

Communicate with Confidence: Influencing for Success



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Our Services

Founded in 1982, Exec|Comm is a premier communication skills training firm, headquartered in New York City with global resources. We coach professionals around the world to communicate expertly through customized group programs and private one-on-one sessions.

Focus on Others

Our driving philosophy is that professionals most powerfully impact the world by focusing more on others and less on themselves. Take away the technical aspects of any role – competency and knowledge to do the job – and successes come from how well a professional builds relationships and communicates ideas. By better considering the needs, concerns, and responses of those with whom we communicate, we can more positively influence our professional world.

Our skill areas include:

Presenting

- Formal and informal talks
- Executive Presence
- Personal Branding

Leading

- Motivating and Delegating
- Coaching and counseling
- Conducting performance appraisals

Meeting

- Communicating with influence
- Leading meetings
- Managing virtual meetings

Selling

- Relationship building
- Consultative selling
- Negotiation Skills

Writing

- Business Documents
- Speech writing
- Proposals

Responding

- Community Dialoging
- Crisis Communication
- Managing the Media

One-on-One Professional Development available across all skill areas

Personal Communication Styles Assessment

Step One

How would you describe yourself? Use the five sets of words below to describe yourself. In each set, place a “7” beside the word that most closely describes you, a “5” beside the next closest word, a “3” beside the next closest word and a “1” beside the word that least closely describes you. Each set should have four words ranked 7, 5, 3, and 1 (no ties).

7	Most like me
5	
3	
1	Least like me

SET 1

- _____ A. Assertive
- _____ B. Optimistic
- _____ C. Lenient
- _____ D. Accurate

SET 2

- _____ A. Adventurous
- _____ B. Life-of-the-Party
- _____ C. Moderate
- _____ D. Precise

SET 3

- _____ A. Stubborn
- _____ B. Persuasive
- _____ C. Gentle
- _____ D. Humble

SET 4

- _____ A. Competitive
- _____ B. Playful
- _____ C. Obliging
- _____ D. Obedient

SET 5

- _____ A. Determined
- _____ B. Convincing
- _____ C. Good-Natured
- _____ D. Cautious

Stop Here

Personal Communication Styles Assessment

Step Two

Transfer your numerical responses from each set of words to this answer sheet and then total columns A, B, C, and D down.

	A	B	C	D
1.				
2.				
3.				
4.				
5.				

Total				
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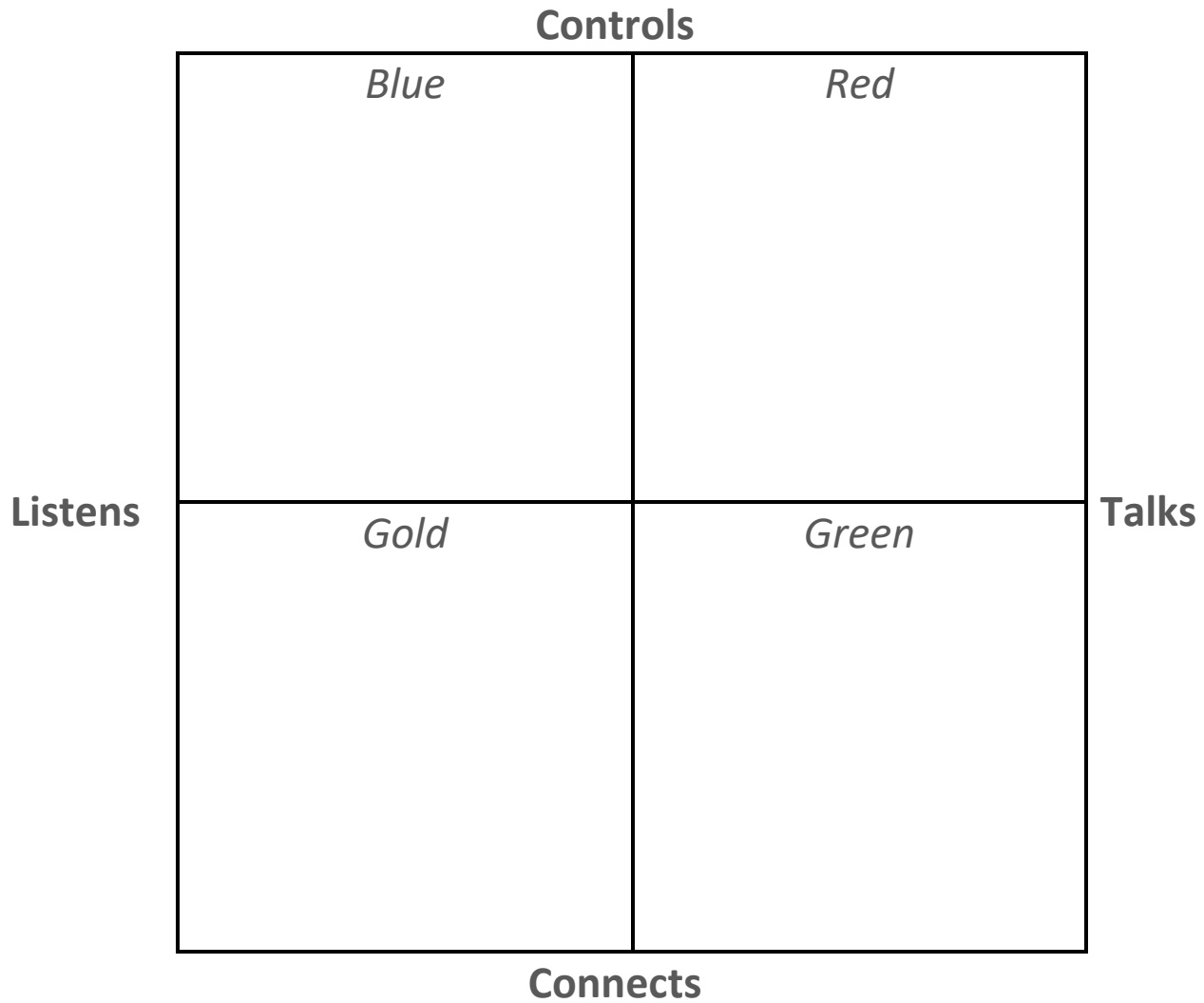
Step Three

Place your totals from columns A, B, C, and D into the corresponding boxes below.

<p>Blue</p> <div style="border: 1px solid black; width: 100px; height: 50px; margin: 0 auto;"></div> <p>D</p>	<p>Red</p> <div style="border: 1px solid black; width: 100px; height: 50px; margin: 0 auto;"></div> <p>A</p>
<div style="border: 1px solid black; width: 100px; height: 50px; margin: 0 auto;"></div> <p>C</p> <p>Gold</p>	<div style="border: 1px solid black; width: 100px; height: 50px; margin: 0 auto;"></div> <p>B</p> <p>Green</p>

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Communication Style Tendencies



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Communication Style Exercise

I am a _____ (Color).

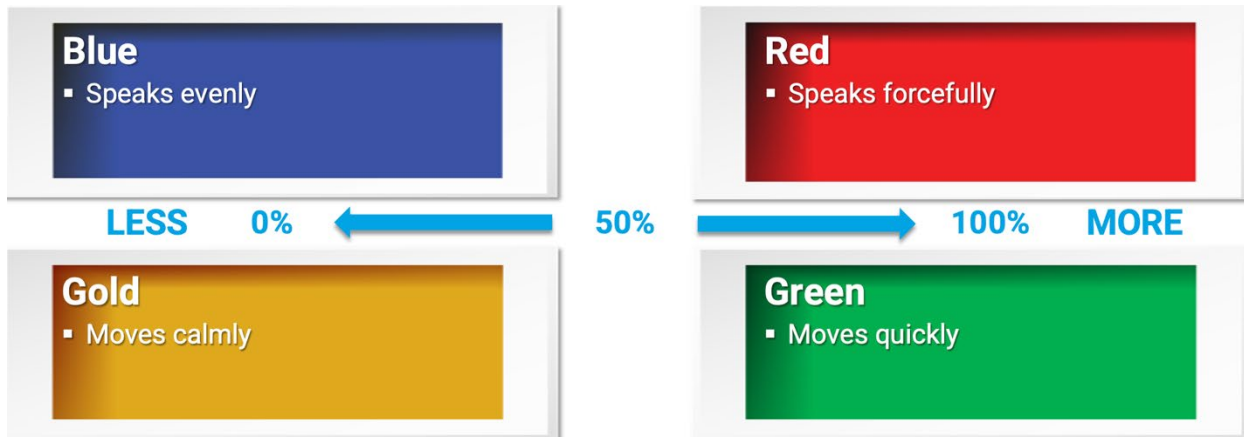
My communication style tendencies come out in the following **strengths**:

My communication style tendencies come out in the following **challenges**:

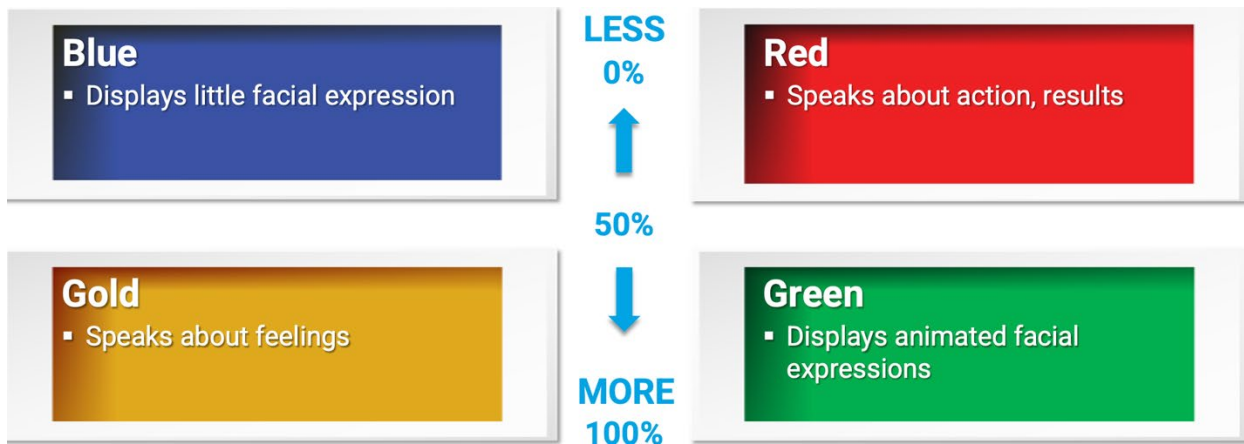
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Identify Another Person's Style

Assertiveness



Emotional Responsiveness



This person is a: _____

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Flexing Your Style Exercise

The person I identified is a _____ (Color).

In the past, I have dealt with them in this way:

To flex to their style, I will adapt my behavior by:

Dealing with Different Styles

For Blues

- Organize ahead
- Ask more questions
- Be time sensitive
- Speak softly and slowly

For Reds

- Be directive
- Be time conscious
- Take notes
- Speak energetically

For Golds

- Offer encouraging comments
- Nod head and be patient
- Solicit opinions from everyone
- Speak quietly

For Greens

- Be more physically energetic
- Use eye contact and nod
- Be more talkative
- Brainstorm out loud

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**Personal Communication
Styles and Strategies – Summary**

Mitigate Style Challenges

Blues..... decide sooner and avoid data overload

Reds ask questions and listen

Golds speak sooner and be direct

Greens organize and restrain energy

Flex To Their Style

With a Blue	With a Red
<p>Be:</p> <ul style="list-style-type: none"> ▪ thorough ▪ accurate <p>Offer:</p> <ul style="list-style-type: none"> ▪ minimal risk ▪ time 	<p>Be:</p> <ul style="list-style-type: none"> ▪ credible ▪ competent <p>Offer:</p> <ul style="list-style-type: none"> ▪ bottom line options ▪ autonomy
With a Gold	With a Green
<p>Be:</p> <ul style="list-style-type: none"> ▪ concerned ▪ honest <p>Offer:</p> <ul style="list-style-type: none"> ▪ assurance ▪ fairness 	<p>Be:</p> <ul style="list-style-type: none"> ▪ confident ▪ admiring <p>Offer:</p> <ul style="list-style-type: none"> ▪ many options ▪ creativity

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Project Confidence and Credibility – Summary

- **Eye contact**
 - Share complete thoughts (in-person)
 - Focus on camera (virtual)
- **Facial expressions**
 - Show interest and understanding
- **Vocal variety**
 - Passion, energy, pause
 - Avoid fillers, qualifiers
- **Gestures**
 - Enhance (in-person)
 - Distract (virtual)
- **Posture**
 - Sit or stand tall

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Ask Questions and Listen to Gain Insight

- **Ask open-ended questions**
 - Use What, Why, and How
 - Avoid options
 - Ask one question at a time
 - Stop talking after asking a question
 - Don't interrupt
- **Be a *Focused Listener***
 - Take notes
 - Use encouraging phrases
 - TEDS: tell, explain, describe, share
 - Maintain eye contact
 - Nod to show engagement
- **Confirm with "You" Statements**
 - Paraphrase speaker's point
 - Draw conclusion
- **End with "Is that right?"**

Listening Exercise: Assess Your Listening Skills

Stop doing:

Start doing:

Continue doing:

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Asking Questions and Listening – Exercise

Write three strategic open-ended questions you typically ask during client meetings:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

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Thinking on your Feet - Gain Thinking Time

Repeat or Rephrase Variations:

- Complete repeat
- Partial repeat
- Rephrase

Lead-ins:

1. _____

2. _____

3. _____

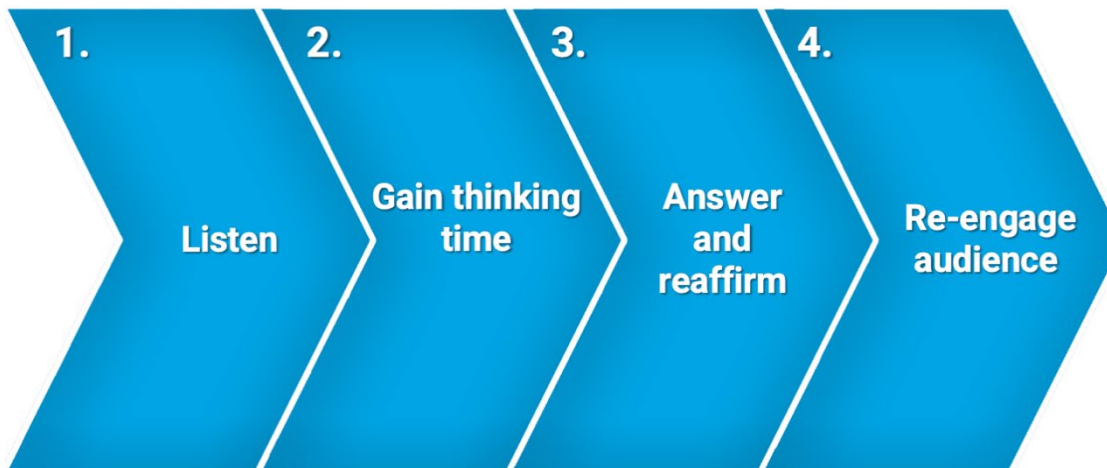
4. _____

5. _____

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Thinking on your Feet – Summary

Process:



Gain thinking time:

- Repeat or rephrase question
- Use lead-ins

Control non-verbal cues:





- Use open body language
- Maintain neutral posture
- Focus eyes

Answer and reaffirm:

- Respond with 2 – 3 sentences
- Reaffirm key messages

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Exec|Comm's Communication Skills Checklist

<p>Manage Your Physical Presence</p> <ul style="list-style-type: none"> ▪ Maintain strong eye contact ▪ Keep hands above the table and gesture naturally ▪ Match facial expression to message ▪ Use conversational voice 	
<p>Ask Questions - Confirm and Clarify</p> <ul style="list-style-type: none"> ▪ Ask open-ended questions ▪ Take notes ▪ Use encouraging phrases ▪ Confirm with "You" statements ▪ Check any assumptions you make 	 
<p>Manage Your Interactions</p> <ul style="list-style-type: none"> ▪ Use repeats & lead-ins to gain thinking time ▪ Mitigate style challenges: <ul style="list-style-type: none"> ○ Blues - Decide; Reds - Ask; Greens - Organize; Golds - Speak ▪ Flex to client's style 	

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Reinforcement Tools

Sustain your new skills at work and keep them top of mind with the following resources.

ECLearn – Online Course Content

In addition to your classroom experience, you will receive access to ECLearn, Exec|Comm's sustainable learning and reinforcement web portal. ECLearn offers a variety of content, tools, and resources to reinforce your skills. You'll find information on the following topics:

- Introduction
- Words
- Structure
- Personal Communication Styles
- Presenting Your Professional Self
- Design and Tone
- Email Best Practices
- Controlling Questions and Answers
- Other References

To register, use the following web address and course ID:

- <http://www2.exec-comm.com/Register>
- Course ID: **cgic-86a47386**

After you register, you will receive an email with login instructions. Your course code is valid for 60 days after registration.

About Exec|Comm

For almost 40 years, Exec|Comm has helped Fortune 500 leaders and their teams communicate, influence, and lead with more impact. We deliver group programs and one-on-one coaching leveraging our local trainers around the world. In every Exec|Comm program, you learn practical skills you can immediately use. Visit our [website](#) to access articles and videos to further your learning.

If you have any questions about the program or general questions about communicating or leading more effectively, reach out to **Sean Romanoff**, at sromanoff@exec-comm.com.

You can also connect with **Sean** on LinkedIn using this link or QR code:

<https://www.linkedin.com/in/seanromanoff>



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Program Evaluation

Thank you for attending! We hope that you found value in the workshop. We take growth and improvement seriously and we can't do that without your feedback. Please take a moment to complete an evaluation of your experience.

Scan the QR code below with your mobile device to complete a brief survey (<2 min).

Please rate each of the following criteria using a 1-5 scale:

	Not applicable	Do not agree	Mildly agree	Agree	Strongly agree
Program content met stated learning objectives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Subject was relevant to my professional growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructor(s) was knowledgeable and effective	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Materials supported my learning experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		
Practice and discussions enhanced my development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>		



Please complete the survey within 48 hours, while the experience is fresh in your mind. Thank you!