

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



Likes:

- *people
- *popularity
- *positive atmosphere
- *persuading people



Wants:

- *popularity
- *influence
- *acceptance
- *public recognition



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.





What They Said/What They Meant



(What They Meant to Express)



We're honest; the other guy will
cheat you.





What They Said/What They Meant



(What They Should Have Said)



If you come here first, you won't
be cheated.





*International
Marketing
Nightmares*