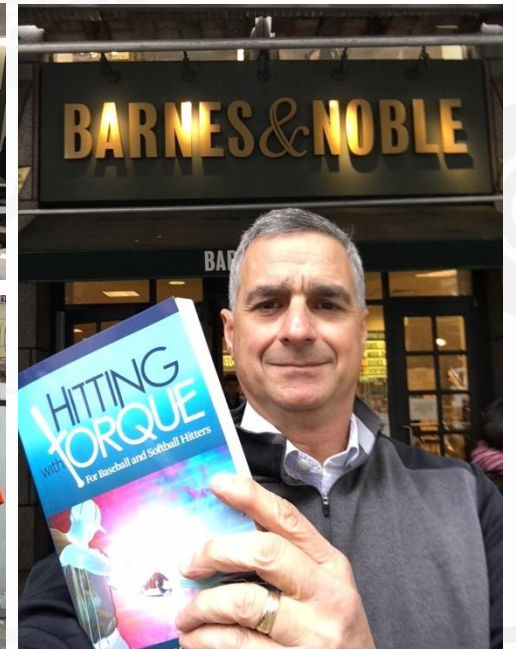




My Story

Spent 30 years in Commercial Real Estate
Corporate Trainer/College Professor/Hitting Coach/Author



Question: Why Do People Like Us?

What we say - 7%

How we sound - 38%

How we look - 55%



Question: Why Do People Like Us?



How we communicate?

COMMUNICATION VEHICLES



Communication Vehicles

Texts

- Only text if there is an established relationship
- Keep messages simple
- Be clear and specific to avoid misinterpretation
- Text timing can blur the professional/personal line
- Never text confidential or sensitive information
- End the conversation gracefully (Period at the end.)
- ... I hate this!
- Know when it's time to email, call, meet or write a personal note

Communication Vehicles

Email

- Action required at the beginning of the email
- Use when the topic is specific or the subject is informational
- “Response needed” as part of Subject Line
- Make sure the right people are in the “to” and “cc” lines
- Write the subject line to ensure an easy search later
- Avoid the word “Just”
- Write short paragraphs with blank lines as separation
- Avoid attachments—embed documents, if possible
- Don’t take the bait without a cooling off period
- Don’t assume privacy
- Don’t Ghost!
- Write thank you or thanks
- Use Hi _____ as the salutation

Communication Vehicles

Phone

- To fully explain a complicated situation (good or bad)
- When you anticipate many questions
- When your response is long overdue
- To discuss a personal or sensitive situation
- When there is urgency
- When finding the right emotional tone is difficult in an email
- Resolves debates quicker than email
- Tougher to say “No”
- Easier to ask a stupid question

Choosing The Right Communication Vehicle

FACE-TO-FACE MEETINGS

Do face-to-face meetings improve creativity? YES!

- ✓ 30% more ideas than virtual meetings
- ✓ 50% more ideas than conference calls

Study courtesy of the IMEX Group

**One
Face-to-Face
Meeting**

=

**5 video conferences
10 telephone Calls
20 emails**

The “Eyes” Have It!

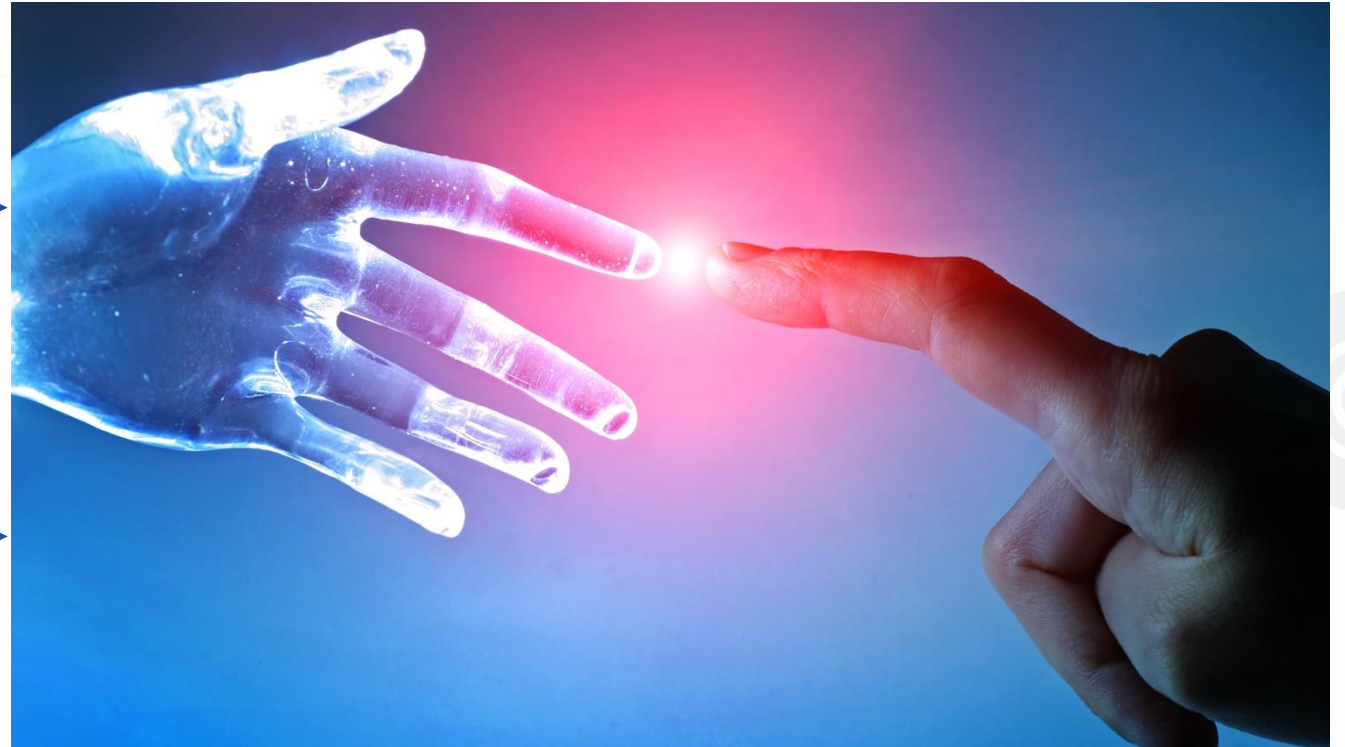


The Human Moment

Edward Hallowell, MD

Physical Presence

Emotional and
Intellectual Attention



The Human Moment

An authentic psychological encounter that can happen only when two people share the same physical space.

Physical Presence alone is not enough. (Sitting next to someone on a plane for several hours without speaking)

Emotional and Intellectual Attention alone is not enough.

Conversations lack critical human interaction and **authenticity**.

The Human Moment **REQUIRES ENERGY**

- ✓ A desire to connect
 - ✓ Allocation of time for interaction
 - ✓ Disengagement from your phone and laptop
 - ✓ Focus on who you are with
- Studies show that people live longer and are healthier and happier with frequent human moments
- What are the organization ramifications? **Loss sense of cultural cohesiveness, distrust, disrespect, and attrition.**

FINDING THE RIGHT PATH



Communication Vehicles Handwritten Notes

- It's very unusual today
- Guaranteed to get past gatekeepers
- It's a differentiator
- More persuasive
- Shows you care enough to take the time to put pen to paper
- Look for opportunities to write
- Make it personal
- Set aside time each week to write personal notes
- Train your staff to write notes
- Notes will be remembered longer and are often saved (Birthday Cards)
- More consideration for words and thoughts before writing them down
- Add a small gift periodically— **books or other personal items**

DIFFICULT DISCUSSIONS



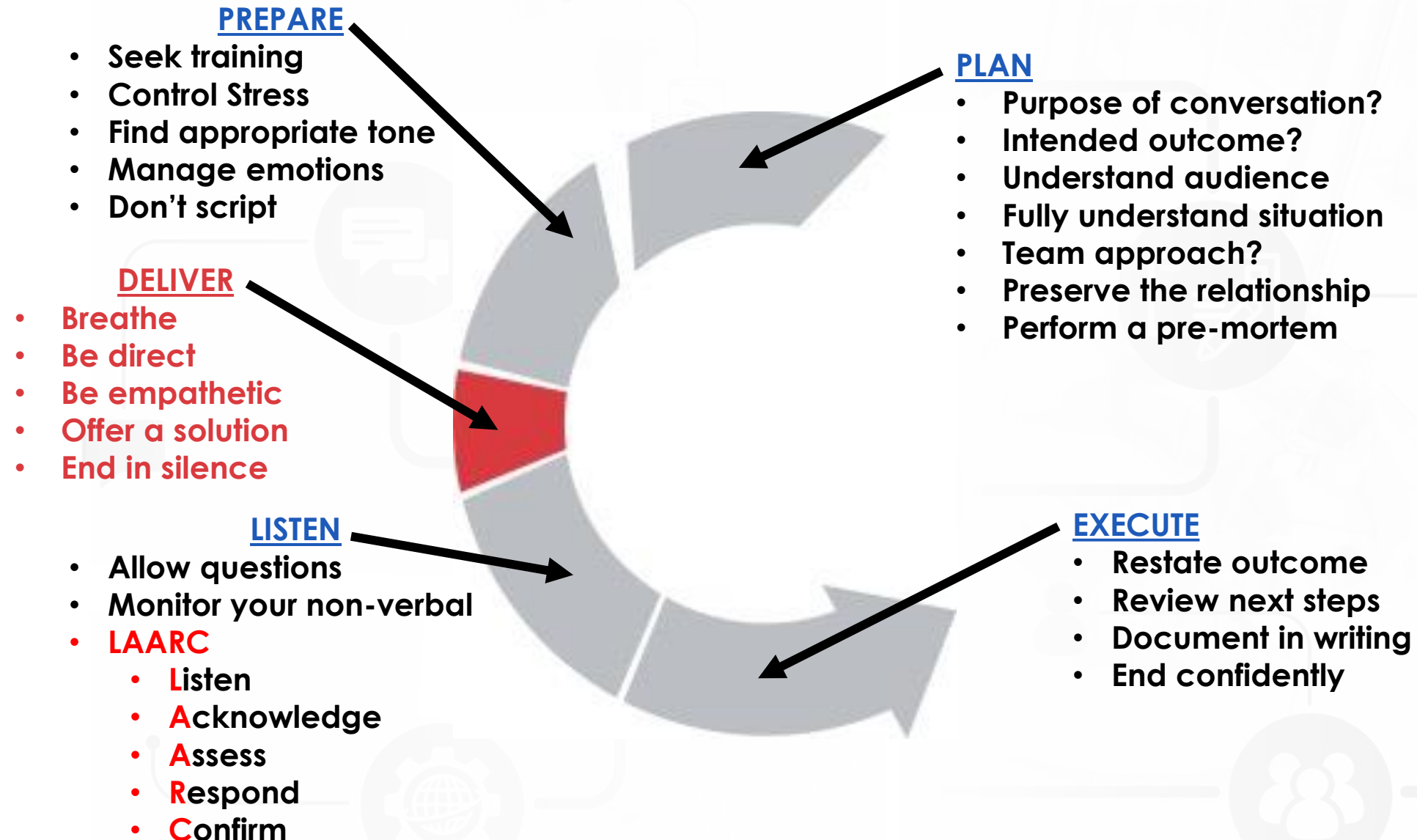
A man wearing a dark flat cap and a white shirt with dark suspenders is shown from the chest up. He is holding a large, folded newspaper in his left arm and has his right hand pressed against his mouth in a shouting gesture. His eyes are wide and his expression is one of intense urgency or alarm. The background is a blurred outdoor setting with a brick wall and a building.

UC-Riverside Study Dilemma

- ## Harvard Study

-

Difficult Conversation Progression



The Ten Commandments of Delivering Bad News

Thou shalt never surprise

Thou shalt never delay

Thou shalt never hide the facts

Thou shalt always put it in writing

Thou shalt always justify

Thou shalt always look for a silver lining

Thou shalt always bring solutions

Thou shalt always remember your multiple audiences

Thou shalt always follow up and follow through

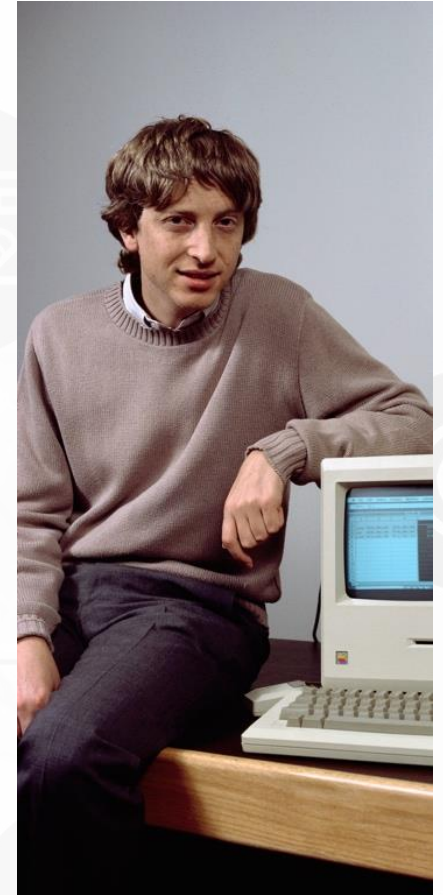
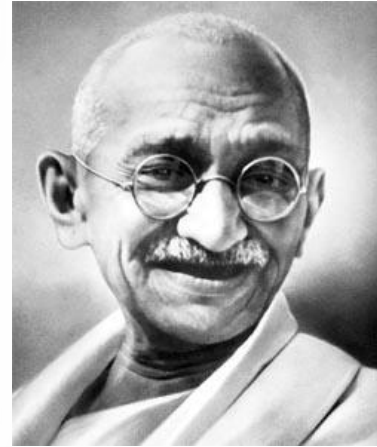
Thou shalt always treat people with respect and dignity





THE POWER OF A STORY

What's Their Story?



What's His Story?



What's Your Story?

Be known for your presence

Ensure your presence is positive

Be someone people want to interact with

Be someone people want to really know

Be **DIFFERENT**

You win if **OTHERS** tell your story!



THANK YOU AND GOOD LUCK

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