

BEEF + LAMB NEW ZEALAND GENERATION NEXT: SESSION 2

COMMUNICATION

SPEAKING WITH INTENT¹

If we want to engage the audience fully, we speak with intent. These three ground rules can support you to speak with intent.

Succinct

Specific

Generous

Succinct

We have this need to explain ourselves, and think people need the whole story to understand us, however when people side-track or use more words than necessary those listening are likely to drift off. If we are speaking so that the person in front of us can make a new mental map in their brain, then we want to keep what we say to a minimum to avoid overwhelming the prefrontal cortex (the front part of the brain which can only handle so much information to process at a time). This will require you to think carefully before you speak and give your message in as few words as possible. The benefit is that you will hold people's attention and interest.

Specific

When thinking about being specific, a good question to ask is 'Is this piece of information nice to know or a need to know?' Are you talking in general ideas or are you giving people only the information that is relevant to them and relevant to the point you are making. This again helps them to create the right maps in their brain. Being non-specific can lead people to think you are dodging

¹ Rock, D. (2007b). *Quiet Leadership: Six Steps to Transforming Performance at Work* (Reprint). Harper Business.

the real issue, or you don't really know what you are talking about. It creates confusion and frustration.

Being generous

Personalise it to the person. We want to be 'giving' within our conversations. Speak for the other person's benefit and not yours. Speak so they understand where you are coming from, focus on connecting their brain maps not yours. Choose your words carefully, be sensitive, pay attention, acknowledge people and be real. It creates a conversation where they feel safe to ask questions, and to express if they don't understand. It can often involve a level of vulnerability and sincerity.

Note: these three basic ground rules can apply to all forms of communication, not just speaking!

How many of us would love to get more succinct, specific and generous emails?

Your notes:

REFLECTING ON MY WRITTEN COMMUNICATION

Item one short description:

1

Was this the appropriate method of communication for the message?

2

What was the message I was trying to send?

3

Now I look at it in hindsight, how do I think the message would have been received?
Could it have been received with different intent than I intended?

4

Is there any 'tone' reflected in my message? What tone could have been picked up?

5

What do I think it might have been like to receive this message?

6

Could this message have been given in a more succinct and specific and generous way?

Feedback from your partner:

Item two short description:

1

Was this the appropriate method of communication for the message?

2

What was the message I was trying to send?

3

Now I look at it in hindsight, how do I think the message would have been received?

Could it have been received with different intent than I intended?

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Is there any 'tone' reflected in my message? What tone could have been picked up?

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What do I think it might have been like to receive this message?

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Could this message have been given in a more succinct and specific and generous way?

Feedback from your partner