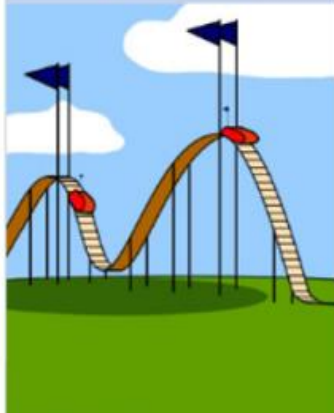
How the Project was Documented



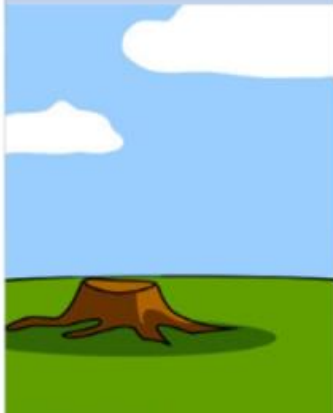
What Operations Installed



How the Customer was Billed



How it was Supported



What Marketing Advertised



What the Customer really Needed!!!



Namely, according to the report *The State of Miscommunication*, a whopping 81% of employees say workplace miscommunication occurs very frequently, frequently, or occasionally.

What's even more interesting is the fact that 50% of employees say that they've never, seldom, or rarely directly been involved in workplace miscommunication.

Talk about the “It's not me, it's you” situation.

GROUP DISCUSSION

Why effective communication
is vital to business success



The Cost of Miscommunication

- No one knows exactly how much miscommunication costs businesses, industries, and governments each Project.
- In fact, Poorly-worded or inefficient emails, careless reading or listening to instructions, briefs, documents that go unread due to poor design, presenting inaccurate information, and sloppy proofreading.
- The problem is that these costs aren't usually Visible.

The Economist Intelligence Unit's
research.

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Senior Executives

Managers

Junior Staff

44% of respondents
projects to be delayed or fail

18% of respondents

**Sale \$100,000 To
\$999,999.**



Cost of Miscommunication in the Workplace

86% of employees and executives

cite the lack of effective collaboration and communication as the main cause of workplace failure

45% of workers

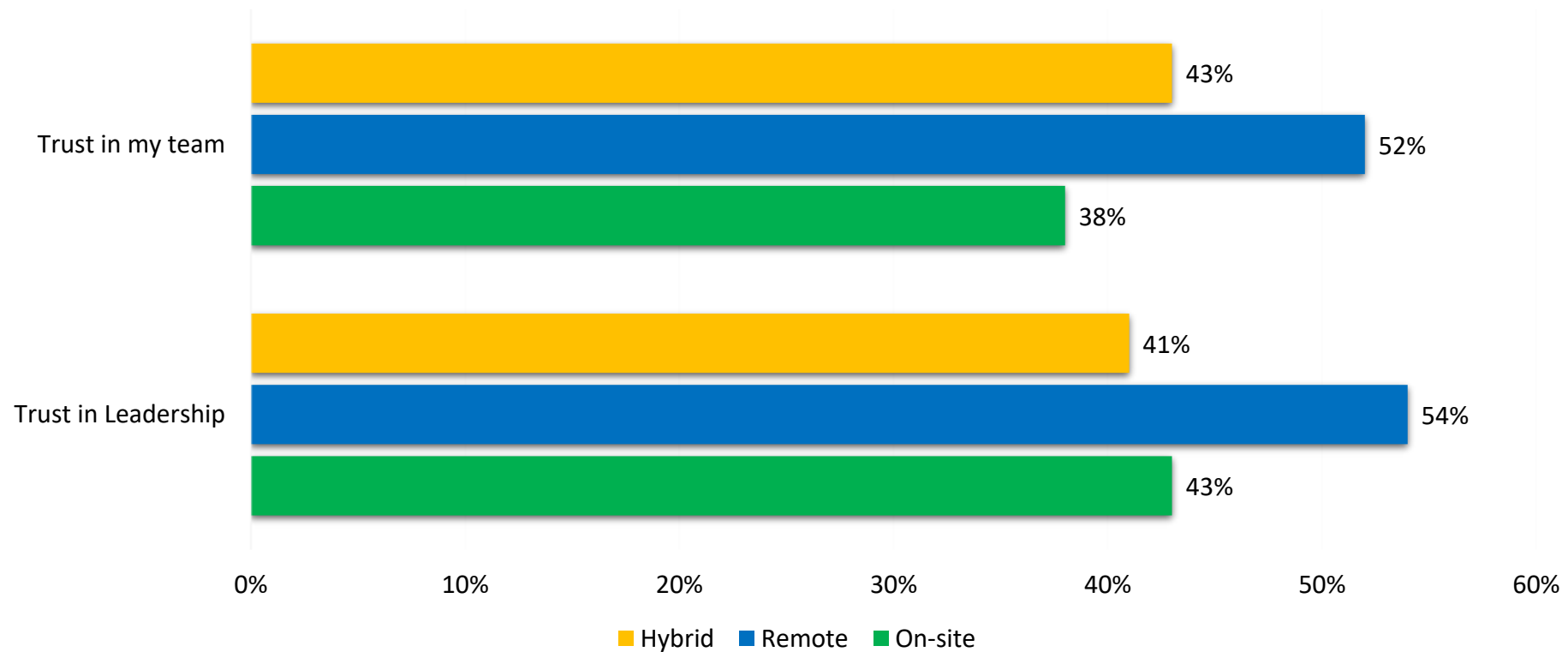
Poor communication is affecting trust

28% of employees

point to poor communication as the reason for breached deadlines.

Cost of Miscommunication in the Workplace

How Poor Communication Affects Trust in the Workplace



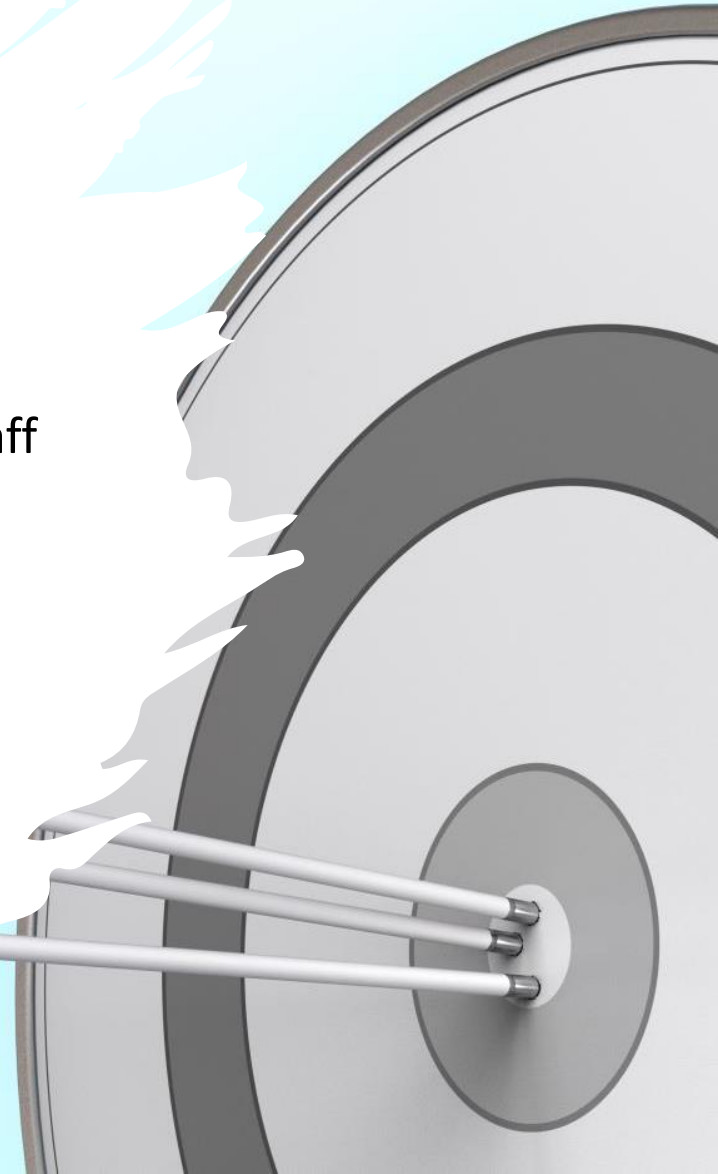
Cost of Miscommunication in the Workplace

Aspects of Miscommunication at the corporate level

Poor communication can cause you and others to rush, feel stressed, overworked, and lack joy, creating a sense of anxiety and tension and lowering productivity.

1-Unclear Objectives

- The objectives of the projects are always vague, staff members run in scattered directions, they aren't aligned, and the projects' objectives are never specific.



2-Missed Deadlines



47% of employees say it is difficult for them to get a good idea of where a project is headed and so consistently miss deadlines.



Missed Deadline = Missed Due Date + Missed Quality

3-The Blame Game

- The discussion goes round in circles as you try to figure out who's at fault, and why. Wasting time, and pointing fingers, rather than looking for solutions, is a common occurrence but it's far from constructive.
- Ethics and accountability are intimately related to miscommunication. refusal to accept responsibility for a mistake. Blaming others.



4-Workplace Conflict

- Conflicts between coworkers can occur when there is a high level of tension due to miscommunication. Additionally, this firm may have other unreported conflicts.
- Flow ambiguity at work can make your job more difficult, When you don't know how to start with a task or when to stop working on it, You may have a basic goal that you can work towards. Your productivity or capacity to finish other chores may alter as a result.



5-Unpredictable Work Environment

- Miscommunication causes a lack of predictability and stability within the workplace, leading to an uneasy environment for employees to work in. Everyone has a responsibility to facilitate an active dialogue in order to create a stable work environment to get their best work done.



6-Low Morale

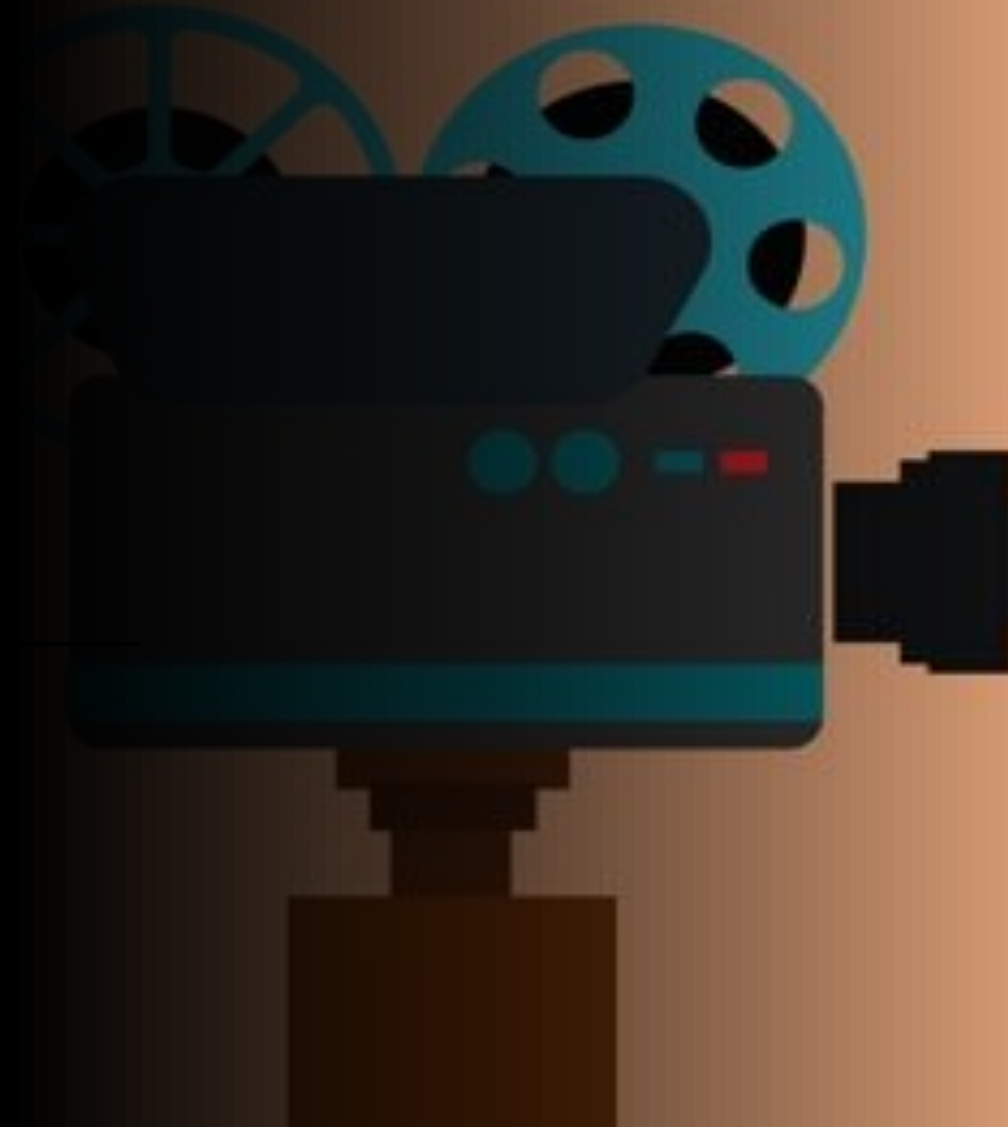
- Miscommunication leaves the employee with a sense of guilt, embarrassment, or even low self-esteem.
 - Low workplace morale should be addressed immediately so that employees can maintain a healthy work-life balance and continue working efficiently.
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7-Safety issues

- Psychological safety is lost, and everyone feels guilty for being remiss in action, afraid of expressing ideas, and fear to take decisions.



[Click To Watch Video](#)



Eggless Omelet



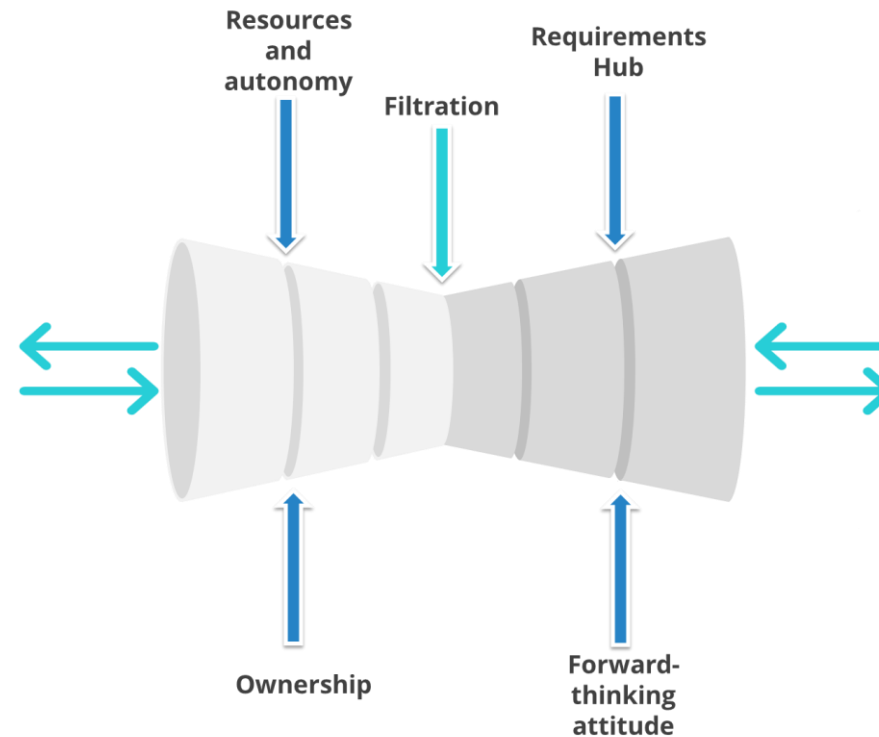
Corporate Communication Challenges

Corporate Communication Challenges

Internal Communication

- 1-Leadership
- 2-Transparency
- 3-Making Assumptions
- 4-Communication channel
- 5-Employee Recognition
- 6-Employees alignment
- 7-Inter-department coordination
- 8-Information silos
- 9-Employee feedback

Gate-Entry Communication



External Communication

- 1-Pre-call planning ?
- 2-Limited questions (credit Card)
- 3-Under Communication
- 4-Fear of Details
- 5-Ambiguous Content
- 6-Interactive feedback

Culture

Corporate External Communication Challenges

1-Pre-call planning ?

2-Limited questions (credit Card)

3-Under Communication

4-Fear of Details

5-Ambiguous Content

6-Interactive feedback

1- Pre-call planning?

- Determine Call Objectives before planning is a must.
- Planning communication can ensure confidence and preparation for Execution.
- In the planning stage, you can also choose your communication mediums, prepare your briefing questions, and do your homework.



2- Limited Questions (Credit Card)

- Each account and customer success believe they have limited credit for the questions.
- so, they won't probe further to identify the client's real problems.



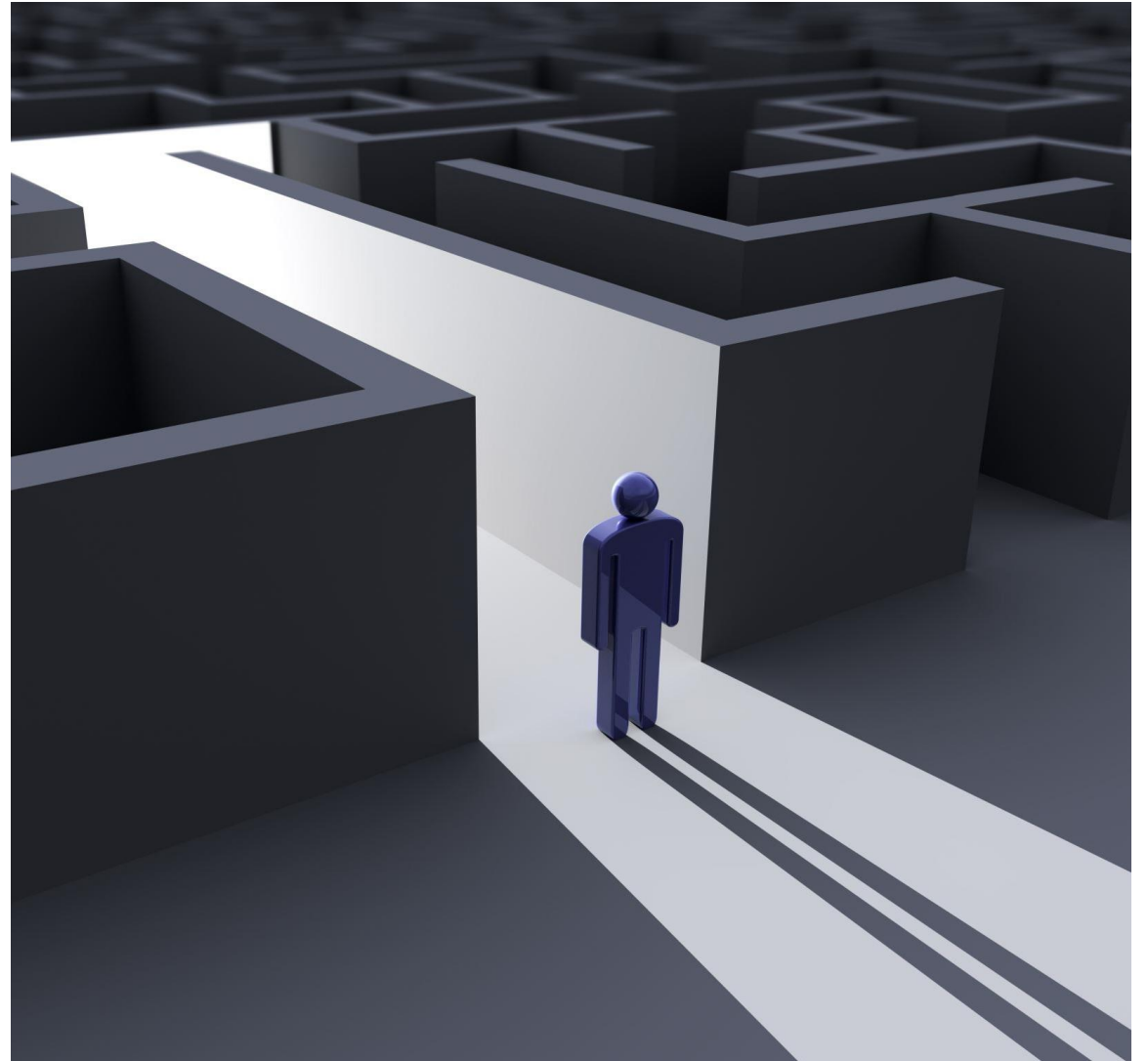
3- Under Communication

- Not having enough information about a project or any other vital component of business, leads employees to assume what is going on.
- Identify the gaps in your understanding of the communicated messages, then ask your prospect to help fill them in.
- They'll appreciate your honesty about what you don't know, and you'll avoid losing valuable data & directions because of incomplete communication.

4- Fear of Details

Many Key Accounts and customers success need to avoid that trap, their **fear of being ignorant** prevents them from achieving their objectives

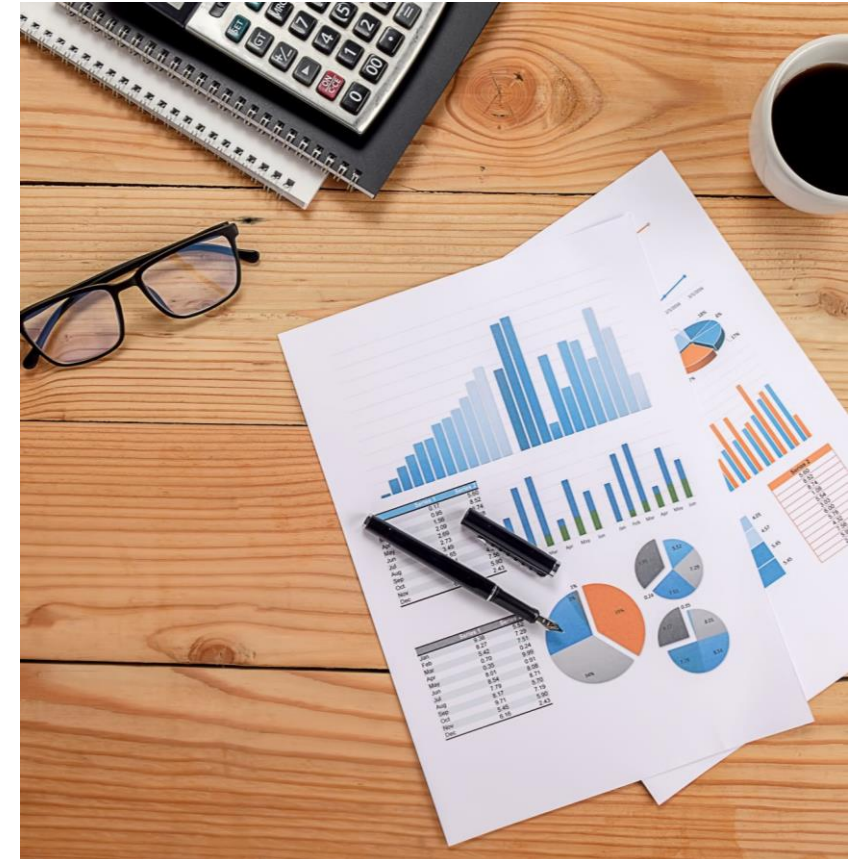
The customer values your inquiries because they understand that they will assist them in achieving their objectives with high-quality deliverables.



5- Ambiguous Content

- Content starts the journey of sales from planning to get it to cascading to the internal department and delivering the output of that content.
- So, we need clear, complete, and precise content.

- a) Brief Template.**
- b) Right formatted.**
- c) Messenger: Talk in favor of me.**



6- Interactive Feedback

- while you are conversing with real consumers. feedback provides insightful information about the quality of your deliverables.
- Gaining feedback is an art that involves pinpointing the precise areas of excellence and those where deliverables need to be developed.
- Not just giving a generic thumbs up or down, we need Interactive feedback (Dialogue, not a monologue)

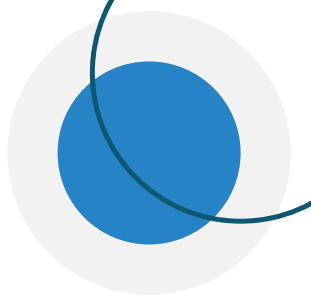
“Key visual is bad”



GROUP DISCUSSION

We Can Improve The Way We
Talk & Listen





Case 1



- Key Account received the brief from Sanofi without utilizing their credits of questions, so we used the old logo.
- The finance department answers in two days to the key account's quotation, which the customer requested as soon as possible, and the quotation status is always "in progress."
- The client was frustrated and started to contact another firm after receiving the quotation from the main account, but our strong relationship with him convinced him to work with us.
- After we completed the project and sent it to the client, he was delighted but requested a modification to the logo.
- which would have cost us an additional 5 operational working hours.





Determine the following

- Define Who is communicating to whom about what, how, and why? What was the goal of the communication in each case?
- Identify the communication error (poor task or audience analysis)? Use of inappropriate language or style? Poor organization or formatting of information? Other?)
- Explain what costs/losses were incurred by this problem.
- Identify possible Key actions that would have prevented the problem, and what benefits would be derived from implementing Key actions?



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

George Bernard Shaw



THANK YOU