

Defining a BETTER Way to Operate

Improve organizational communication. Bridge generational gaps.

CREATING THE

ALL-IN CULTURE by

Creating Communities of
Highly-Skilled Communicators

ORGANIZATIONAL • CORPORATE • NON-PROFIT • INTERPERSONAL

White Paper

What would it be like to work with a group of individuals who operate efficiently as a single unit?



They would:

- Listen to understand instead of reloading a response
- Define problems instead before having all of the solutions
- Inform and discuss instead of selling and telling
- Believe in the decision-making process and agree to make it work

We're in trouble. Technology is destroying our ability to communicate effectively. We send emails instead of having difficult conversations. We ignore phone calls and text back. Our children and grandchildren are having to be taught how to have meaningful relationships "IRL" (in real life).



But what does this mean for a business' or an organization's survival?

Communication is critical in high-functioning, agile environments where information flows in every direction creating all-in cultures built on trust and respect, the foundation of successful business.

Effective communication forms the type of organic collaboration that leads to innovation. If we do not communicate effectively, the doors of the business close, people lose jobs and we fail as organizations, managers, and employees.

However, there is an answer. And it lies in the creation of highly-skilled communicators.

But everyone involved must be all-in.

- An All-in culture is comprised of four fundamental principles:
- All shareholders share a relentless ALL-IN to accomplish the organization's mission and desired outcomes.
- All organizational stakeholders are ALL-IN owning and adhering to the organizational processes and protocols
- All organizational stakeholders are ALL-IN understanding the individual leadership, management, and communication behaviors that are the foundation for collaborative /innovative cultures
- All organizational stakeholders are ALL-IN trusting organizational decision competency

Everyone involved must understand the importance of and buy-in to the company's vision for establishing all-in cultures. We've been changing culture to fit business initiatives for far too long. It is time that we introduce behaviors that transcend cultural and generational boundaries. **This is done by creating communities of highly-skilled communicators.**

Cultural Disruptions



A COMMUNITY OF HIGHLY SKILLED COMMUNICATORS

Let's define community and communicator.

Community

- A feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals

Communicator

- A person who is able to convey or exchange information, news, or ideas; especially one who is eloquent and/or skilled.

Broadly, a culture is a group of individuals with different skills, attitudes, and backgrounds. **Cultures are the most genuine manifestations of communities.** The pathway to establishing an effective organizational culture is navigated by individuals who are committed to the task of becoming better communicators - at every level of the organization.

There are 15 community-building behaviors that, once defined, can be taught to any group within any organization. These behaviors create communities of highly-skilled communicators.

The Behaviors that Create Communities of Highly-skilled Communicators Available Workshop Topics

Suggested Reading:



Book



Workbook



Human Resource Guide

Building Trust and Respect: Achieved through developing the skills of asking the right questions, listening and discussing. If mastered, you'll never hear the phrase, "I thought we talked about this".

pp 3-5

pp 25

Extracting Critical Information From Conversation: Achieved by using the 5 W's and an H. This simple technique uses 6 questions that can clarify any activity • What ,Why ,When, Where, Who and How • A skilled communicator can use these 6 words in any conversation.

pp 8

Managing Expectations and Obtaining Agreement

pp 56

This skill encompasses 2 levels of behaviors:

- Managing a group's expectations and/or
- Managing your own expectations.

Achieved by being able to frame the expected outcomes and deliverables within an agreed-upon time frame

Acquiring "Quality" Feedback

pp 75

Feedback is the foundation for personal improvement and the fuel for improvement both as a group, as well as individually. Accepting quality feedback is the only path to improvement.

Managing Disagreements and Defusing Conflicts is a challenging, but valuable, skill to develop. Being a skilled conflict manager requires the highest level of skill and self-esteem.

wkbk pp 6
bk pp 43

Creating Clear Messages: Achieved by thoroughly understanding complex information, then reducing the complexities to easily-digestible nuggets of information that can be easily explained and received. Developing a creative brief that ensures clarity and importance of the information.

wkbk pp 7
bk pp 109

Perfecting The Art of Making Decisions

Making decisions that are supported by the people that are directly impacted is a core competency of leadership. If done poorly the ability to recover trust is very difficult.

wkbk pp 9
bk pp 34

Creating Reward Programs That Improve Trust and Respect: Achieved by understanding that what you reward is what you get more of. Coworkers rewarding each other for displaying quality communication behaviors. Employers reward employees when they observe outstanding team collaboration.

wkbk pp 2-5
bk pp 124
hr pp 5

Transferring Ownership of Organizational Initiatives: Achieved by strategically involving "The Doers" within an organization in the decision-making process - not only senior management.

wkbk pp 8

Exposing the Root of a Problem/Issue: Achieved by first defining the singular problem before offering solutions. (5 Why's) This methodology is integral for anyone attending meetings with the goal of addressing organizational issues.

bk pp 30

Creating Job Descriptions that Foster Collaboration: Job descriptions are really important until someone is hired, then they usually disappear. But they shouldn't - they should be revisited at regular intervals throughout employment. This communication practice is fundamental in creating Communities of Communicators.

hr pp 3
bk pp 133

Making Reviews a Positive Experience: Achieved by allowing the employee to evaluate themselves within the framework of communication behaviors. No one loves organizational reviews; having a positive review process is one of the determining factors in building and sustaining a positive organizational culture.

hr pp 7
bk pp 137

Understanding Individual Personalities and Their Impacts on

Communication: Understanding how to communicate in someone else's comfort zone is a second-level communication skill. People have a variety of personality filters.

bk pp 119

Understanding How Social Media Impacts the Organization: Personal and professional communication can potentially complement or hinder an organization's communication strategy. The biggest change in the last 10 years has been the two-way nature of Internet communication. This revolution has impacted every aspect of human behavior. Establishing an integrated communications plan is a pathway to success.

bk pp 109

Enhancing Organizational Social Environment: Achieved by establishing a monthly community-building activity/event. This allows the team-members time to interact and has a profound impact on the organizational spirit. Knowing someone on a personal level changes the game.

hr pp 5

bk pp 130

SUMMARY

The last 10 years has been a period of disruption to the world of communication, creating significant issues with the way people communicate and connect to each other. Organizations have spent most of their capital investment and time trying to keep up with the constant flow of new technology that are changing the way organizations communicate and operate.

It is time to return to the basics of the human experience. Connecting is the key to innovation, enduring success and cultural efficacy. This list of 15 communication skills fine-tunes an organization's ability to manage change. Adopting this methodology is guaranteed to have a significantly positive effect on any organization's culture - **It is time to change the way we communicate.**

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