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138TH ANNUAL CONVENTION | WESTIN KIERLAND RESORT & SPA | SCOTTSDALE, AZ

The Impact of Communication

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The Wonderful Company



**What you
said?**

**Mom, I
said...what
you said?**

What you can expect to learn today

1

Explore the **impact of communication** on relationships and morale

2

Understand the **process and barriers** to effective communication

3

Develop and strengthen relationships through **empathetic listening**



Exploring the Impact

Communication is a Necessity



To **give** and **get information**



To **vent** and **be heard**



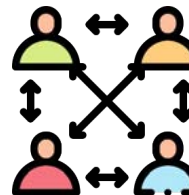
To **cause action** and **influence**



To **avoid discomfort, conflict,**
or **confrontation**



To **cause excitement** or **distract**
from something



To **keep** or **build relationships**

The Benefits of Effective Communication



+25%

Increase
Productivity

3x

Outperform
Peers

4x

Increase
Retention

The Impact of Poor Communication

86%

Main Cause of
Workplace
Failures

42%

Experience
Stress

28%

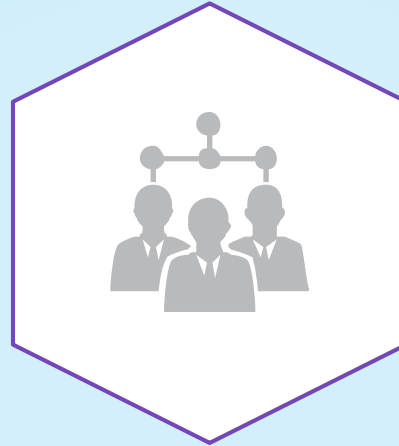
Reason for
Missing
Deadlines



Activity #1



5 MINUTES



GROUPS



TAKE TURNS

Instructions:

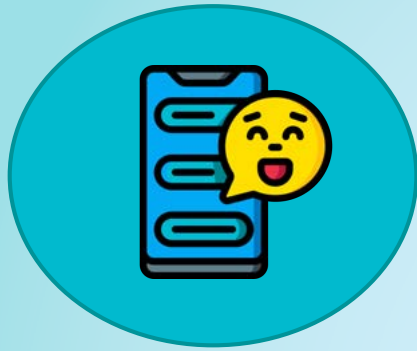
After quick introductions, discuss the following questions with one another:

- 1.) What role does communication play in your life?**
- 2.) What makes communication challenging?**



Understanding the Process

Decoding Generational Differences



Gen Z
2001-2020

Global | Entrepreneurial | Progressive

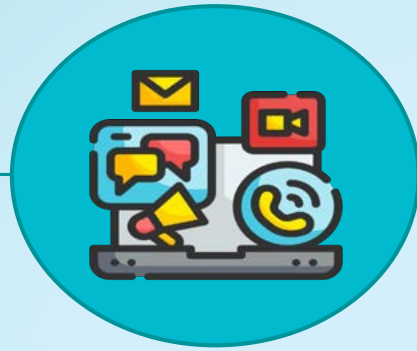
First generation to be born using technology

Value:

Quick, fun communication, get right to the point

Preferences:

Digital first, face-to-face second



Millennials
1980-2000

Open-Minded | Adaptable | Achievement-Oriented

Most millennials are digital natives from a young age

Value:

Self-expression, sharing their opinions & ideas, flexibility

Preferences:

IMs, emails, or texts, avoid face-to-face & phone calls



Gen X
1965-1979

Flexible | Skeptical | Independent

Early adopters of email; bridge between older and younger generations

Value:

Efficiency, shared responsibility

Preferences:

Emails and texts, short & brief messages



Baby Boomers
1946-1964

Competitive | Optimistic | Loyal

Began to incorporate limited use of cell phones & personal computers in the late 1980s

Value:

Respect, tradition, directness, efficiency

Preferences:

Face-to-face ideally, phone calls

Activity #2



5 MINUTES



SELF REFLECTION



JOURNAL

Instructions:

Identify someone with whom you have communication challenges.
What can you do differently to improve communication?



Building & Strengthening Relationships



Listening Blocks



Comparing

Mind-Reading

Rehearsing

Filtering

Judging

Dreaming

Identifying

Advising

Sparring

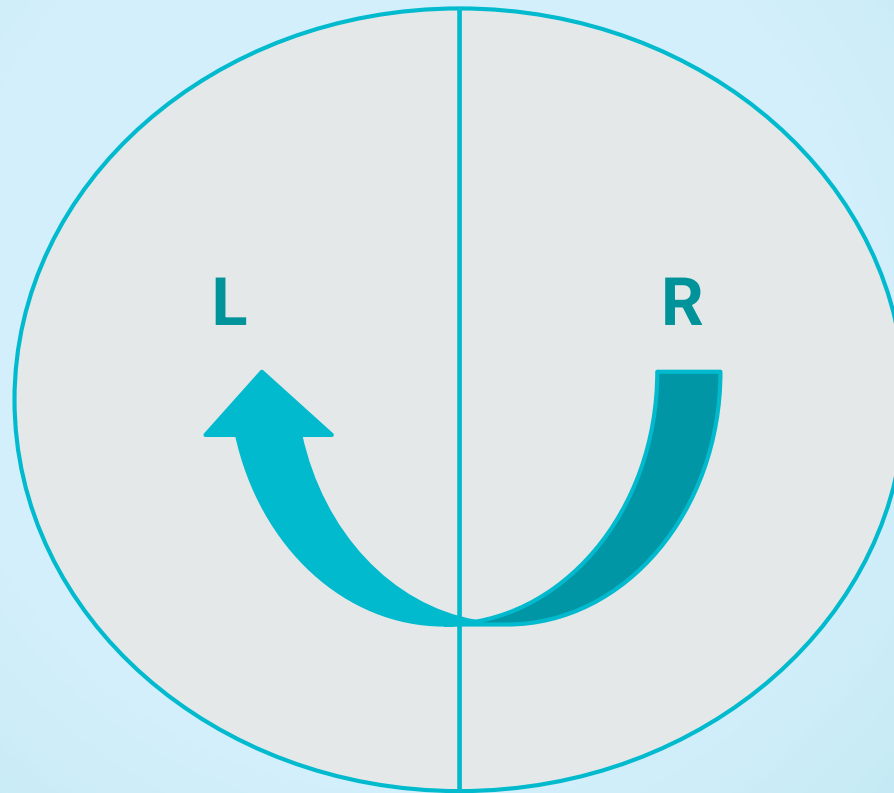
Being Right

Derailing

Placating



Empathetic Listening



Demonstrate Empathetic Listening

01 *Acknowledge* what is being said

- “You’re really upset right now...”
- “Your main concern is...”
- “I understand...”

02 *Ask* better questions

- “How did that impact you?”
- “What else could have caused the problem?”
- “What was the outcome you were hoping for?”

03 *Summarize* your understanding

- “Tell me if I’m on track with my understanding here...”
- “The bottom line is you are frustrated...”
- “It sounds like you’re disappointed about...”

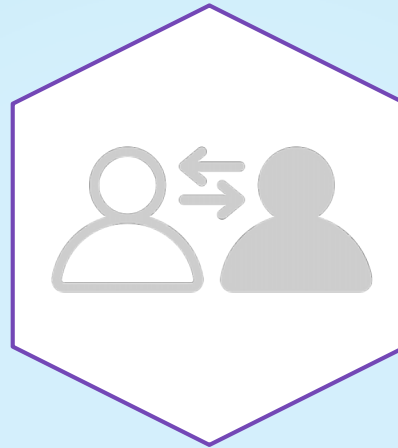
04 *Pay attention* to nonverbals

- “You sound upset even though you’re saying ‘I’m fine’”
- “I noticed you pulled back when I said...”
- “You seem tense...”

Activity #3



10 MINUTES



PAIRS



TAKE TURNS

Instructions:

1. Think of a personal story.
2. Partner with someone you don't know & do the following:
 - Person A: Share the story
 - Person B: Demonstrate empathetic listening
3. Switch after 5 minutes & repeat.



I really liked that
you said that,
Mom.



Thank you!