



Communicate for Good

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"COMMUNICATION"

=

THE MESSAGE RECEIVED,
NOT THE MESSAGE SENT

The Communicate for Good Framework



\$12,506



QUESTION

What is the #1 thing that gets in the way of people, teams, and organizations communicating successfully?



ANSWER

Not understanding
the Energetics of Language

Words matter.



Words ARE matter.



The girl walked to the store.

The girl skipped to the store.

The girl slunk to the store.



The girl ***walked*** to the store.

The girl ***skipped*** to the store.

The girl ***slunk*** to the store.



OKAY

Green

White

Pink

AWESOME

Mint

Jasmine

Rose

15,000



The Claxon Method

1. **WHAT** does success look like?
2. **WHO** is your audience?
3. **HOW** can you most successfully communicate with your audience?

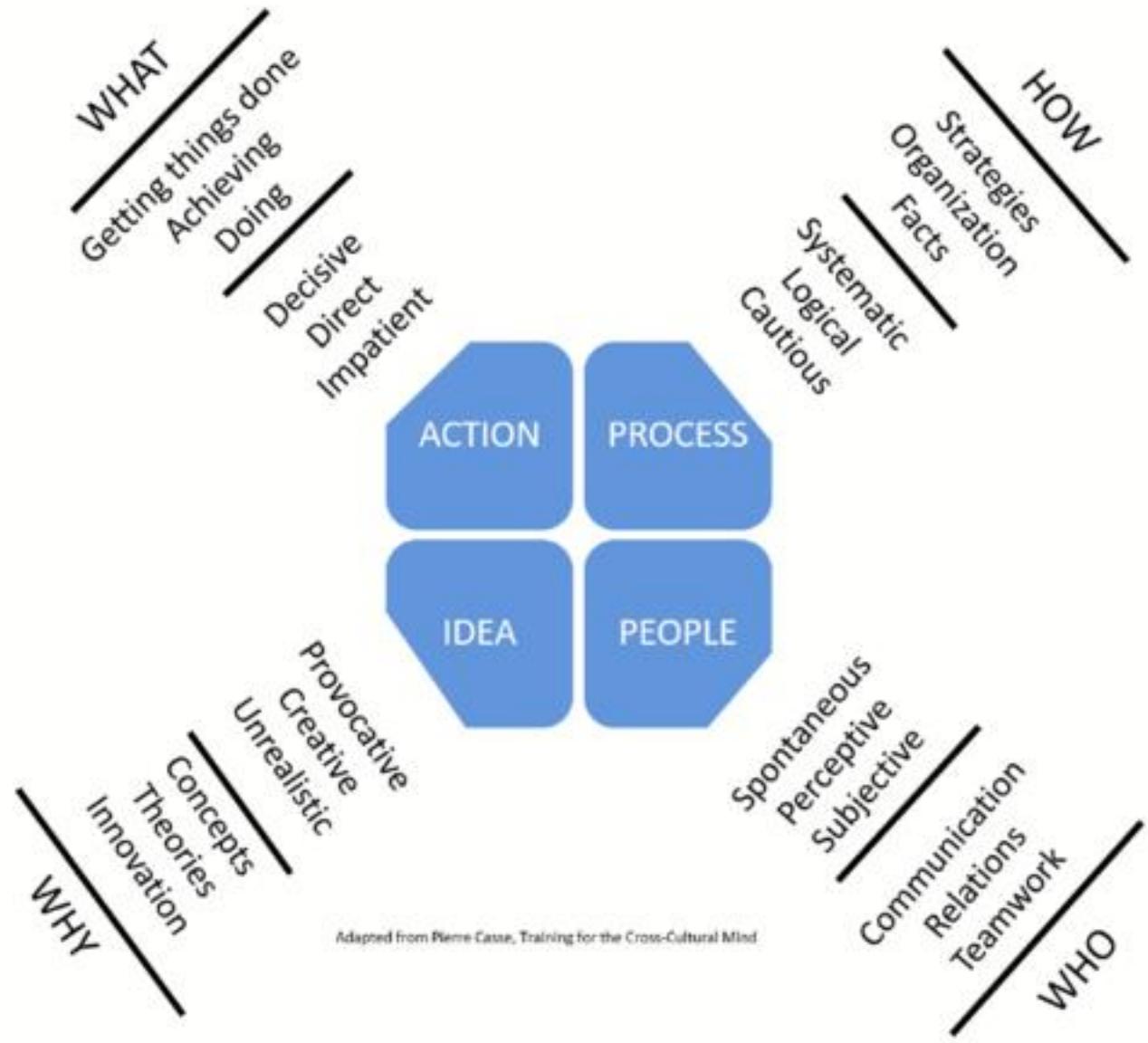


The Communicate for Good Framework



Pierre Casse Assessment





Adapted from Pierre Casse, Training for the Cross-Cultural Mind



POLL:

What is your primary communication style?



ACTION-ORIENTED

Action-oriented people like action, doing, achieving, getting things done, improving, moving ahead, being pragmatic (down to earth), being direct or to the point, decisive, and challenging.

CONTENT:

(When communicating, FOCUS upon)

- Results
- Responsibility
- Objectives
- Feedback
- Performance
- Experiences
- Productivity
- Challenges
- Efficiency
- Achievements
- Moving Ahead
- Change

PROCESS:

(Communication Behavior is)

- Programmatic (down to earth)
- Direct (to the point)
- Impatient
- Decisive
- Quick Analysis (moves from one idea to another)
- Energetic / Confrontational



PROCESS-ORIENTED

Process-oriented people like facts, organizing, structuring, setting up strategies, tactics, analyzing, documenting, testing, controlling, observing, being systematic, logical, unemotional, cautious, and patient.

CONTENT:

(When communicating, FOCUS upon)

- Facts
- Procedures
- Planning
- Organizing
- Controlling
- Testing
- Trying Out
- Analysis
- Observations
- Proof
- Details

PROCESS:

(Communication Behavior is)

- Systemic (step by step)
- Logical (cause and effect)
- Factual
- Verbose
- Unemotional
- Cautious and Patient



PEOPLE-ORIENTED

People-oriented individuals like to focus on social processes, interactions, motivation, teamwork, communication, feelings, needs, expectations, personal growth, and self-actualization. They are spontaneous, emphatic, warm, perceptive, sensitive, emotional, and subjective.

CONTENT:

(When communicating, FOCUS upon)

- People
- Needs
- Motivations
- Teamwork
- Communications
- Feeling
- Self-Development
- Sensitivity
- Awareness
- Cooperation
- Beliefs
- Values

PROCESS:

(Communication Behavior is)

- Spontaneous
- Empathetic
- Warm
- Subjective
- Emotional
- Perceptive
- Sensitive



IDEA-ORIENTED

Idea-Oriented people like concepts, theories, innovation, creativity, opportunities, possibilities, and new ways and approaches to problem-solving. They are imaginative, charismatic, full of ideas, provocative, and stimulating.

CONTENT:

(When communicating, FOCUS upon)

- Concepts
- Innovation
- Creativity
- Opportunities
- Possibilities
- Grand Designs
- Issues
- New Horizons
- Alternatives
- Interdependence
- New Ways
- New Methods

PROCESS:

(Communication Behavior is)

- Imaginative
- Charismatic
- Difficult to Understand
- Ego-Centered
- Unrealistic
- Creative
- Full of Ideas
- Provocative



Adjusting to Other Communication Styles

Communicating with an **ACTION** oriented person:

- Focus on the results first (state the conclusion right at the outset).
- State your best recommendation (do not offer many alternatives).
- Be as brief as possible.
- Emphasize the practicality of your idea(s).
- Use visual aids.

Communicating with a **PROCESS** oriented person:

- Be precise (state the facts).
- Organize your presentation in a logical order (1, 2, 3...)
- Break down your recommendations.
- Include options (consider alternatives) with pros and cons.
- Do not rush.



Adjusting to Other Communication Styles

Communicating with a **PEOPLE** oriented person:

- Allow for small talk (Do not start the discussion immediately).
- Stress the relationships between your proposal and the people concerned.
- Show how the idea worked well in the past.
- Indicate support from well respected people.
- Use an informal writing style.

Communicating with an **IDEA** oriented person:

- BIG picture to specifics. Start off with an overall statement and work toward the more particular.
- Allow enough time for discussion and for tangents.
- In your opening, try to relate the discussed topic to a broader concept or idea (in other words, be conceptual).
- Stress the uniqueness of the idea or topic at hand.
- Emphasize future value or relate the impact of the idea on the future.



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WORDIFIER

The Wordifier will tell you whether you should **stop using a word**, **use it with caution**, or **use it all you want!**

enter your word here:

STOP!

That word is way overused by nonprofits, my friend. If you want your words to stand out, pick a word that's used less often...[bearing in mind these caveats, of course.](#)

provide: to take precautionary measures <provide for the common defense *United States Constitution*> [\[show more\]](#)

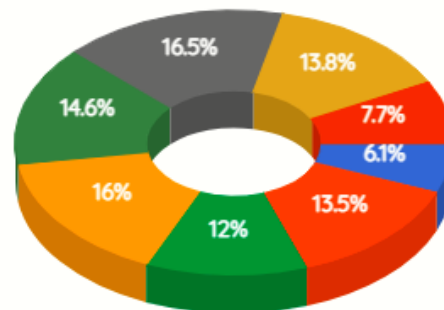
Part of Speech:

Merriam-Webster Collegiate Dictionary

Related Words & Synonyms for provide

give hand supply deliver feed

Organizations using this word:



- Arts and Culture
- Educational Research
- Environment/Animals
- Health
- Human Services
- International
- Public/Social Benefit
- Religion



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What examples do you have of communication gone awry?



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