



# CONFIDENT COMMUNICATIONS

Creating a Positive  
& Effective Workplace



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## Great Communication Skills Are Mutual Respect Skills

### Be. Do. Have.

When you do nothing, you'll have nothing.

When you do something spectacular, you'll have something spectacular.

E \_\_\_\_\_ vs C \_\_\_\_\_

### Be the Master of Your Moments

-1

0

+1

Better Moments=Better Communication=Better Outcomes=Better Relationships

### Name Top 3 Communication Challenges You Observe in Your Association (-1):

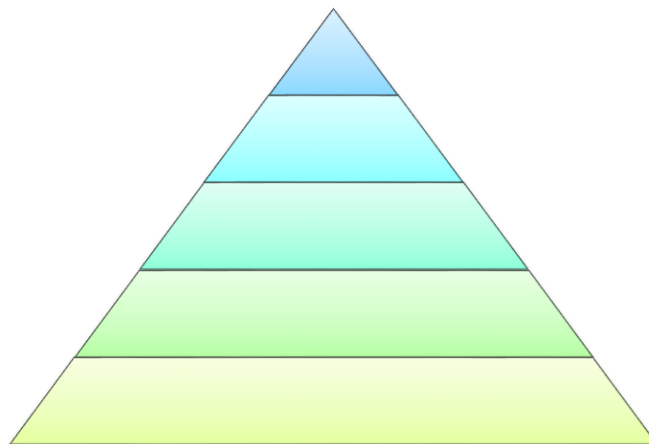
- 1.
- 2.
- 3.

*"Internalize the Golden Rule of sales that says: All things being equal, people will do business with, and refer business to, those people they know, like and trust." – Bob Burg*

### EVOLUTION OF PROFESSIONAL RELATIONSHIPS

+1

0



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ME VS ME

GOOGLE KNOWS!

## EMOTIONAL INTELLIGENCE

*"If you are tuned out of your own emotions, you will be poor in reading them in other people."*

–Daniel Goleman

1. **Self-Awareness:** People with a high EI are very self-aware. They are confident, trust their intuition and control their emotions. They know their strengths and weaknesses and continue to develop them.
2. **Self-Regulation:** The ability to control emotions and impulses. They think before they act. Characteristics of this are thoughtfulness, comfort with change, integrity and ability to say no.
3. **Motivation:** People with a high EI are highly motivated. They believe in long-term results, are highly productive, love a challenge and are effective.
4. **Empathy:** This is the ability to identify with and understand the wants, needs and viewpoints of others. These people are excellent at managing relationships, listening and relating.
5. **Social Skills:** People who are easy to talk to, like others and have good social skills also tend to have high EI. They are more of a team player, excellent at communications, masters of relationships, and can manage disputes better.

*(Based on the book, "Emotional Intelligence,"  
Daniel Goleman, Random House Publishing Group)*

## COMMUNICATING VALUE

### FEATURES VS BENEFITS

When customers evaluate a product or service, they weigh its perceived value against the asking price.

When your prospective and current members evaluate the benefits of joining your association, they weigh its perceived value against the cost of membership.

Your products, services, and benefits deliver fundamental elements of value and the more elements provided, the greater your members' loyalty and the higher your association's sustained growth.

- |               |                  |
|---------------|------------------|
| 1. Functional | 3. Life Changing |
| 2. Emotional  | 4. Social Impact |

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## THE "ELEMENTS OF VALUE" PYRAMID

### SOCIAL IMPACT



Self-transcendence

### LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/  
belonging

### EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/  
aesthetics



Badge value



Wellness



Therapeutic value



Fun/  
entertainment



Attractiveness



Provides access

### FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

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## APPRECIATION IN THE WORKPLACE

*"I consider my ability to arouse enthusiasm among my people the greatest asset I possess.  
The way to develop the best that is in a person is by appreciation and encouragement."*

–Charles Schwab

**A**–Words of Affirmation

**B**–Quality Time

**C**–Receiving Gifts

**D**–Acts of Service

**E**–Physical Touch

*(Based on the book, "The 5 Love Languages: The Secret to Love That Lasts"  
Dr. Gary Chapman, Moody Publishers)*

## ART OF BODY LANGUAGE

**P**ostures & Gestures

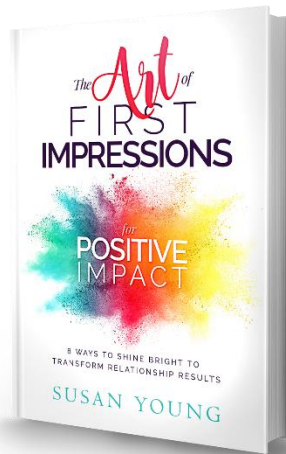
**E**ye Contact

**O**rientation

**P**resentation

**L**ooks

**E**xpressions of Emotion



## ART OF CONNECTION

- Build Trust & Rapport
- Be Personable & Friendly
- Be Interested & Interesting
- Be a Discovery Expert
- Find Commonality
- Make Others Feel Important
- Use Fun & Humor
- Celebrate Our Differences

Excerpts from "The Art of First Impressions for Positive Impact"  
Susan Young, Coming 2017

*Thank You for  
Listening!*

Please Keep Susan in Mind for Future Conferences,  
Meetings & Referrals  
We Appreciate Your Business!

