As we get started...
Change name on Zoom:
Add your state/territory abbreviation.

Today’s Agenda

Part 1: Communication Styles
- Understand communication styles
- Identify strategies for successful communication
- Increase self-awareness

Part 2: Concise Communication
- Simplify the complex
- Get to the point
- Written vs. Spoken considerations
- Create your verbiage
- Build your action plan

Write down 1 goal for yourself.

A bit about me...
Background in Improv
Professional speaker
Professor of Communication @ Loyola University Chicago
Working with NCSL since 2014
Storyteller
UNDERSTAND COMMUNICATION STYLES

DiSC Dimensions of Communication
- Observable behavior
- Not a “personality test”
- No one is just one

What do these letters mean? DISC

D: Drive or Dominant
I: Influence or Influencer
S: Support or Steadfast
C: Clarity or Conscientious

Which styles are here? Poll
1. What’s your PRIMARY communication style?
2. What’s your SECONDARY communication style?
Communication is:
- Fluid
- Situational
- Adaptable

Communication styles exhibit:
- Focus
- Pace
- Priority
- Behavioral Tendencies

IDENTIFY CHARACTERISTICS AND STRATEGIES FOR EACH DIMENSION

Make notes on your worksheet!

D – Dominant or Drive
- Characteristics
  - Direct and guarded
  - Focus: Challenges and tasks
- With a High D
  - Don’t ramble.
  - Come prepared and organized.
  - Offer limited choices.
  - BLUF

I – Influence or Influencer
- Characteristics
  - Direct and open
  - Focus: People and contacts
- With a High I
  - Allow chat time
  - Give specific deadlines
  - Invite involvement

S – Steadfast or Support
- Characteristics
  - Indirect and open
  - Focus: pace and consistency
- With a High S
  - Don’t force quick response
  - Ask about their goals
  - Provide a road map
C – Conscientious or Clarity

Characteristics
- Indirect and guarded
- Focus: Procedures
- Constraints

With a High C
- Be straightforward
- Provide all data at once
- Allow time to think

ACTIVITY: Discuss your style!
- Share your primary style with each other.
- Share:
  - What you can learn from other styles
  - Wish others understood about your style

Structure your dialogue:

My Primary style is ______________.
My secondary style is _________________.
What I can learn from other styles is _________________.
I wish others knew about my communication style is...
I'm not being "rude" when I'm interrupted – I'm just focused and need to finish.

In chat – share!
What did you learn from others that you can do differently?
What do you wish others would do differently?

What’s the benefit of understanding communication styles?

Revisit your frustrating communication

1-2 words about how you felt
Describe other person's style
What was the outcome?
What would you do differently?
Let’s talk about self-awareness. What’s the benefit?

Benefits of awareness?

**Self Awareness**
- Understanding your reactions and tendencies
- Flexing your communication in the moment
- Understanding your actions impact others

**Social Awareness**
- Mindful that others have different perspectives
- Using empathy to understand others

Benefits of awareness?

**Self Awareness**
- Understanding your reactions and tendencies
- Flexing your communication in the moment
- Understanding your actions impact others

**Social Awareness**
- Mindful that others have different perspectives
- Using empathy to understand others

To increase...
- Notice your tendencies
- Journal
- Ask for honest feedback

Time to refresh!
Set your timer; see you in a few minutes.

Part 2: Concise Communication

Why is conciseness important in your work?
Make the complex simple.
Meet your audience where they’re at.

To simplify, think of...
- Your purpose
- The recipient
- Their frame of reference
- “WIIFM?”

Let’s try this! Meet your audience where they’re at
- Breakout rooms: 2 people
- Determine who is Speaker 1/Speaker 2
- Will assign topic

Let’s try this! Meet your audience where they’re at
- Speaker 1:
  - Round 1: Imagine your partner is an elderly relative
  - Describe your job to them

Take 2-2.5 minutes
Let’s try this! Meet your audience where they’re at

Speaker 1:
- Round 2: Imagine your partner is a coffee shop barista who asks what you do.
- Describe your job to them.

Take 1-2 minutes

Switch it up!

Speaker 2:
- Round 1: Imagine your partner is a co-worker you are friendly with (but not super-close).
- Describe your favorite or memorable trip to them.

Take 2-2.5 minutes

Let’s try this! Meet your audience where they’re at

Speaker 2:
- Round 2: Imagine you just landed from your trip, and your partner is a chatty cab driver who asks about your trip.
- Answer them.

Take 1.5-2.5 minutes

How was that?

What did you notice?
What was different when you switched to a different audience?

Next activity...
- Back to Breakout rooms
- Speaker 2 begins
- Topic: A work accomplishment
- Speaker 1 must interrupt and respond...

Why is that important?
Next activity...

- Back to Breakout rooms
- Speaker 1 begins
- Topic: A personal accomplishment
- Speaker 2 must interrupt and respond...

Why is that important?

POLL: When do you want the speaker/writer to get to the point?

Get to the point: In writing!

- Pull out or pull up your Conciseness worksheet or open Google Form in chat
- What’s something you’re working on this week?
- Answer in PDF doc or google form
- Answer in 140 characters.

Recap: To be concise...

- Keep audience (and styles) in mind
- What is your purpose?
- What is your audience’s frame of reference?
- “WIIFM?”

What if they don’t get to the point?

- Polite interruption
- Use “the truth ploy”
- Write what you will say

Examples – write your own on your worksheet

- “Dave, if you could let me finish my thought please.”
- “That’s a great ______, but my member is about to go into committee and I need to get her this draft.”
- “I’m booked all day, can you email me your request?”
- “Suzie, I’m pressed for time, can we cut to the chase?”
Goals and action planning

Revisit Your Goal in #1
Jump to Action Plan
Share in Breakouts

Thank you!