



CLEAR THINKING TODAY

Communicating Hacks – Unit 4

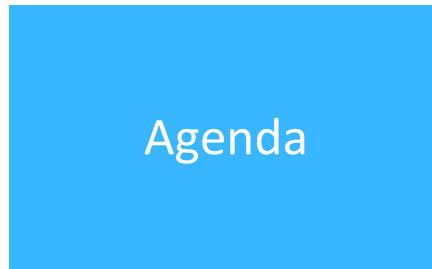


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Objectives

- Lay the foundation for effectively communicating about a decision or perspective
- Present major communicative options after deciding or adopting a perspective
- Demonstrate how to pack and unpack core messages emerging from a decision or perspective





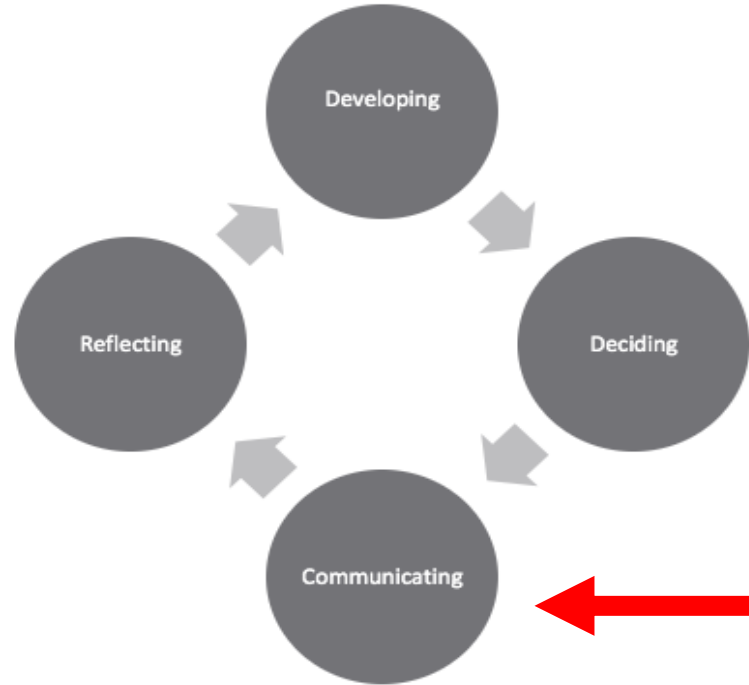
Agenda

1. Overview of Clear Thinking Hacks
2. Communicating Hacks
3. Discussion Questions

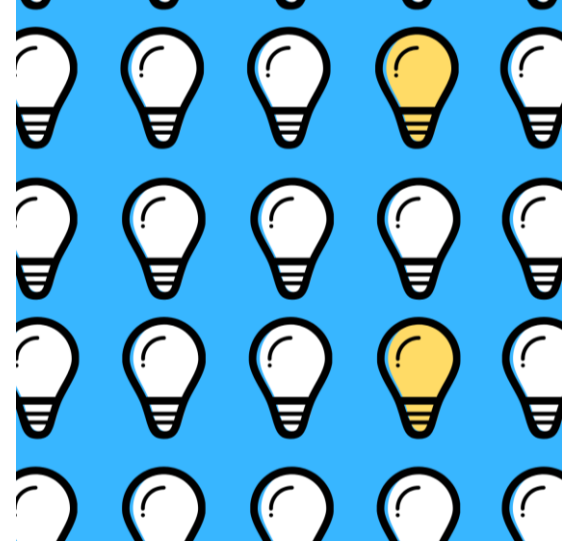


1. Overview of Clear Thinking

Clear
Thinking
Hacks



2. Communicating Hacks



Video

- Identify and analyze your audiences
- Decide whether to share your PMQ chart
- Package your PMQ messages with graphics, metaphors, or catch phrases
- Don't be a cheerleader

Identify and analyze your audiences

TABLE 18.1
AUDIENCE ANALYSIS

AUDIENCE	POTENTIAL RESPONSES (POSITIVE & NEGATIVE)
Family	<ul style="list-style-type: none">-Promote further discussion about posted material-Appreciate my life experiences-Feel more distant and separated
Friends	<ul style="list-style-type: none">-Feel more part of my life-Nurture social competition or feelings of envy-Signal similarity of values
Co-Workers	<ul style="list-style-type: none">-Ignore posts-Nurture informal relationships-Expand circle of potential friends

Decide whether to share your PMQ chart

Table 19.1 Strategic Communication Options			
Strategy →	Avoidance	Equivocation	Disclosure
Tactics	<ul style="list-style-type: none"> • Use silence • Change subject • Minimize contact with person 	<ul style="list-style-type: none"> • Use abstract language • Invoke “politically correct” phrases • Describe responses in vague terms 	<ul style="list-style-type: none"> • Share PMQ list • Discuss reasoning process • Debate points of view
Possible Upside	<p><i>You may...</i></p> <ul style="list-style-type: none"> • Appear wise • Avoid potential and unnecessary conflict • Allow time for circumstances to change 	<p><i>You may...</i></p> <ul style="list-style-type: none"> • Preserve relationships • Remain uncommitted • Allow time to build credibility • Stall for more changes in circumstances 	<p><i>You may...</i></p> <ul style="list-style-type: none"> • Create an understanding of your reasoning • Build support • Cultivate a foundation for your PMQ decision-making process • Foster long-term buy-in
Possible Downside	<p><i>You may...</i></p> <ul style="list-style-type: none"> • Create the illusion of support • Appear uninvolved or uninterested 	<p><i>You may...</i></p> <ul style="list-style-type: none"> • Mask important disagreements • Delay important discussions 	<p><i>You may...</i></p> <ul style="list-style-type: none"> • Foster unnecessary conflict • Invest more time than with the other strategies

Package your PMQ messages



- Graphics/logo
- Images
- Metaphors
- Stories



Don't be a cheerleader

"Keep the cheerleaders on the sidelines and focus on helping your audience understand what's going on in your decision-making game."

- Dr. So What

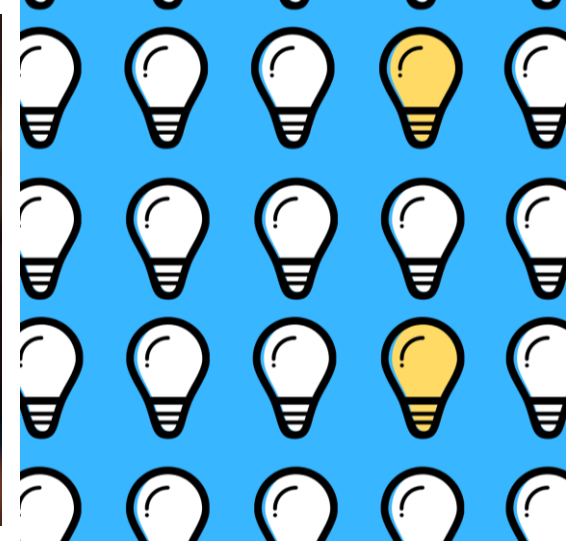


TABLE 21.1 HOW TO SUCCESSFULLY DOWNLOAD DECISIONS

Answer these Questions:

1. How was the decision made?
2. Why was the decision made?
3. What is the decision?
4. What other alternatives were considered?
5. How does the decision fit in with the mission and vision?
6. How does the decision affect the organization?
(WIFO – What's In it for the organization)
7. How does the decision affect employees?
(WIFM – What's In it for Me)

3. Discussion Questions

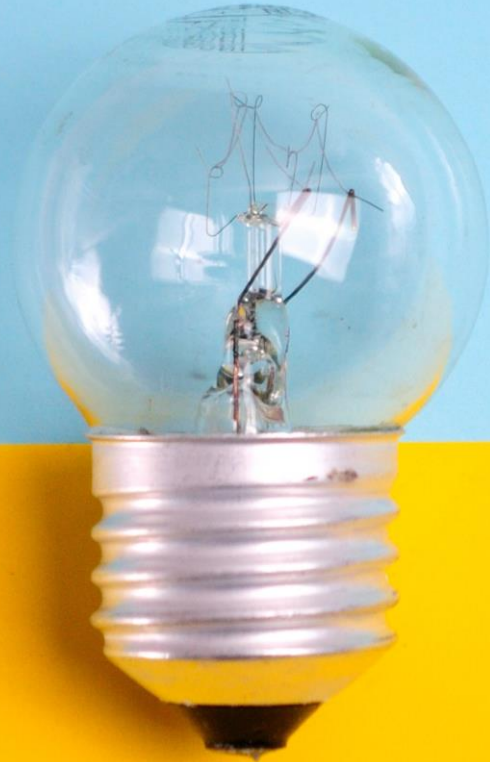


Case Studies

[Downloading a Decision](#)

[Influencing Your Boss](#)

- What type of packaging generally works best for you? Why?
- What are the characteristics or behaviors of people with whom you've avoided discussing certain topics? Why?
- What do you think is the most difficult part of conducting an effective audience analysis?



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