



THE NEED TO IMPROVE OUR COMMUNICATION SKILLS

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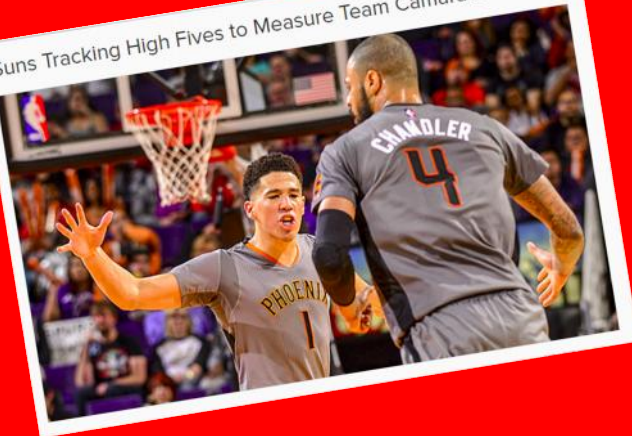


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WHY THIS WORKSHOP NOW?

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Suns Tracking High Fives to Measure Team Camaraderie



According to the Berkeley study "Tactile Communication, Cooperation and Performance: An Ethological Study of the NBA," Michael Kraus, Cassy Huang and Dacher Keltner found that successful teams were more touchy on the court.

Keltner found that the teams that made more contact with each other were helping out more on defense, setting more screens, and overall playing more efficiently and cooperatively.

This all aligns with Watson's philosophy of preaching trust, family and selflessness to his team.

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#1 issue we have today is



MOTIVATION

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Who would you want to motivate?

Michelle's in her 50's. Her mother died from cancer when she was young. Her father and grandparents are also all gone now. She's been through a divorce and has been laid off from a few jobs in the past. She also lost a friend on 9/11. She works for herself now, with no salary and only makes money when a customer hires her.

or

Michelle is in her 50's. She has three beautiful daughters from two marriages. Her family members have all experienced success in business and one is even retired at 50 years old due to their financial earnings. Michelle is physically active, has lots of friends and a busy social life. She is well known in her community and field of work.

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What is Motivation?

The **ACTIVATION** or **ENERGIZATION**

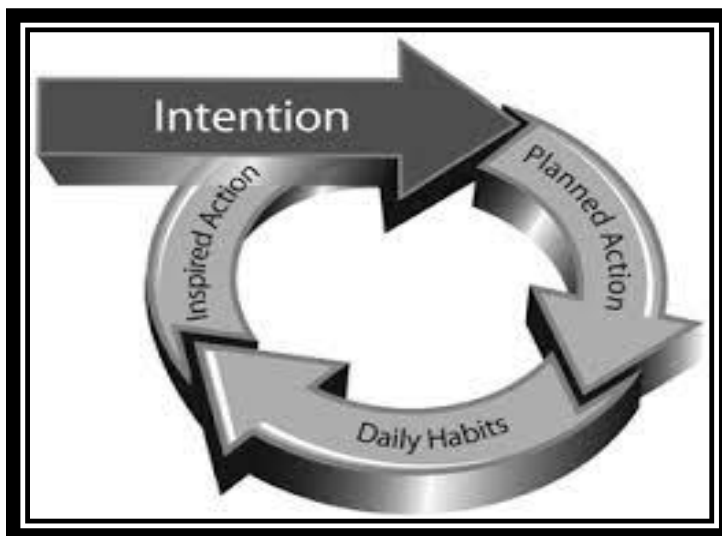
of

goal oriented

behavior.

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GOALS = INTENTIONS VIA ACTIONS



THREE TYPES OF INTENTIONS

1. Habits – Positive, daily actions that create desired results
2. Planned - Actions we take as a part of a written desire
3. Inspired – Actions taken in response to an idea

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GOALS
GOALS
GOALS
GOALS

Local business goals
Client goals
CareerSource goals
Personal goals
Career goals
Retirement goals
Wealth goals
Health goals
Happiness goals
?

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To Achieve Goals Today..



Communicate



Collaborate



Create

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COMMUNICATE

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Three Ways to Communicate With A Customer or Co-Worker or Employer



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WORDS



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tone of voice



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BODY LANGUAGE



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Huh?

COMMUNICATION takes place when a *sender* SELECTS a certain message, gives it SPECIAL treatment for transmission, over a selected channel to a *receiver*, who interprets the message, BEFORE desired action is taken.

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Translation

“Communication is less about what is said by the sender and more about what is accepted by the receiver.”

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Goal

Get people to **CARE**,
so they will really
UNDERSTAND and
you'll get **RESULTS**



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How

- Understand the goal
- Understand the receiver
- Understand expectations



Just because I don't
care doesn't mean I
don't understand.
- Homer Simpson

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It's a VERB!

un-der-stand  *verb* \an-der-'stand\

un-der-stood  | un-der-stand-ing

Definition of UNDERSTAND   

transitive verb

- 1 a** : to grasp the meaning of <*understand* Russian>

b : to grasp the reasonableness of <his behavior is hard to *understand*>

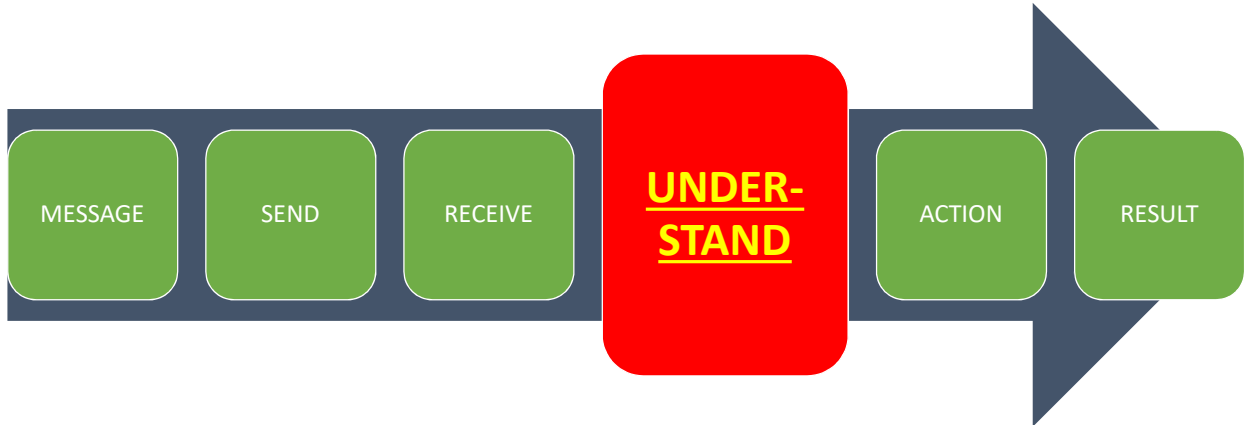
c : to have thorough or technical acquaintance with or expertness in the practice of <*understand* finance>

d : to be thoroughly familiar with the character and propensities of <*understands* children>
- 2** : to accept as a fact or truth or regard as plausible without utter certainty <we *understand* that he is returning from abroad>
- 3** : to interpret in one of a number of possible ways
- 4** : to supply in thought as though expressed <"to be married" is commonly *understood* after the word *engaged*>

- DEMONSTRATING
- FOLLOWING UP
- REVIEWING
- TEACHING
- ROLE PLAYING
- STORYTELLING
- ASSIGNING
- REVISING
- EMAILING
- CALLING
- TEXTING
- MEETING
- SHOUTING
- AGREEING
- ACTING
- REACTING
- REJECTING
- SMILING
- APOLOGIZING
- DELAYING
- FAILING

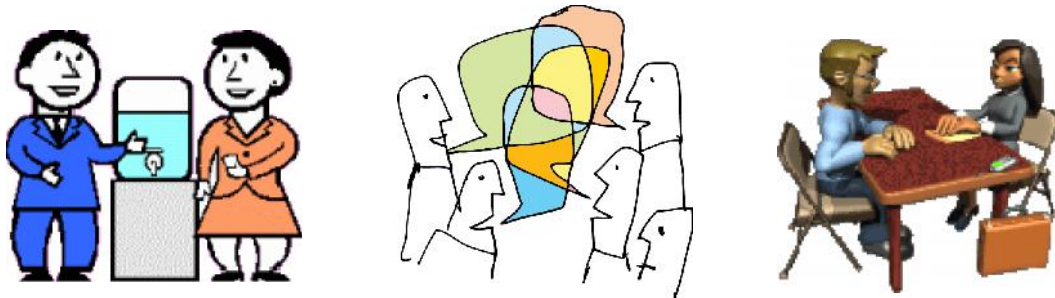
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IT'S A PROCESS....



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Let's communicate.



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"The razor-toothed piranhas of the genera *Serrasalmus* and *Pygocentrus* are the most ferocious freshwater fish in the world. In reality they seldom attack a human."

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Um, the world record is

17 SECONDS

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0:00

0:00

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Tell me about this for...one minute.

yourself

A past vacation

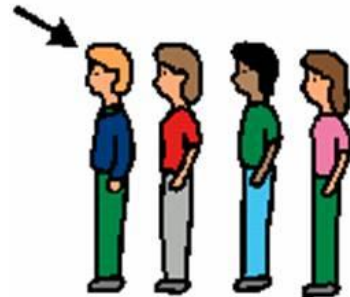
A hobby.. "In my spare time I enjoy..."

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group **COMMUNICATION**

- LINE UP IN YOUR TEAM
- WITHOUT TALKING, TEXTING, WRITING, ETC
- BY BIRTHDAY MONTH AND DAY ONLY (NOT YEAR)

January 1



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