

EFFECTIVE COMMUNICATION FOR ELECTED OFFICIALS

COMMUNICATION
=
CONNECTION

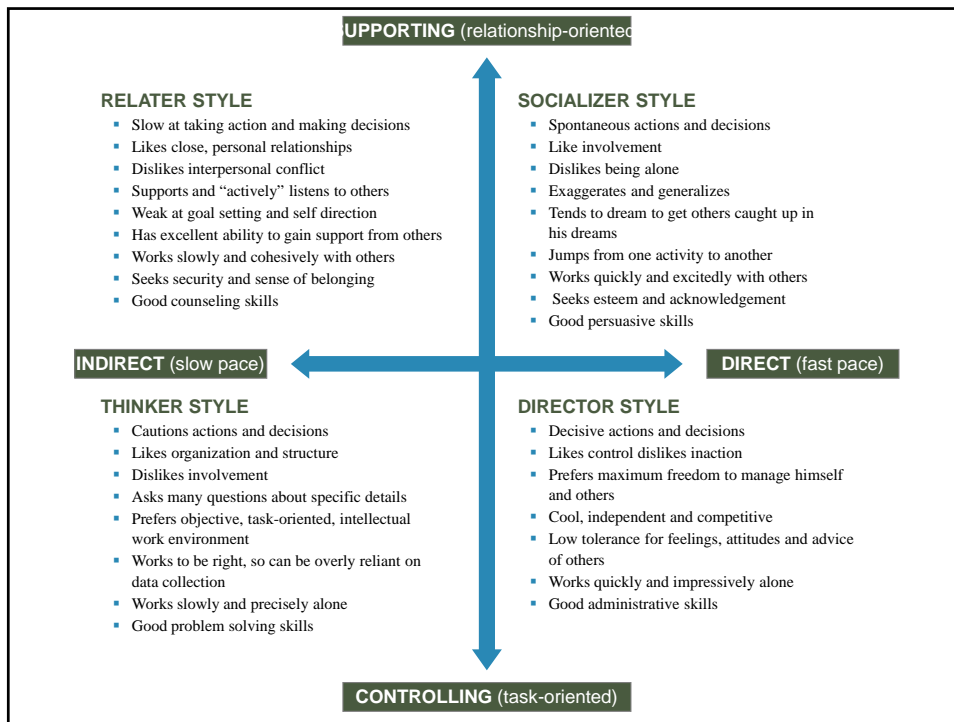
3 “V’S” OF COMMUNICATION

VERBAL (WORDS)	30%
VOICE (VOCAL)	40%
VISION (NON-VERBAL)	30%

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AUDIENCE CENTERED COMMUNICATION

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RELATERS

MEETING: Face To Face, Roberts Rules

COMMUNICATION: One at a time, eye contact

COMPANIES: Starbucks, Chick-fil-A

LEADER: Howard Schultz

SOCIALIZERS

MEETING: Food, drink, activities

COMMUNICATION: All at one time

COMPANIES: Southwest Airlines, Nike

LEADER: Herb Kelleher

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THINKERS

MEETING: Pre-work, sequential flow

COMMUNICATION: Slow to start, 1 at a time

COMPANIES: University of Texas, USAA

LEADER: Warren Buffett

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DIRECTORS

MEETING: Fast, action oriented, decisive

COMMUNICATION: 1 leader no emotion

COMPANIES: Enron, Dell, Disney

LEADER: Jack Welch and Steve Jobs

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**HOW THE QUADRANTS
WORK TOGETHER**

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BARRIERS TO SUCCESS

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BARRIERS

Electronic Devices!
Phones: Interruptions!
Email/Text: “Not Important”
Computers: Reactive!

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BACK TO BASICS

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FIRST IMPRESSIONS

IN PERSON

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NON-VERBAL

Smile

Look them in the eye

Extend hand

Listen with entire body

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VERBAL

Listen

Be positive

Be interesting

Be prepared: objections

T o p 5 t o p i c s

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PROFESSIONAL PRESENCE

H a n d s h a k e

Seating

“Hard business”

Business Cards

Introductions

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FIRST IMPRESSIONS

ELECTRONIC

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ELECTRONIC SELF

Professional
Correct grammar
Reflect your “brand”

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WRITTEN CLUES

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HOW YOU APPLY

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