



CORPORATE PA SUMMIT

Your masterclass workbook

Communicating with Impact: The secret strategies of master communicators

Led by: Anneli Blundell



www.corporatepasummit.com

Communicating with Impact



THE SECRET STRATEGIES OF MASTER COMMUNICATORS

**Developed and Facilitated by
Anneli Blundell**

Communicating with Impact



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Version 1.0

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Your workshop facilitator



Anneli Blundell Director

- Communication Expert
- Skilled parallel parker
- Running, salsa and roller-blading addict

Anneli is on a mission to humanise the leadership landscape and change the way we see each other.

Gold Stevie Award winner for **Female Entrepreneur of the Year, 2021** and AITD's **Learning and Development Professional of the Year, 2021**, Anneli's passion for decoding people and performance dynamics makes her a sought after speaker, mentor and communication expert. She makes the complex job of understanding why people do what they do (and how to get the best out of them), both accessible and entertaining.

Anneli helps her clients improve their influence, engagement and interpersonal impact for better business results. Known affectionally as the People Whisperer, Anneli brings to her clients a recognised expertise in the field of below **conscious communication and motivation**.

She is the author of several books on shifting human behaviour, including her forthcoming book, '**The Gender Penalty: Turning obstacles into opportunities for women at work**', inspired by the many case studies in her flagship masterclass for Women in leadership. This award-winning masterclass has inspired women from all over Australia to step in, speak up and stand out through a focus on building presence, improving visibility and strategically managing the right professional impact.

Oh and she's a nifty parallel parker, a keen runner and a salsa dancing addict. It has been said that she may love her cat more than her husband.... But she will neither confirm, nor deny these claims.

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Communicating with Impact



- PART 1 – Clear communication
- PART 2 - Credible Communication
- PART 3 - Critical Conversations

Today's roadmap

GOLD
2021 STEVIE WINNER
FOR WOMEN IN BUSINESS

Female Entrepreneur of the Year, 2021

aitd.
EXCELLENCE AWARDS
Winner 2021
L&D Professional of the Year, 2021

Anneli Blundell

nab, T, LINFOX, Mercedes-Benz, Vodafone, xNBS, ESSSuper, @envato, Winkidigital, City of Casey, AlfredHealth, EY, nogen, butterfly, ANZ

THE GENDER PENALTY
Anneli Blundell

Insight to Action
Leading the Change that Matters

CRACKING THE CODE FOR WORKPLACE PERFORMANCE
Mastering the Change that Matters

Developing Direct Reports
Using the Power of Coaching to Build High-Performing Teams

WHEN MEN LEAD WOMEN
Anneli Blundell

PART 1:
Clear
Communication

Anneli Blundell
people whisperer

Agenda - Speaking

- 1 Set the baseline
- 2 Know the need
- 3 Speak into the space

1. Set the baseline

Why this?



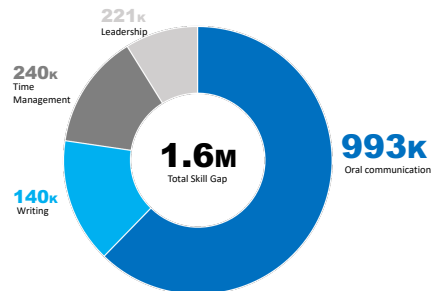
- Use plain language
- Heard as intended
- Reduced resistance
- Exude gravitas
- Be more employable

No. 1 Skills Gap...

Soft Skills

LinkedIn Workforce Report, April 2018

SOFT SKILLS GAP



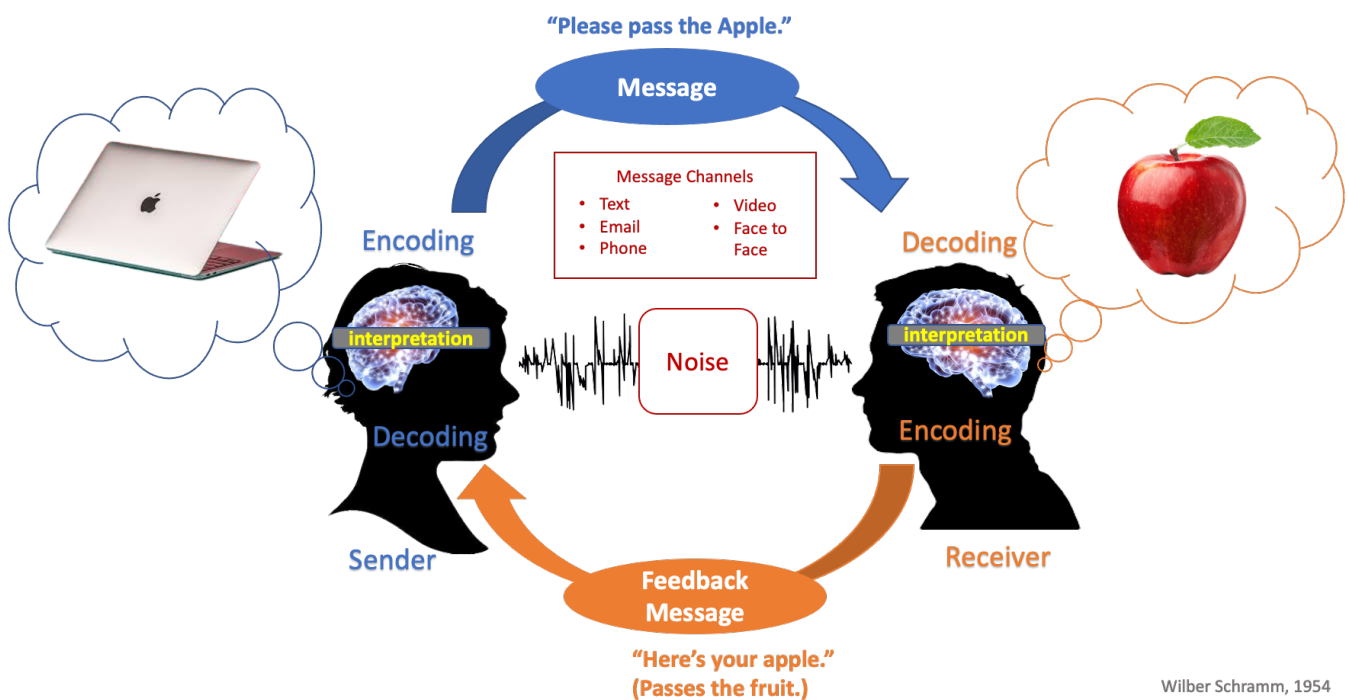
Communication 101



Real communication is

not about
information

it's about
meaning

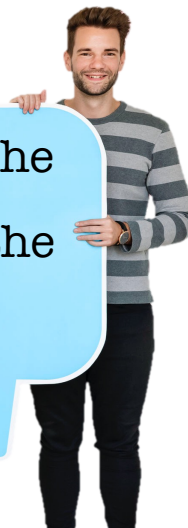


Wilber Schramm, 1954

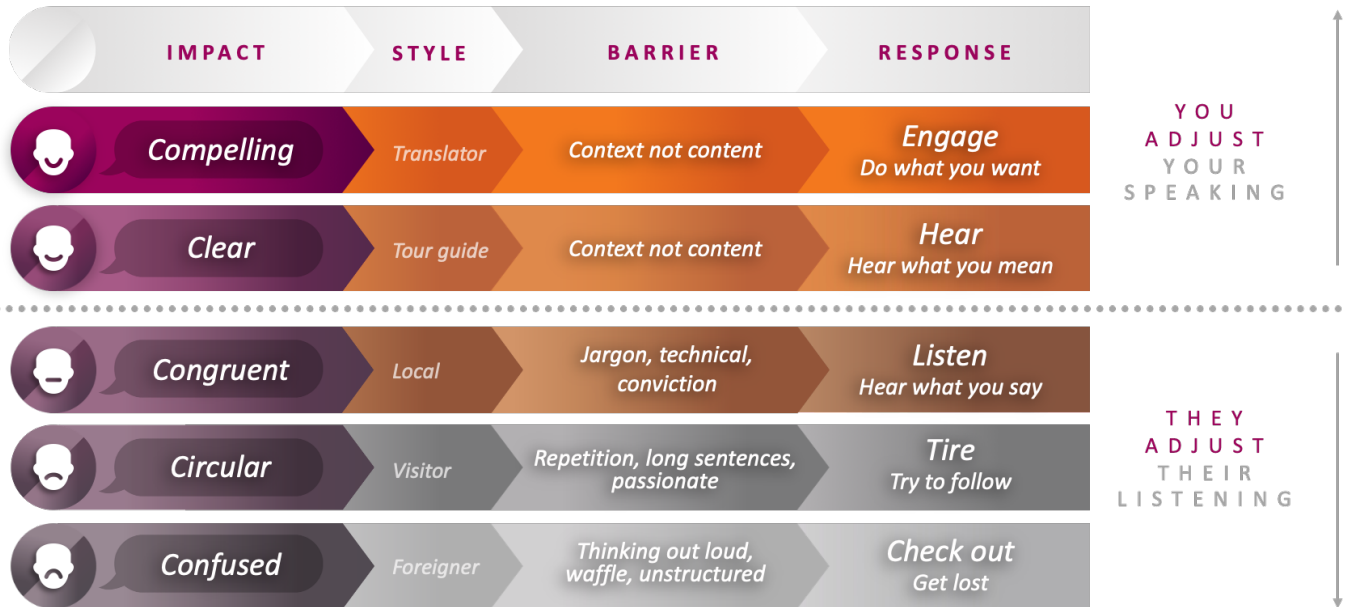


What's really
going on?

We're **making** the
listener do all the
work...

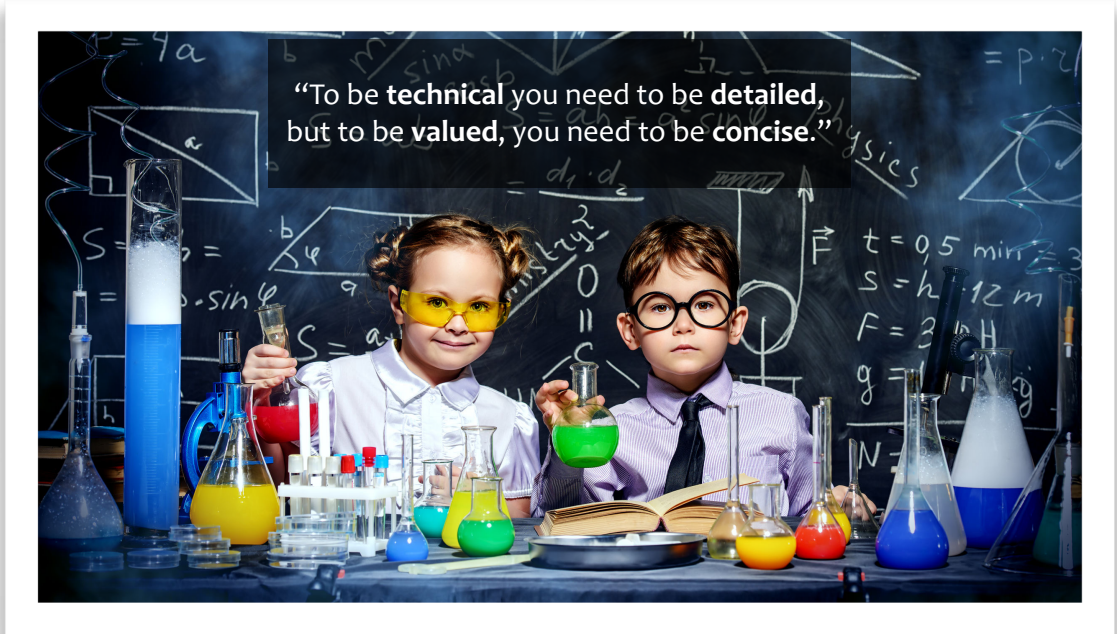


Clear Communication Ladder



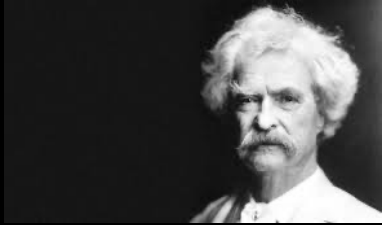
Anneli Blundell

2. Know the need



“If I had more time, I would have written a shorter letter.”

~ Attributed to Mark Twain



Let's play

Why do we speak more than we need to?

Why do we speak beyond the space?



- Connection
- Conviction
- **Contribution**



Communication Continuum



Specific (detail)

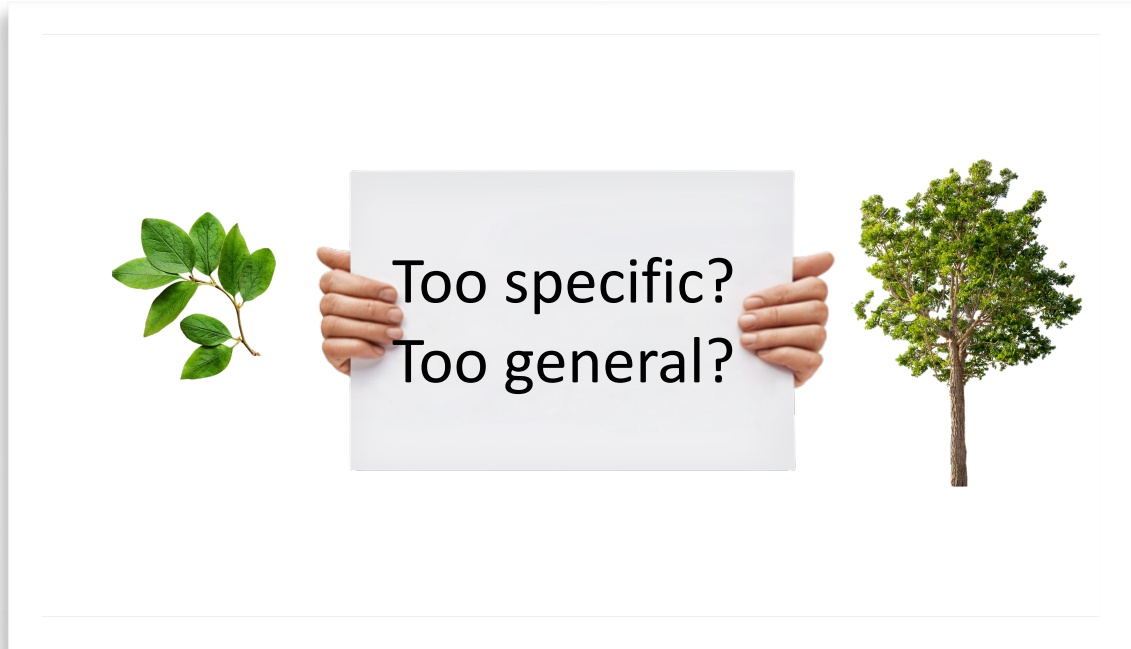


- Concrete
- Sequential
- Exact
- **Good for** expertise, precision, logistics and stories
- **Too much** can be tiresome, overwhelming, and disengaging

General (big picture)



- Concept
- Random
- Overview
- **Good for** strategy, presence, reducing conflict
- **Too much** can be too abstract, disconnected and confusing



Specific:

“Yesterday at 10 a.m. Sam and I met with Mr Magoo, our big client from Paris, who spoke about renewing our shipping contract for the third year in a row. He now wants the price of the cardboard packaging to be included with the total price next year.”



Equally Specific and General:

“Yesterday, Mr Magoo, told Sam and I that he wants to include the cardboard packaging in the price next year.”



General:

“Paris wants to renegotiate.”

Where are you on the scale?



Where are you on this scale?

Where is your boss?

Where are your team members?

Your stakeholders?

When deciding on the level of detail required, ask yourself...

Do we need the **POINT** or the **PARAGRAPH**?

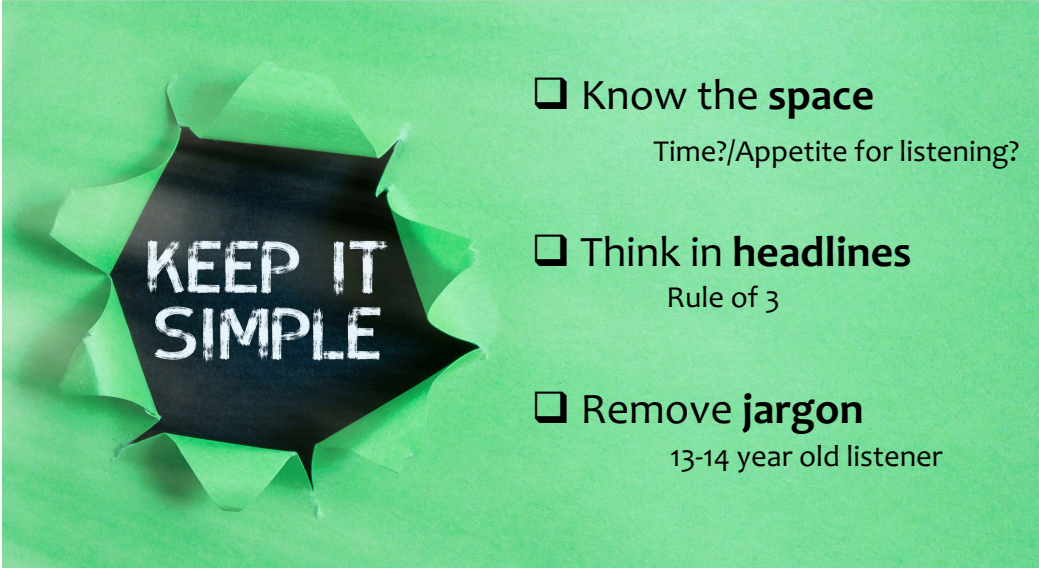
The **SUMMARY** or the **STORY**?

3. Speak into the space


“How do you solve IT issues?”

Well first of all I have to find out from you what the issue is. Then I also want to know how it's affecting you and I need to know about the urgency of it, for example how bad is the problem, when do you need the solution, things like that. It's important because I know there's a few things I can do, because one of the main things, the first thing I do is panic a bit. :) Yeah, I don't always know what I'm doing, so I'm figuring stuff out from scratch and there's different paths I can take. I can Google it, it's a simple one, as you either call the people and go through it, or I can research online, which I usually do, as this then also helps me out with the names of things, and what the problem's actually about. Then I will go to Geeks2U, and I'll put in a search on Geeks. Yep, and get an article from them. And then basically, then I have a look at what I read compared to what the issue is to make sure that it's the right issue because sometimes I'm not really clear on what the actual issue is that I'm looking at. And then basically, I start to play around with it. And then if it works, it works. If it doesn't work, then I will usually get back on the phone or Google more or see if there's another workaround. But basically, I usually play around and see what's happening and what comes up.

- I clarify the problem,
- google it, and
- play with the results



- Know the **space**
Time?/Appetite for listening?
- Think in **headlines**
Rule of 3
- Remove **jargon**
13-14 year old listener



1. **Short** sentences
2. **Simple** words

“Jargon isn’t a sign of expertise; it’s a signal of insecurity.”

Adam Grant, Professor, Psychologist and Best selling Author

Let's play

Let's play

Keep it simple...

What do you do for work? (Explain your job to a teenager)



What's your biggest insight from this session?

What will you do differently going forward?

Listening

Agenda

- 1 Hear the hurdles
- 2 Accelerate absorption
- 3 Listen to the landing

1. Hear the hurdles

We drop out of
conversation every...

12 – 18
seconds

Judith E Glasner, Conversational Intelligence

Why don't people listen?



Hearing Hurdles

- Importance
- Relevance
- Timing
- Authority
- Priority
- Busyness
- Values
- Mood
- Beliefs
- Disagreement
- Confusion
- Uncertainty

Often people **don't listen** to us,
because we **haven't adjusted** to them.



2. Accelerate absorption

Why Frame

1. Why?

- Why should they listen?
(Goals? Values? Beliefs?)

2. Why not?

- Why might they resist?
(Objections? Challenges? Concerns?)

3. What else?

- What else is going on?
(Emotional state? Timing? Context?)

Why?

1. Why?

- Why should they listen?

Goals

- What will they get, gain or achieve?
- What will they lose, risk or avoid?

Values

- What's important to them?
- What are their hot buttons?
- What do they stand for?

Beliefs

- What do they think is true?
- What do they buy into?
- What do they believe?



What else?



3. *What else?*

- What else is going on?

Emotional State

- What's their mood?
- What's their state of mind?
- What's their attitude?

Timing

- Is this the right time?
- Are they too busy?
- Are they too distracted?

Context

- Do they have permission/authorisation?
- Do they have the resources?
- What else needs to be considered?

3. Listen to the landing



How do we know we've been heard?



• Check the 'message **receipt**'

- Shows the 'item purchased'
- Shows the 'price paid'

Was there a genuine exchange of meaning?

1. What are some receipt indicators that your message has landed?

2. How do you ask for a receipt?

What are the receipt indicators?

- Non-verbal cues
- Correct action was taken
- We got our result

If in doubt, **ask for the receipt!**



Ways to ask for the receipt

They won't all work in every situation, so play with the versions that feel right for you.

“Can you playback what you just heard, so I know we're on the same page?”

“Can you summarise what you just heard?”

“What's the next steps from here?”

“What did you hear me say?”

“What am I asking you right now?”

“Let's compare notes from this conversation - What's your take-away from this?”



What will you do differently?

What commitment will you make?

PART 2:
Credible
Communication

Anneli Blundell
people whisperer

Agenda

- 1 Words
- 2 Voice
- 3 Body language

0.07
seconds



↓ Confidence =
↓ Competence

Messenger before
Message



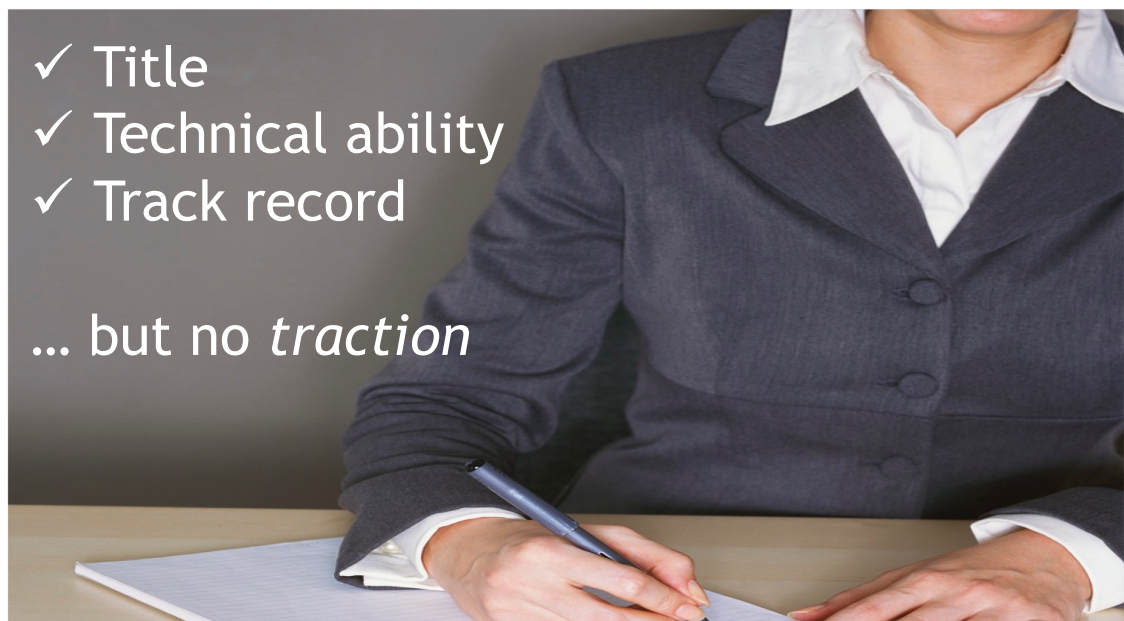
Perception



- ◆ Seen as a leader
- ◆ Heard as an authority
- ◆ Perceived as **credible**



- ✓ Title
 - ✓ Technical ability
 - ✓ Track record
- ... but no *traction*





Hard work is enough

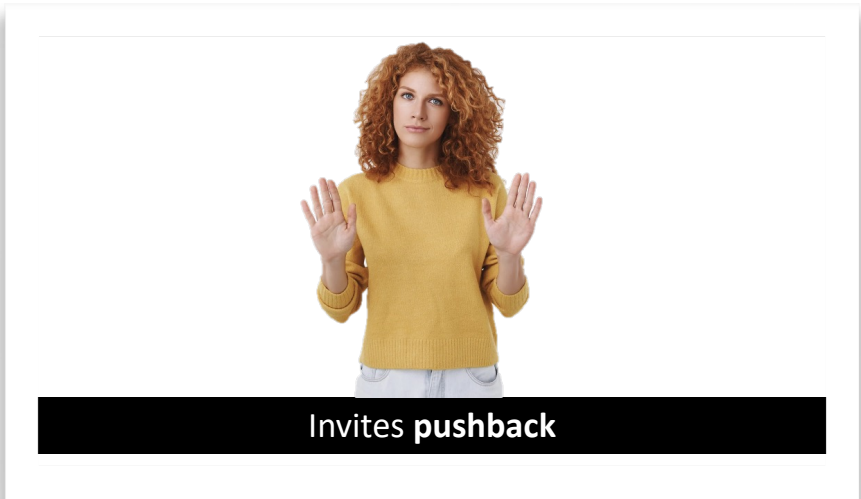
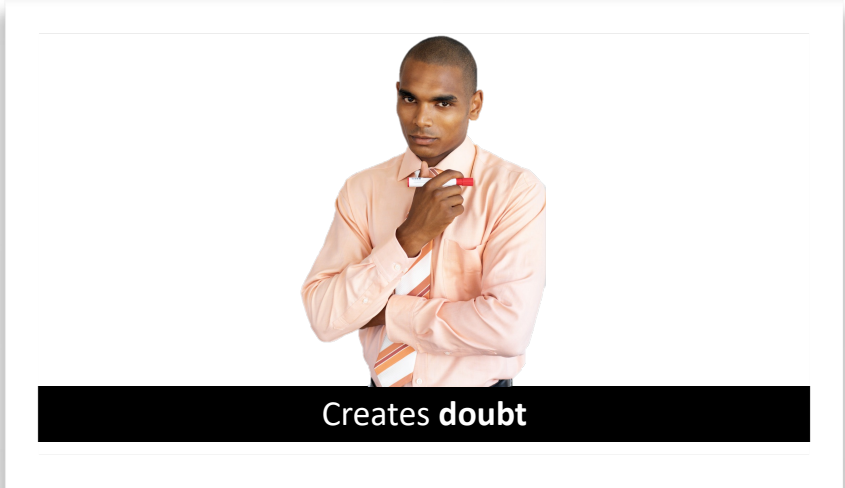


Good existing relationships



Borrowed power

Why is this important?



Messenger before
Message



Perception





Here's what's really going on...

We're hoping our **capability** creates our **credibility**



1

Words

Your thoughts?

2

Voice

Your thoughts?



Keep it certain



3

Body Language

Your
thoughts?

Rock or shift weight

Look at the ground

Play with hair, jewellery, clothes etc

Shrink into space

Tilt head

Keep it centred

Credibility checklist

Do's

Body Language – Centred and Still

- Head straight
- Weight centred
- Expands into space
- Stands still
- Makes eye contact
- Firm hand shake

Tonality – Low and Slow

- Command tonality
- Speaks more slowly
- Projects voice
- Deeper pitch
- Uses pauses

Words – Short and Sharp

- Direct statements
- Speaks early and often
- Short sentences
- Thanks people
- Makes clear, concise points
- Owns contributions
- Accepts compliments
- Calls out interruptions
- Assumes permission
- Says no
- Embraces debate

Don'ts

Body Language

- Head tilted
- Weight off centre
- Shrinks into space
- Rocks and sways
- Limited eye contact
- Limp hand shake

Tonality

- Questioning tonality
- Speaks too quickly
- Soft voice
- High pitch
- Remains quiet

Words

- Hedging language
- Verbal fillers
- Asks for permission
- Apologises
- Rambles
- Downplays contributions
- Downplays compliments
- Allows interruptions
- Asks permissions
- Says yes
- Avoids debate

Tick three areas to work on.



What will you do differently?

What commitment will you make?

You control how people see you

... so choose to make your
value visible



Summary

- 1 *Keep it simple*
- 2 *Keep it certain*
- 3 *Keep it centred*

Part 3:
Critical Conversations

Anneli Blundell
people whisperer

Agenda

- 1 Why are they important?
- 2 What are they?
- 3 How do we have them?

Comfort
Over
Conflict



46%

of Australian employees would
rather look for a new job
than contend with a
workplace issue at their
current place of
employment.

Ref: The national R U OK? Australian Workplace Relationships survey

Why do we **avoid** them?

Why don't
we have
them?

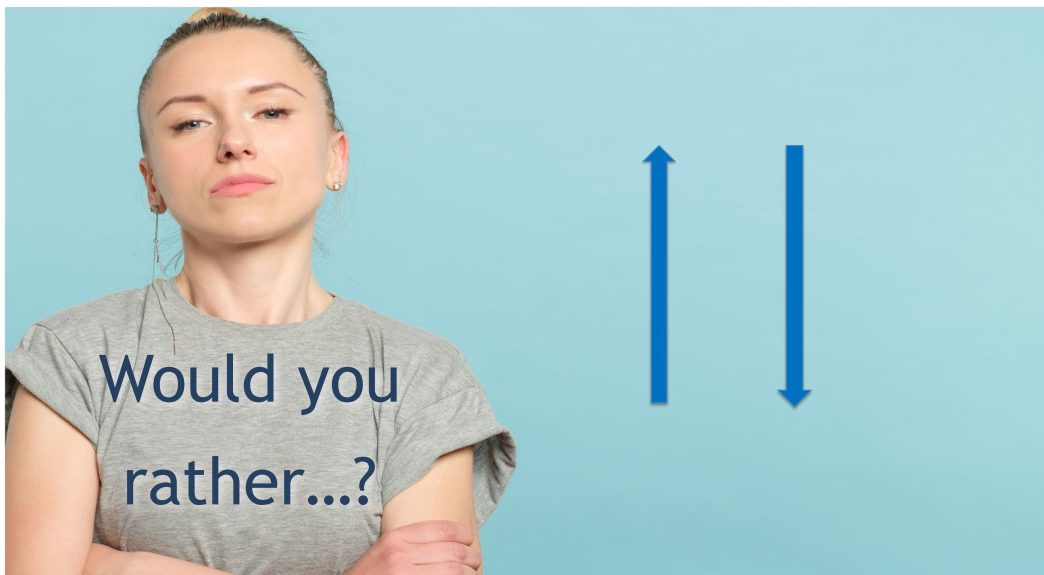
conflict
concern
capability

uncertain
time permission

125



Can they
handle the
truth?



Would you
rather...?



72%

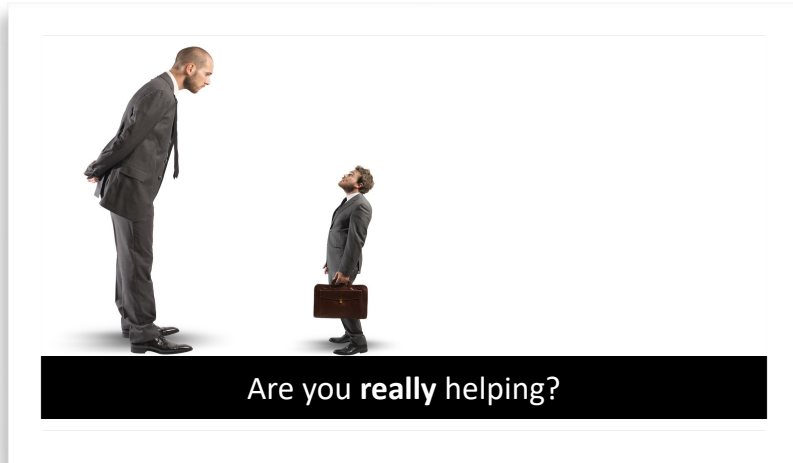
“...performance
would improve
with corrective
feedback.”

Zenger and Folkman Research 2014

92%

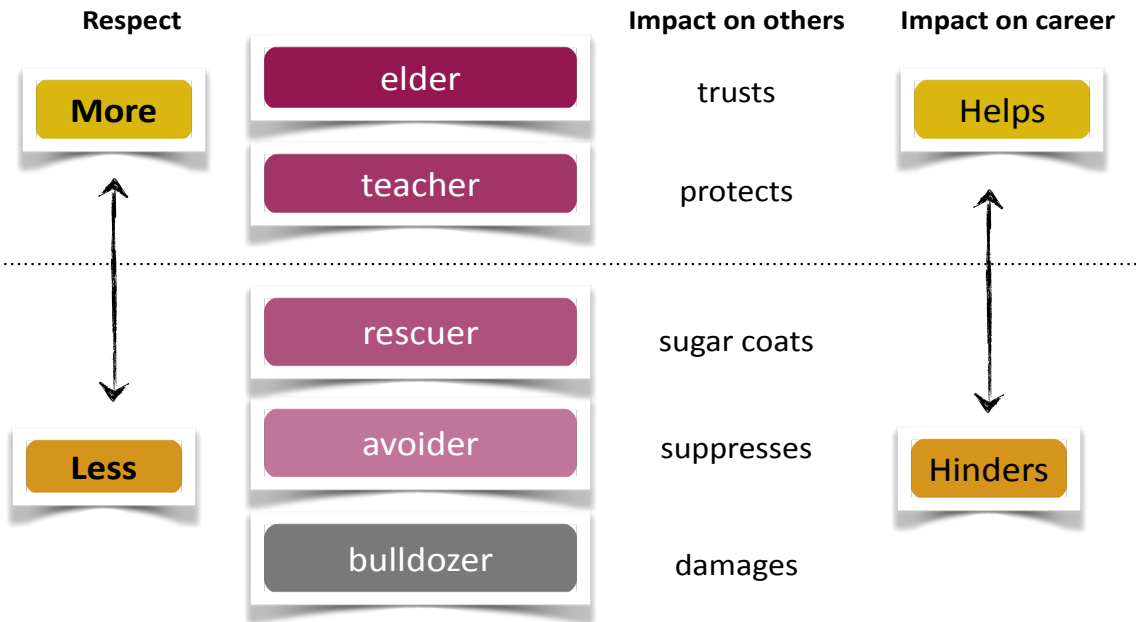
“...it had to be
delivered
appropriately.”

Zenger and Folkman Research 2014



What are they?

Difficult conversations



Avoiding...

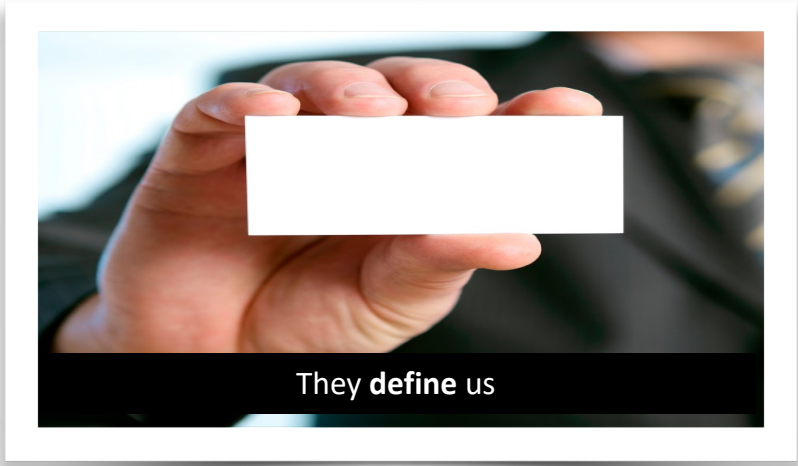
Negative consequence...

Important...

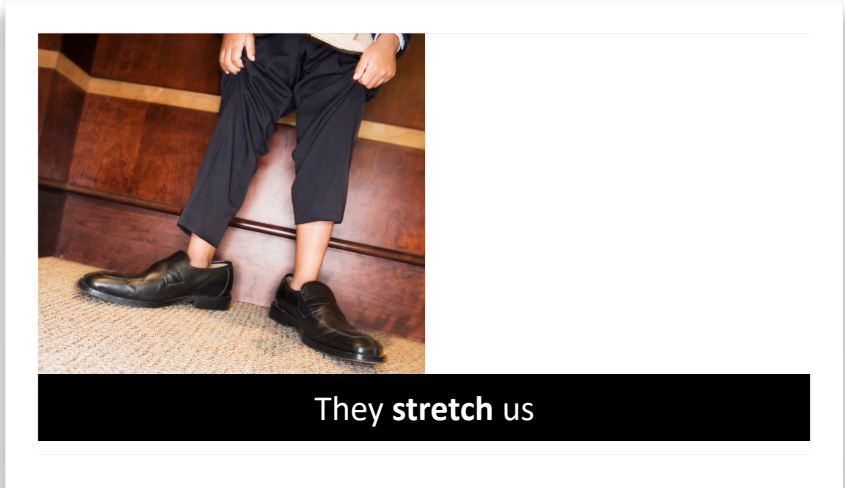
Uncertain...

What is a Critical Conversation?

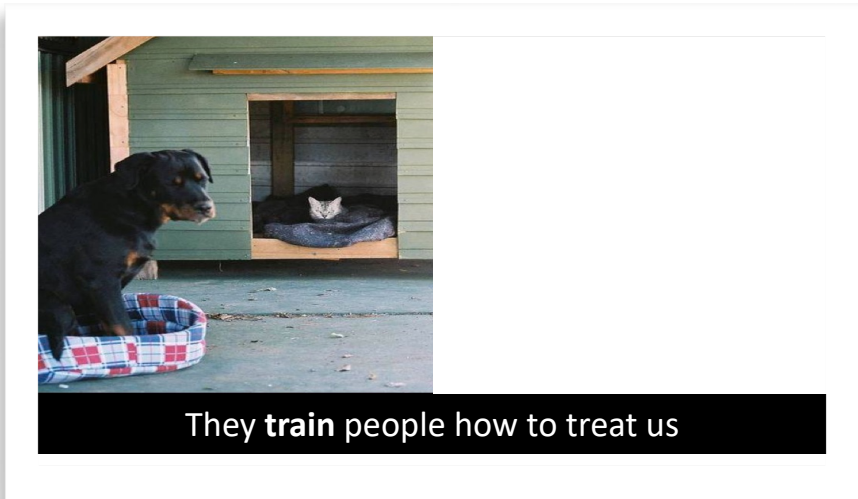
Why should we have them?



They **define** us



They **stretch** us



They **train** people how to treat us

How do we have them?

Critical Conversation Starter

1. What do you want to say?
(main idea)
2. How are you personally impacted?
(feeling)
3. Why is this important?
(consequence)
4. What part have you played in this situation?
(take responsibility)
5. What do you want from them?
(invitation)

Ref: Fierce conversations by Susan Scott

Critical Conversation Starter

Step 1/ What is the main topic you want to talk about?

Say it succinctly, clearly and use specific examples rather than broad sweeping statements, where possible. People want to deal with facts and need to know exactly what you are referring to so you are on the same page right from the start.

Step 2/ Share how you are **personally feeling** about this situation.

This is usually the key point for people who are good at instigating the conversation, but perhaps not so good at having it tactfully. This adds a softening, humanistic aspect to the conversation that can serve well to deepen the channels of communication.

It's important to be as open as is appropriate about what you are feeling. When you extend a piece of yourself to someone it says that you are being real, that this is important, and that you are not playing games. So even if it feels uncomfortable or like you are putting yourself on the line, persevere because this is the piece that encourages an authentic exchange and is really the heart and soul of a critical conversation.

Step 3/ Why is it **important** to have this discussion?

E.g. what impacts or consequences are you facing? What is the risk of not addressing this?

Step 4/ What **part have you played** in this so far?

E.g. how have you contributed to this issue? What have you done already to try to resolve this issue? There is no need to accept all the blame, but make a sincere effort to acknowledge the part you have played on some level.

Step 5/ What do you **want from them**? What are you **inviting** them to do?

E.g. Share their thoughts, explore alternatives, comment or critique?

EXAMPLE of a scripted Critical Conversation Starter

(1) Hi Jo, I'd like to talk with you about the account presentation you did on Thursday. I noticed the client wasn't happy with your proposal and instead of trying to understand where they were coming from, you got into a heated argument with them instead.

(2) This behaviour concerns me deeply.

(3) We have an impeccable reputation for our client focus and we can't afford to be engaging in this kind of behaviour. It is not the way we do business.

(4) I should have said something to you immediately after the meeting and I am sorry that I left it this long.

(5) Please help me understand what was going on.



Our Critical Conversations downloadable audio is available for purchase at <http://anneliblundell.com/products/> for \$14.95 AUD.



What will you do differently?

What commitment will you make?

Summary

- 1 *Know your boundaries*
- 2 *Choose your moments*
- 3 *Be respectful*



It begins with **you**...

*"No single conversation is guaranteed to change
the trajectory of a life, a marriage, a career,
but any single conversation can."*

~ Susan Scott



Insights
Reflections
Value



