



District 26 TLI - July 18, 2020

“Communication is not what you thought you said, but what others thought you said.”

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Brief recap of the presentation:

Below are five (5) strategies to help you be even more successful in your communication with others in order to accomplish club, area, division, district or personal goals.

Entrepreneur Magazine.....After a verbal or written communication the communicator (source) thinks the audience (1 or thousands) understood 90% of the message. “Actually closer to 50%.”

How do we close the gap in understanding?

1. Avoid use of jargon....Jargon (words) used in organizations, among friends needs to be defined if used with new people. Why....may cause confusion in the listener. Example....we use DTM in our club meetings in front of our guests and we wonder why they leave confused and unsure of the club. Have all jargon defined on the agenda for the guest. Toastmaster should refer to the definitions.
2. Improve Listening Skills: Listen to understand not to react. Recommend the club practice listening with a “Who Said” exercise via the Grammarian. They can select two or three phrases used in the meeting... and say, “Who said...?”
3. Improve Nonverbal communication skills: “the transmission of messages or signals through a nonverbal platform such as eye contact, facial expressions, gestures, body movement, posture, etc.” Usually 5-7 seconds for the listener to make the first impression, based on nonverbal signals presented by the Speaker. Recommend asking your evaluator to let you know what non verbal signals you are using distract from your message.

**Where does the listener get their information: Based on communication research started by UCLA...
Nonverbal 55%, Voice 38%, Words 7%.**

4. Improve Zoom or online Etiquette...Refer to “Zoom Etiquette Simple Tips and Tricks” handout by Roberta Perry on the D26 website.
5. Know your Communication style and the Communication style of others. Refer to Pathways Presentation Mastery - Level 2, Project #1. Or, refer to Myers-Briggs Communication Styles.

Basically 4 Communication Styles:

- 1) Direct Communication peppered with “Bottom Line”... or let’s focus on Specifics, solutions. Usually quick to make a decision. Task oriented.
- 2) Analytical: Communication peppered with “Data, facts, figures, statistics, Examples, etc.” Usually looking for more data to make a decision. Task-oriented.
- 3) Initiating: Communication peppered with stories. Usually they have a 1,000 ideas!...”let’s try...Project oriented.
- 4) Supportive: Communication peppered with stories about family, friends, Team experience. Orientation - They will focus on how the activity, etc. will affect the team or the people. People-oriented. Personal Goal: recommend that we get comfortable using all four Communication Styles. New teams should take time early on to discuss their communication styles...plus how they like to receive or give information. Especially important under times of stress. Plus, when building teams recommend having each style on the team!

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Bonus Strategy: (Not presented in today’s presentation)

Roberta’s “Secret Sauce” for creating and delivering effective presentations:

1. **Know Your Audience:** Who is in the audience - age, culture, women vs men, business, demographics, etc....helps a speaker to select stories, and examples.
2. **Know Your Primary Purpose:** For this audience do you want to inform , persuade, entertain, or train?
3. **Know the correct outline to use based on your purpose.**
4. **Know your message:** get your message down to 5-7 words that can be repeated throughout the speech. (Example....Lance Miller, WCPS 2005 speech...do you validate?)
5. **Know your room! Own it! Walk it before your presentation.** Where are the light switches, dead zones, microphones, any stage problems, etc. Be prepared for any technical challenge!
6. **Know Yourself:** What food, etc. to eat before speaking. Avoid mixing carbs and proteins...sleepy! Avoid alcohol and energy drinks. Vocal exercises before speaking.

Stretching before speaking!

Above all: Have Fun!