

BUSINESS FREEDOM — 365 —

Month Three, Week Three:
Leadership

Topic
Communication

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Communication

This week we are going to continue to talk about communication, how to be a great communicator, and the power of intention relative to communication. Let's explore some of the methodology and tactical realities of communication and the weaknesses of some of the communication mediums we use today.

To begin, let's talk about communications psychology. When you communicate with someone, it's really important to get clear on your intention.

Have you ever picked up the phone without thinking through how you want that communication to go?

If you do not set out **strategic objectives or intentions** before:

- Writing an email
- Sending a text
- Posting on social media
- Answering the phone
- Making a call
- Making a meeting

It's going to become a responsive, or reactive conversation as opposed to a proactive conversation. It's important to get very clear on what your strategic objectives are for any communication that your going into.

Think through the communication experience for the other person before you engage.

A huge number of the problems we have in our personal lives and our business lives are about lack of clarity in communication. That's why it's beneficial to pause, and consider how your message will be received and what your ultimate intentions are.

Exercise One:

Create the discipline to pause before you communicate and determine the primary objective for communication & then your secondary objective or means for communicating. Get clear about the entire interaction. Not just what you want to say, but what you want them to believe and experience based on the communication you're having with them.

Take the time to set your intentions.

With that in mind, let's move onto how you communicate, there are two way that you can communicate something:

1. Ask for a favor
2. Make an offer

The same exact thing that you are communicating can either be perceived as a favor you are asking for or an offer you are making. In most cases it's always best to try presenting your communication as if you were making an offer because it immediately forces you to develop a sense of empathy and to think about the other person's experience.

What's important to them?

When you communicate to other people through the lens of what's important to them, you become a significantly, more effective communicator. So when making a request, immediately think about what's in it for them, and then frame it as an offer.

Now that we have discussed some psychology around communication, let's talk about methodology. A very interesting point about communication is that:

THE QUALITY OF YOUR BUSINESS LIFE RELIES ON THE QUALITY OF YOUR COMMUNICATION

Have you ever sent an email or a message to someone requesting that they get a task done, you don't follow up, and in the end it doesn't get done?

Who's fault is that? Where's the break down?

It's easy to put the blame on them because you made the request, however there are a number of reasons why it might not be their fault. They may have not have understood something about the message, or maybe they didn't even receive it all together. The point is, if you didn't follow up in some way, then you might have some responsibility in the breakdown.

First off, we need to consider the difference between an open communication and closed communication.

OPEN OR INFERENTIAL COMMUNICATION

Open or inferential communication is left available to assumption. Nothing is explicitly said, but the meaning is implied. There are some people that are naturally inferential in the way they talk . They always talk in inference in the hopes that someone will fill in and help meet their needs.

EX. Saying 'I'm thirsty' and then hoping someone gets you a glass of water

CLOSED OR LITERAL COMMUNICATION

Closed communication is straightforward. Everything is communicated in literal terms, with little room for misinterpretation. There are some people that speak very literally or directly, you never have to guess what they want because they will tell you.

EX. Saying 'Wow, I'm thirsty, could you get get me a glass of water?'

There are also two ways of listening that affects the message being sent:

1. Open or Inferential Listeners

Some people are inferential listeners which means they always listen for inference

EX. If you walk into a room and say 'I'm thirsty', a inferential listener would jump up and go get you a glass of water

2. Closed or Literal Listeners

Some people listen literally which means if you don't ask or tell them specifically what you want their not going to take action.

EX. If you walk into a room and say 'I'm thirsty', a literal listener would think or say 'Yeah, me too.'

The most effective leaders communicate literally, and listen inferentially.

Now let's talk about how you actually communicate. There are so many mediums out there, skype, Facebook, whatsapp, text, zoom calls, etc. It's hard to choose which is best and it's important to understand that every medium has pros and cons.

WRITTEN OR TYPED COMMUNICATION EXAMPLE: EMAIL OR TEXT	
PRO'S	CON'S
Sent instantaneously	Inability to hear tone and inflection
A written record of the conversation	Create a feeling of disconnect or insignificance
You can communicate with many people simultaneously	The meaning of the message is taken incorrectly
	Cannot see body language and emotion

VOCAL COMMUNICATION EXAMPLE: PHONE CALL OR ZOOM MEETING	
PRO'S	CON'S
Speak with the person directly	No record of communication
Ability to hear tone and inflection	Might not reach them or they might not pick up the first time
You can pick up on how they are receiving your message right in moment and make necessary corrections	Takes away from your time
Feel connected	
You can see body language and emotion	
You can communicate with many people simultaneously	

Your homework this week is to evaluate your primary methods of communications, look their weaknesses and come up with some ways of addressing them.

Step One:

Evaluate your three primary forms of communication that you use in your daily life. (Example: text message, speaking in person, speaking over the phone)

I. _____

II. _____

III. _____

Step Two:

Talk about the advantages/affordances for each form of communications.

I. ADVANTAGES

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

II. ADVANTAGES

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

III. ADVANTAGES

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

Step Three:

Talk about the disadvantages for each form of communications.

I. DISADVANTAGES

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

II. DISADVANTAGES

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

III. DISADVANTAGES

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

Step Four:

Determine how you would address the negative aspects of each communication type, to negate these effects.

I. _____

II. _____

III. _____
