LTCO PRESENTS

MISCOMMUNICATION TRAINING
DEFINITIONS

**Communication**: process by which information is exchanged between individuals through a common system of symbols, signs, or behavior; exchange of information

**Miscommunication**: failure to communicate clearly
COMMUNICATION

What’s Your Style?
DIRECT STYLE

Likes:
* being in charge
* challenges
* difficult assignments
* quick action

Wants:
* freedom
* power
* independence
* quick results

Communication Difficulties: too brief, one-way communicator, poor listener, come across as blunt
# TALKATIVE STYLE

<table>
<thead>
<tr>
<th>Likes:</th>
<th>Wants:</th>
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<tbody>
<tr>
<td><em>people</em></td>
<td><em>popularity</em></td>
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<td><em>popularity</em></td>
<td><em>influence</em></td>
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<td><em>positive atmosphere</em></td>
<td><em>acceptance</em></td>
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<td><em>persuading people</em></td>
<td><em>public recognition</em></td>
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Communication Difficulties: talk too much, speak without preparation, oversell ideas, give too much information
SINCERE STYLE

Likes:
*sincerity
*member of a group
*stability
*time to adjust

Wants:
*build roots
*feel needed
*asked not told
*tell all you know

Communication Difficulties: respond slowly for information, need too much person attention, turned off by aggression
ORGANIZED STYLE

Likes:
* thoroughness
* low-risk situations
* cooperation
* organization

Wants:
* thinking time
* long explanations
* standard operating procedures

Communication Difficulties: excessively detailed, write long memos, overemphasize things in writing, slow to trust others
THEY MISUNDERSTOOD ME

~the following five categories are reason for miscommunication~

Category 1: Assuming
Category 2: Lack of Information
Category 3: No Specifics
Category 4: Disease/Illness
Category 5: Lack of Listening
UNDERSTAND ME PLEASE

~the following five categories are ways to avoid miscommunication~

Category 1: Assume You Will Be Misunderstood

Category 2: Check for Understanding

Category 3: Speak Specifics

Category 4: Eliminate the Illness Factor

Category 5: Listen and Hear
Listening Tips
Communication Strategies
What They Said/What They Meant

(What They Said)

Used Cars: Why go elsewhere to be cheated? Come here first.
What They Said/What They Meant

(What The Problem Is)

The statement really means: we’ll cheat you, too; there’s no reason to go anywhere else.
We’re honest; the other guy will cheat you.
If you come here first, you won’t be cheated.
International Marketing Nightmares