Mastering Communication Art

4th Session

Proper Communication Model & Impact

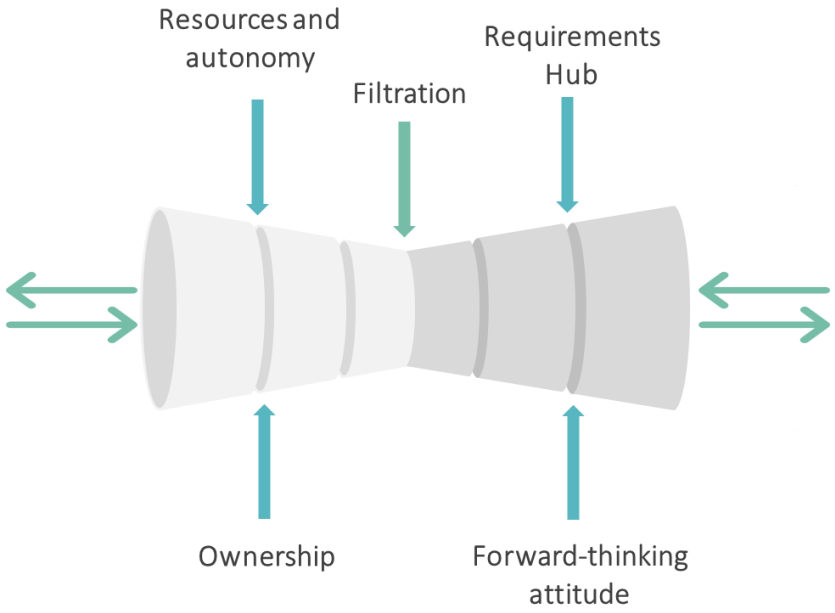
- Corporate proper Communication tips
  - Internal Communication.
  - Gate-Entry Communication.
  - External Communication.
- Proper Communication Impact on Corporate

Corporate proper Communication tips

Internal Communication

- 1-Leadership
- 2-Transparency
- 3-Alignment
- 4-Certainty
- 5-Feedback
- 6-Recognition
- 7-Communication Channel
- 8-Information Silos

Gate-Entry Communication



External Communication

- 1-Pre-call planning ?
- 2-Unlimited questions (credit Card)
- 3-Over Communication
- 4-Details driven
- 5-Clear Content
- 6-Interactive feedback

Culture

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Corporate proper Internal Communication tips

1-Leadership

2-Transparency

3-Alignment

4-Certainty

5-Feedback

6-Recognition

7-Communication Channel

8-Information Silos

1-Leadership

- **A:** you should trust in others' perspectives to encourage collaboration between departments during project execution.

- **B:** You should facilitate teamwork, support them with shortcuts when needed, and foster inquiries by creating a judgment-free context.

A: Intra-Department
B: Inter-Department

2-Transparency (Inter/Intra)

- You should Make sure all the information is clear and fully shared and agree to use internal communications tools **(Odoo)** to encourage transparency. And **Never assume** anything – **overcommunicate instead.**

As a result, Employees will feel safe, confident, and comfortable with communication; mistakes will be discussed objectively.

3-Alignment

- **A:** Cross-functional teams must be in sync with their projects, particularly how each will impact the others.
- **B:** The leader should deliver a full understanding of the project's scope and how each team member’s contributions will affect the whole project.
- Project executor must follow the workflow stages, Even when it seems preferable to skip a stage.

A: Intra-Department
B: Inter-Department

4-Feedback

- Creating a culture of sharing mutual feedback is a corner stone for corporate development.

- **A:** Leaders should keep Two ways of Feedback about the project cross deliverables, to consider in the upcoming projects.

- **B:** you should Work with subordinates to get their perspectives on workflow, values of leadership, and areas for development.

A: Intra-Department
B: Inter-Department

5-Recognition

- Recognition is the cornerstone of motivation and engagement. It is entitled to the right direction and values exerted effort.

- **A:** you should recognize other teams' efforts will boost your relationship with them.

- **B:** You should utilize Concepts like **"Sign your own work"** and **"Cascade the management feedback to your team"**

A: Intra-Department
B: Inter-Department

6-Certainty (Inter/Intra)

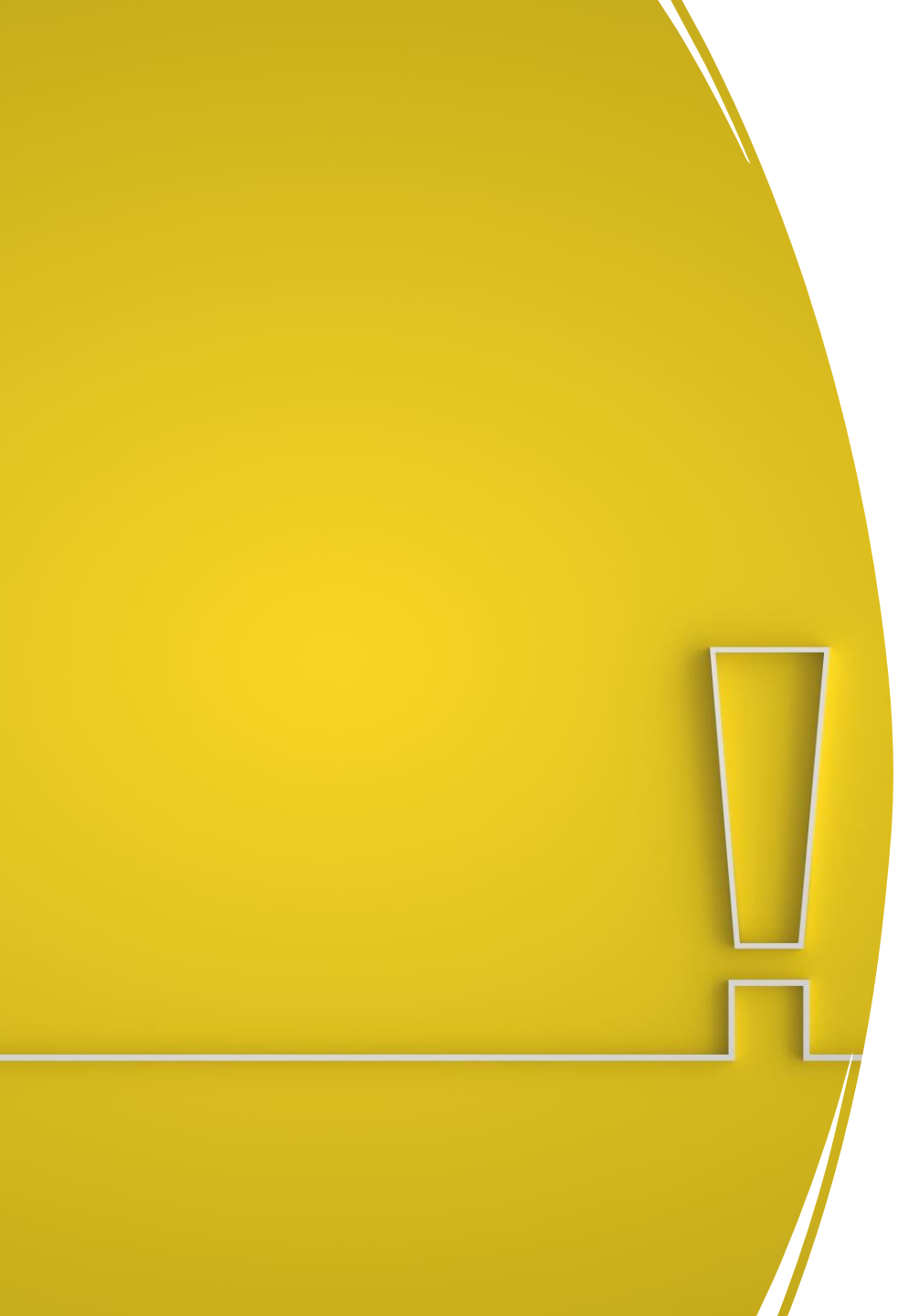
- Certainty encourages confidence in the workplace. But for sure eliminates ambiguity and assumption, **so you should:**
- Communicate a holistic view of projects early, coherently, and consistently. **(Over Communicate).**
- **Rephrase the meaning:** to have a certain understanding.
- use a unified platform for internal communication like Odoo.
- Develop cross-team communication guidelines for project milestones.

7- Communication channel (Inter/Intra)

- Team leaders must be available to answer employee questions for effective mentoring and training.

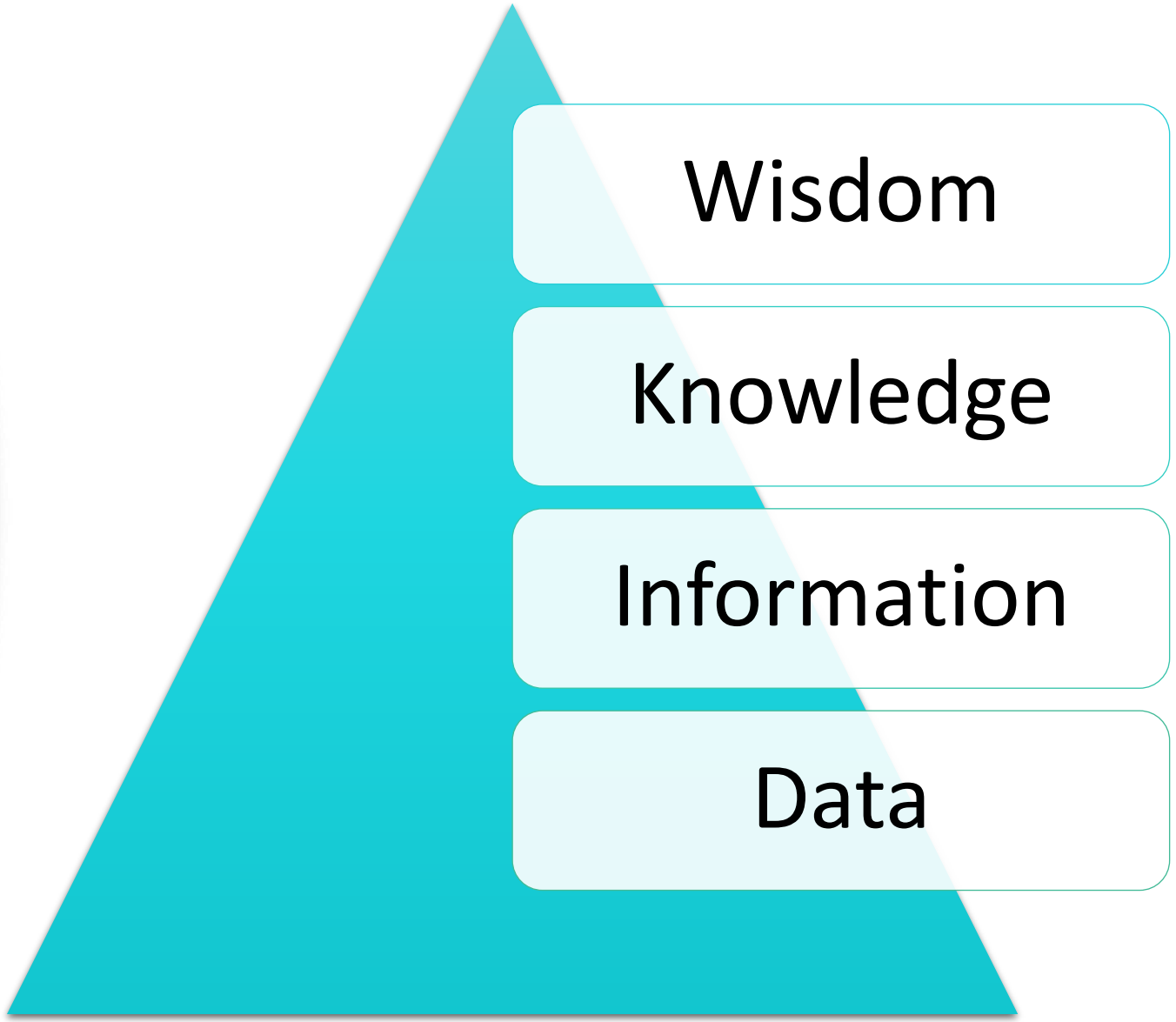
- You must create & maintain an Open culture to communicate clearly **(psychological safety), and (cascade the ownership).**

8-Information silos (Inter/Intra)

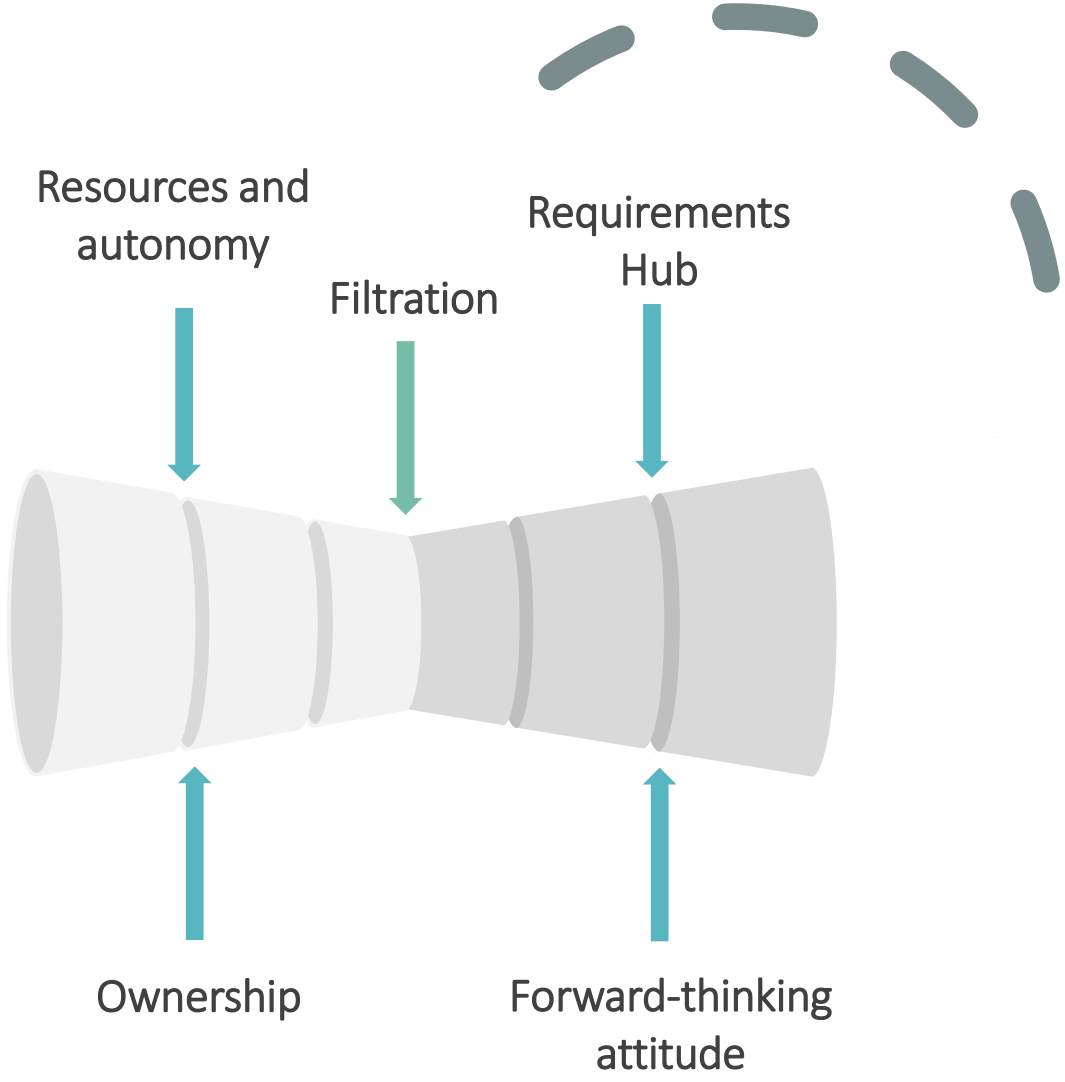


- Have you included all relevant information – contact names, dates, times, locations, and so on?
- Do you have a documentation system?
- You should double-check your messages and emails to avoid (costly) mistakes.

Information silos: DIKW Journey



Corporate Proper **Gate-Entry** Communication tips

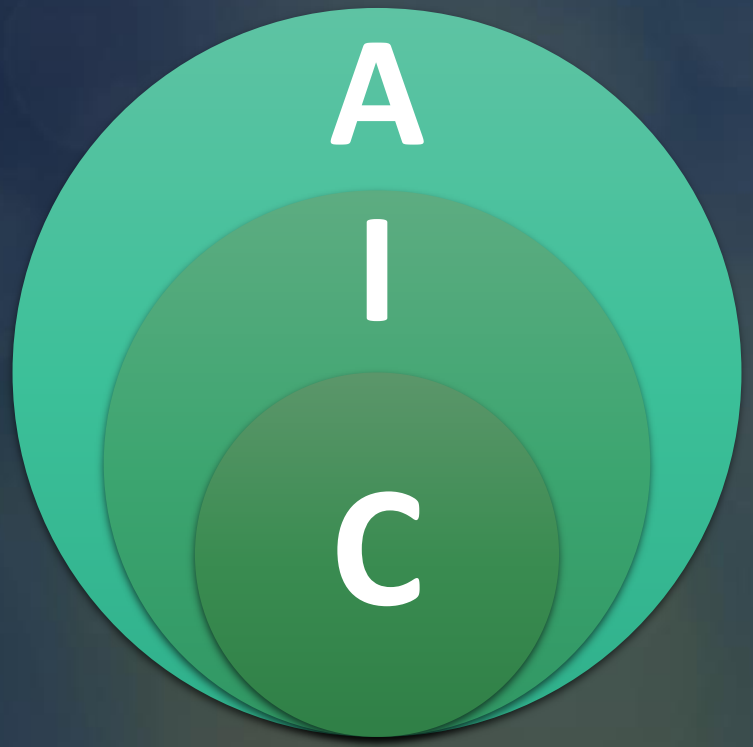


1-Ownership: Be Proactive

Reactive people

Proactive people

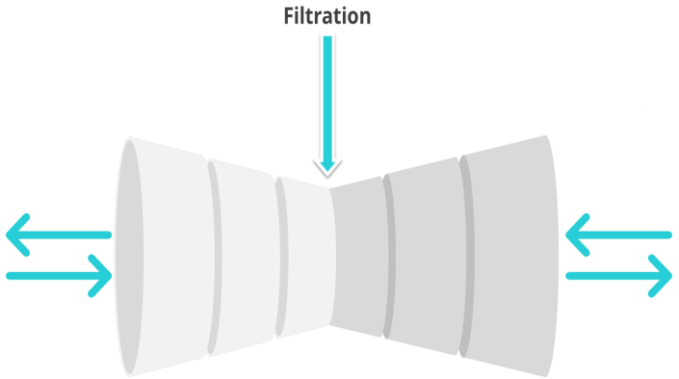
Ownership: Be Proactive
(CIA Approach)



Focus on things you can Control

2-Filtration
(Two-way communication!)

- You should check the integrality of the resources you received.



3-Forward-thinking attitude

- You should consider your work aspiration objectives against your actions.

4-Requirements Hub

- You should complete all project requirements before cascading projects to the targeted department.
- You should not only Collecting all the project requirements but also selecting the material specifically for each department

5-Resources and autonomy

- You must Provide all project resources in a timely manner. Keeping all the projects well documented.

- You should empower your team, by giving them freedom to decide what to do and how to do it, delegating decisions, not tasks. Encourage ownership of their job. Don't micromanage.

Corporate proper External Communication tips

1-Pre-call planning ?

2-Unlimited questions (credit Card)

3-Over-Communication

4-Details Driven

5-Clear Content

6-Interactive feedback

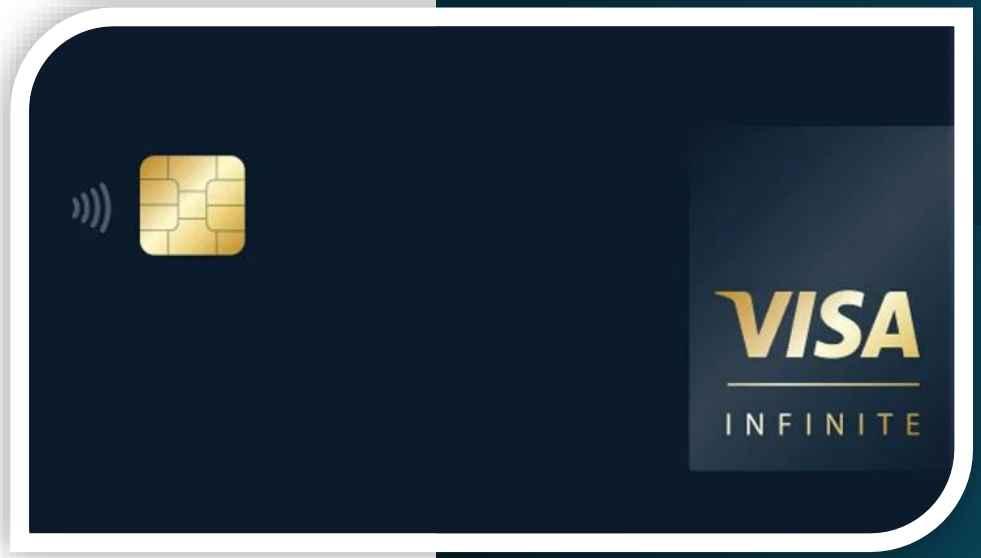
1- Pre-call planning?

- you should do your research, prepare Call objectives, **scenarios**, briefing questions, and employ the **KISS** method.

2- Unlimited Questions (Credit Card)

- You should utilize your infinite Credit card to probe further to identify the client's real needs.

- **<u>Value your question.</u>**



3- Over Communication

- You should eliminate any assumption regarding the project by overcommunicating, and cascading the information, clearly, and repeatedly.

- You should show honesty about others limits against confidential information you hold.

4-Details Driven

- You should compare the details you have against the project objectives.
- The detailed inquiries will assist in achieving project objectives with high-quality deliverables.

5- Clear Content

- You should deliver clear, complete, and precise content.

a) Brief Template.
b) Right formatted.
c) Talk in favor of Executors.

6- Interactive Feedback

- Customer feedback will enable you to understand exactly how your customers experience your service and uncovering their concerns will lead to the best client experience.

- You should have dialogue feedback from the client for enhancing your future deliverables, increasing customer retention.

- You not only just getting the feedback, the most crucial part is cascading feedback

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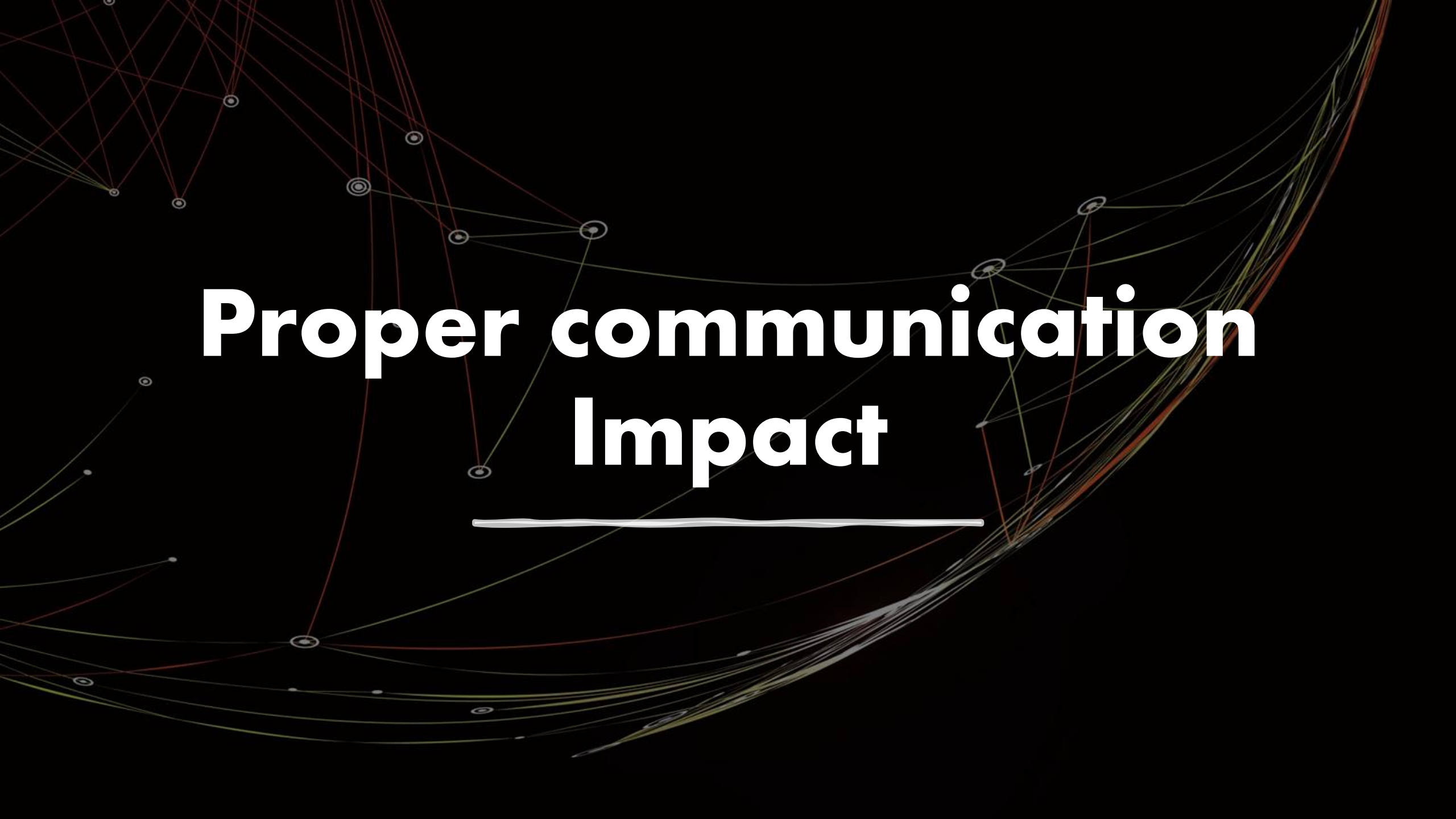
Your Words Shape People's Perception of You

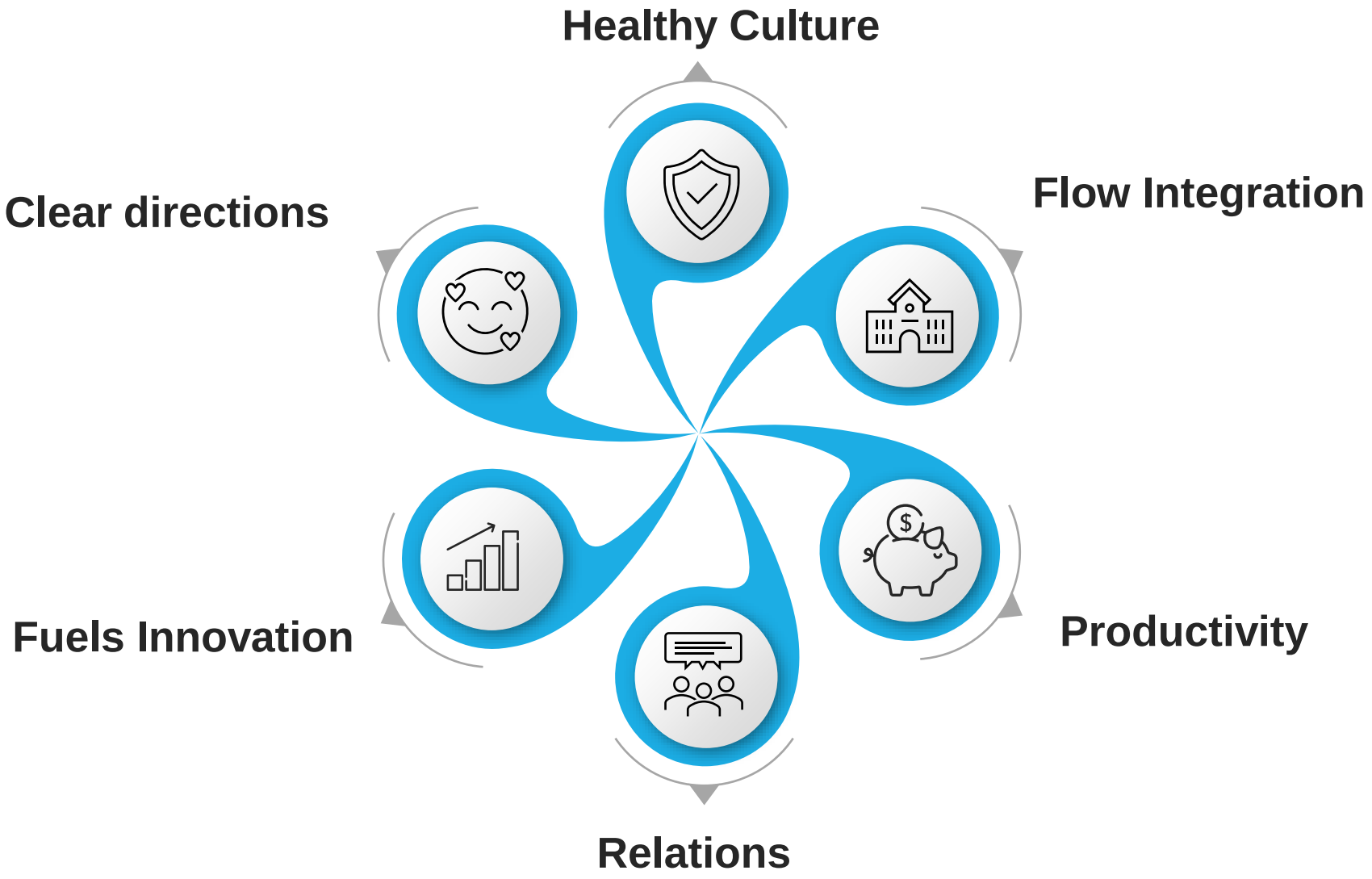
Worded Communication Shape your Perception

- **Warm words for interaction:**
  - ✓ Ingroup Pronouns (We/Ours/Us)
  - ✓ Collaborate, Excited, Engaged, Together, Connect,

  Hi Team, Good Morning friend, Best Whishes Warmly,

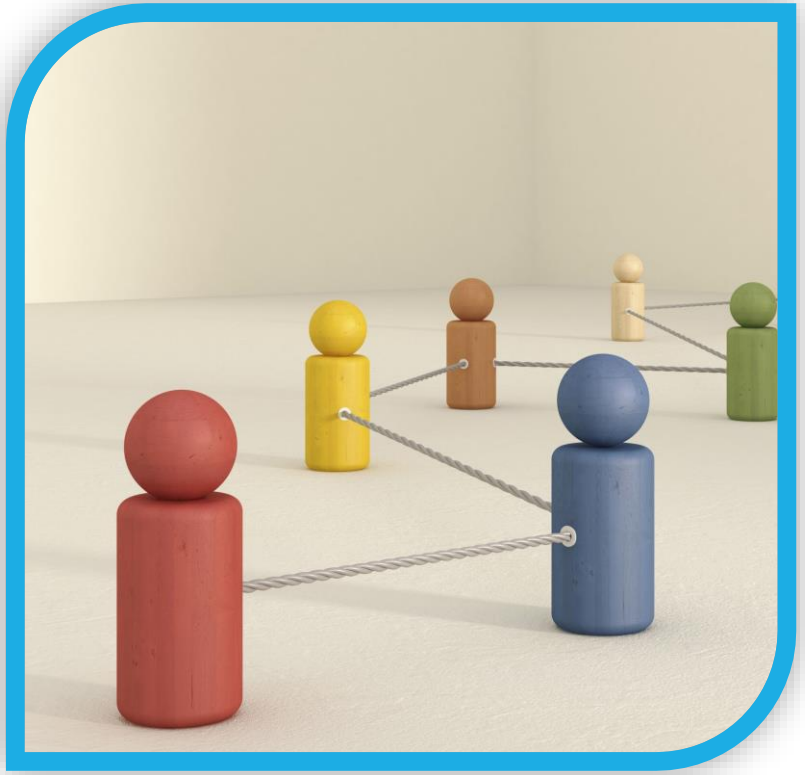
  Cheers, I am Open, Together, happy to be here, best, Both
- **Competent Words For Interaction:**
  - ✓ Productive, brainstorm, effective, get ready, we will power through, lead, knowledge, and streamline, dear


Proper communication
Impact


Healthy Culture
Flow Integration
Productivity
Relations
Fuels Innovation
Clear directions

1-Healthy Culture

- ✓ Healthy Culture emphasizes **Trust and loyalty**, which are key factors in any relationship.
- ✓ Employees feel equal, understood, and inclusiveness



2- Flow Integration

- ✓ Information flows smoothly, developing a shared language and teams collaborate easily, and enjoy more workplace innovations.

3-Productivity

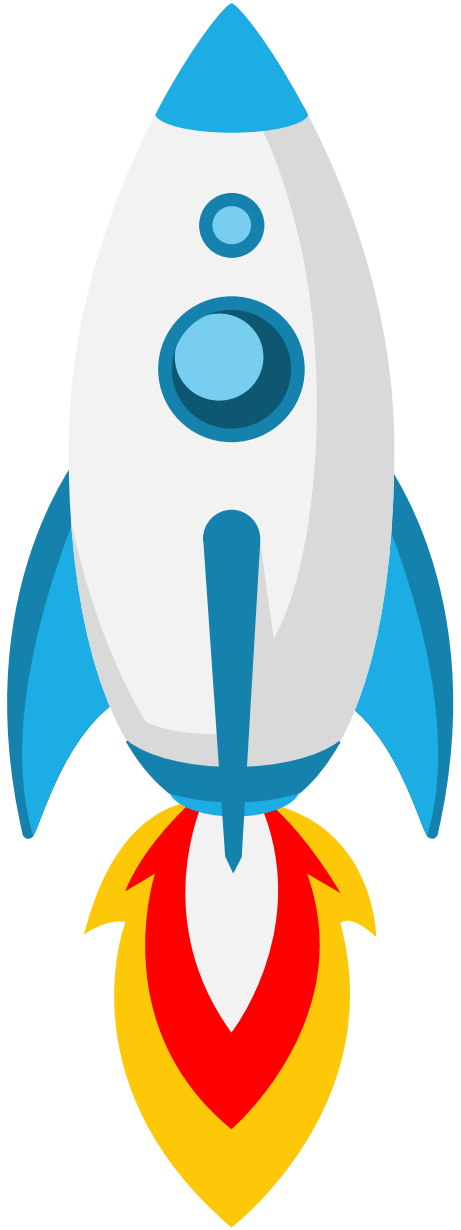
- ✓ Employees comprehend their roles and perform their assigned duties better.
- ✓ Saving resources and time, therefore getting more work done and reducing stress.

4-Relations

- ✓ Providing quality feedback helps people to feel heard and understood. This, in turn, nurtures mutual respect.
- ✓ Proper communication isn't just relevant to employees of the organization, it is also for Clients who strive for companies that value their relationships and keep them up-to-date on changes.

5-Fuels Innovation

- ✓ Employees have a conducive environment where they can openly communicate ideas without fear.
- ✓ Employees are motivated and innovative.



6- Clear directions

- ✓ Teams are aware of specific tasks, objectives, and responsibilities.
- ✓ Cultivating constructive attitudes.
- ✓ Creating harmony, and keeping employees engaged in their work.

Proper communication Impact

David Grossman's report, "In a survey, which included <u>400 large companies</u> and <u>100,00 employees</u>".

PRODUCTIVITY INCREASES BY **25%**

TRUST INCREASES BY **80%**

TALENT RETENTION BY **4.5X**

THANK YOU