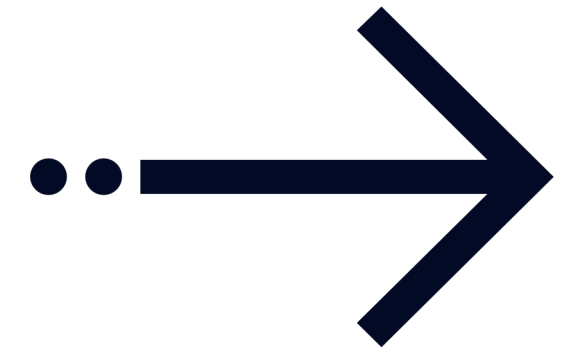
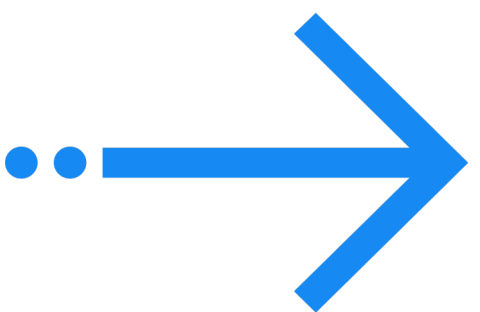
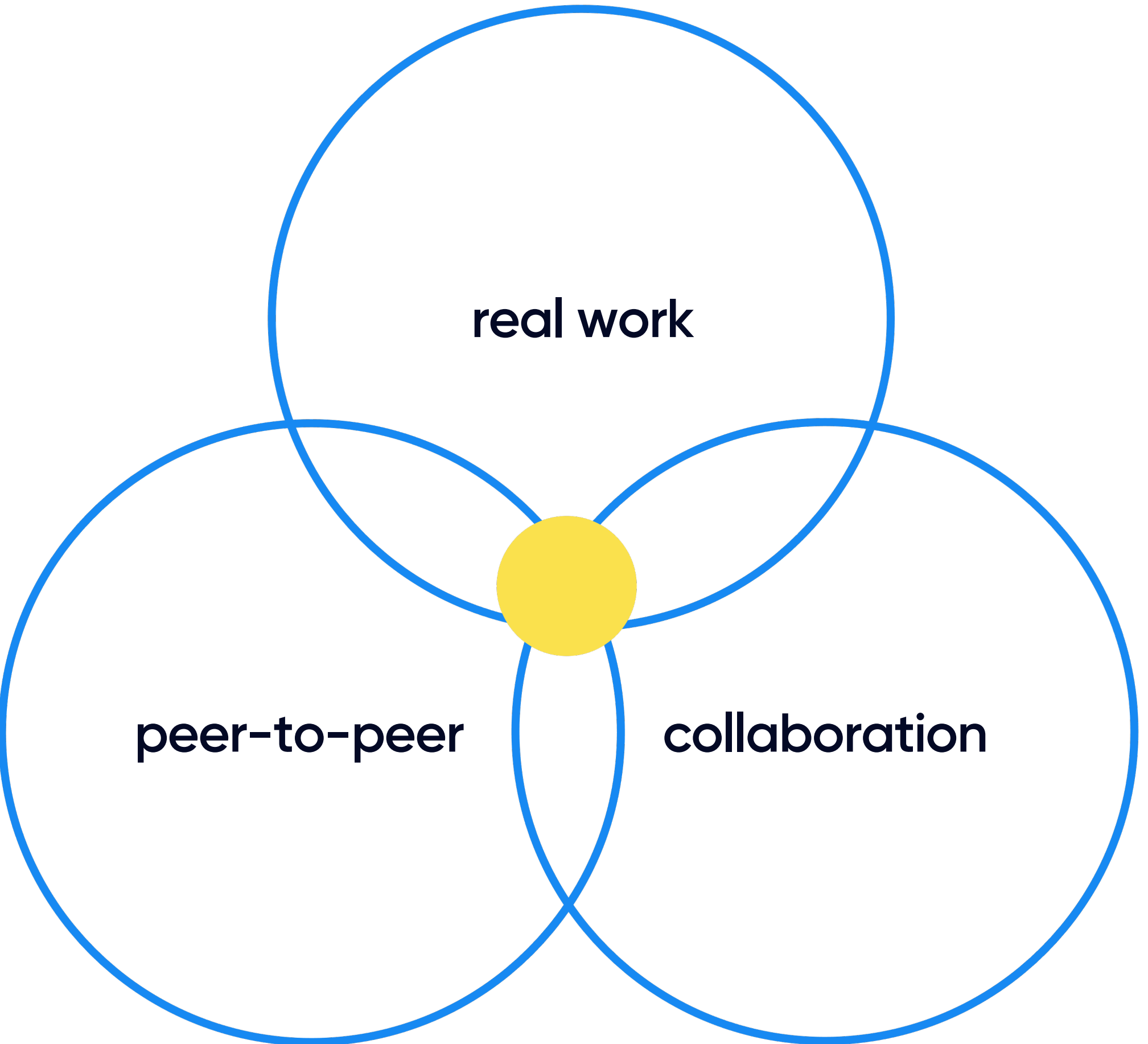




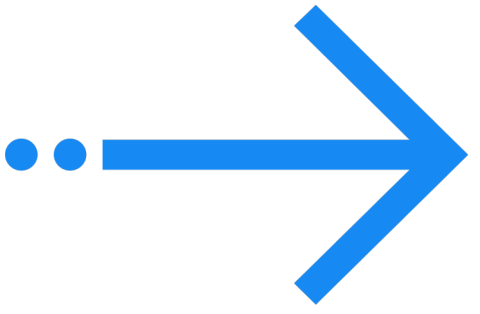
comm:lab
COMMUNICATING FOR IMPACT.

welcome





how we'll learn

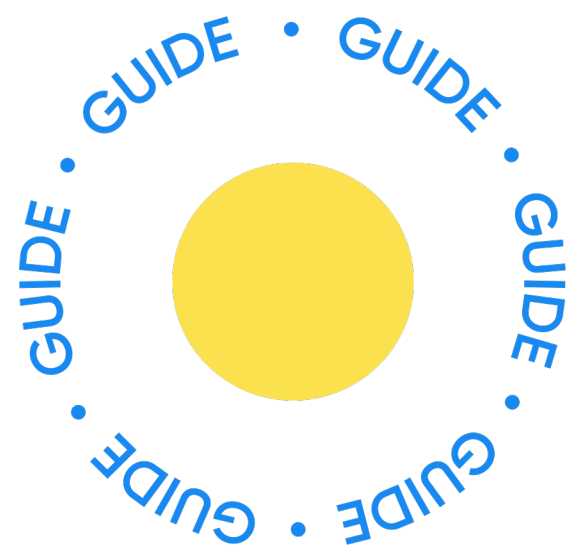


Breakouts



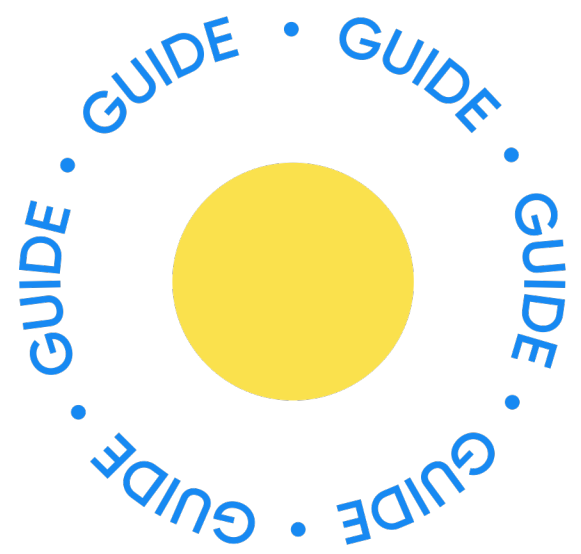
Top 2-3 Challenges

Communicating for impact is defined as consistently speaking your truth with relevance, moving work forward in a meaningful way, and building trust and confidence in your relationships.



Your Toolkit





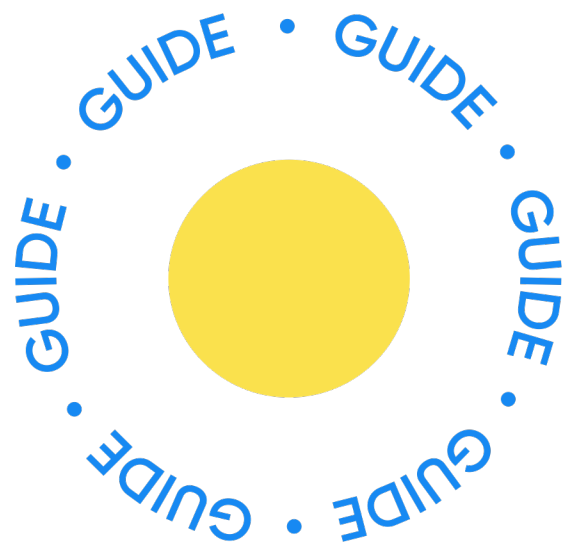
Your Field Guide

Introduction
Principles Deep Dive
Guide Applied
Additional Resources

blankpage



Do it different. Do it better.



5 Principles

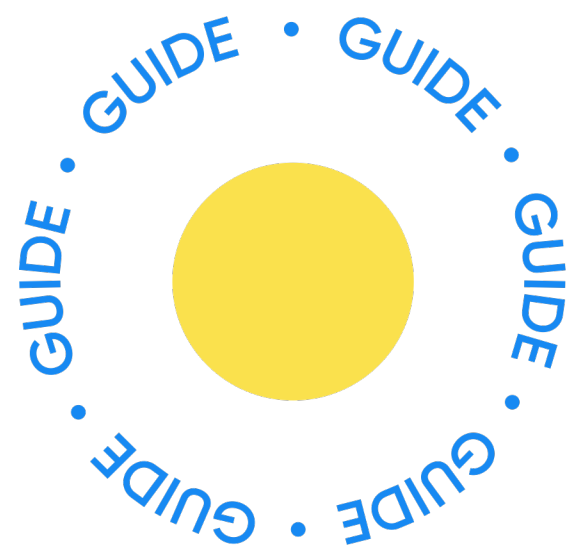
**Goal Clarity / Unlock Commitment / Impactful Ideas
/ Decisive Action / Execution Excellence**

There is often a wide gap between the intent of our actions and the actual impact. Focusing on these simple principles will increase your impact, expand your choices, and decrease your stress.

Simple (not easy)



Guidelines



Goal Clarity

Drives Purpose

When you know your why you set yourself and others up for success. Set an intention before every interaction and hold yourself accountable for building trust and confidence in your relationships.



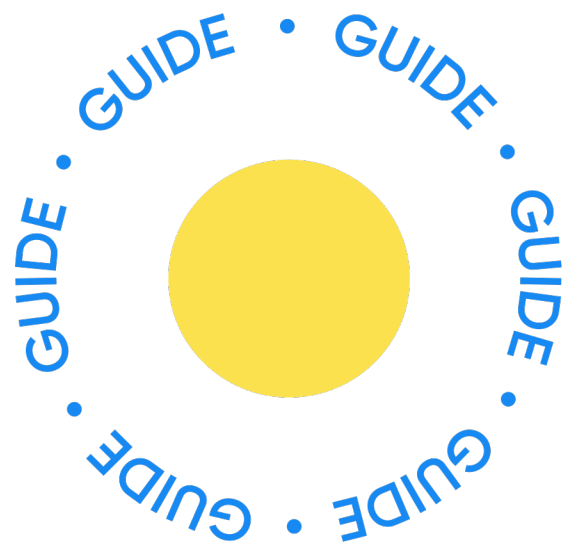
CURIOSITY



MYTH

Knowing what you need equals knowing why you need it.

Guided



Execution Excellence

Builds Trust & Confidence

Intent doesn't always match impact and responsibility doesn't end when you hit "send." Own it! Get feedback, learn what worked (and didn't), and never stop learning.

 **COMMITMENT**

 **MYTH**

I don't have time.

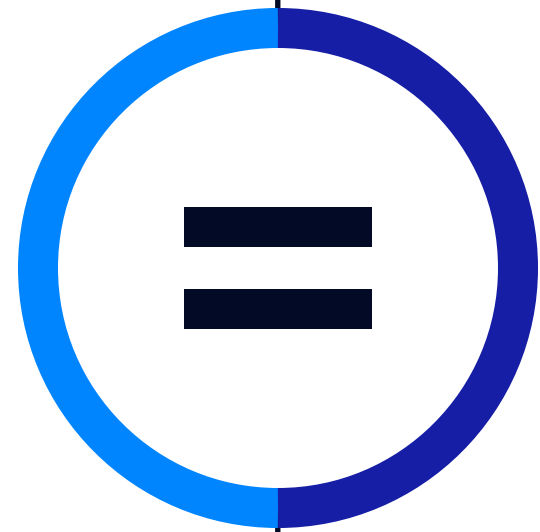
g.i.d
u.i.d
e

g



e

Example



Slack Message

From: Josh 3:06pm (Central, USA)

To: David 9:06pm (UK)

Hey David, do you have time early next week to create a visual template I could use to communicate the information like you see here on this Miro board? Long term, I want to "operationalize" this idea in such a way that I gather notes from the wrap up session, drop the text I have into a template, then export to have a compelling visual story to tell of what participants took away from our program.

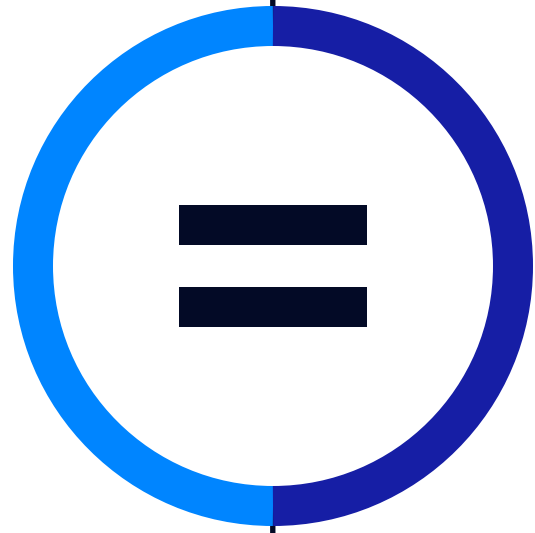
Response (+1 day)

From: David 12:14pm (UK)

To: Josh 6:14am (Central, USA)

I'm not sure I fully understand what you need. Let's talk during our next debrief about what you're trying to do and what makes most sense.

Example



FOR

Slack Message

From: Josh 3:06pm (Central, USA)
To: David 9:06pm (UK)

Hey David, do you have time early next week to create a visual template I could use to communicate the information like you see here on this dashboard? In short, I want to operationalize this idea in a way that I can get notes and the wrap up section, drop what I have into a template and export it as a competitive visual story, all of which participants are away from our program.

Response (+1 day)

David 12:14pm (UK)
Josh 6:14am (Central, USA)

I'm not sure I fully understand what you need. Let's talk during our next debrief about what you're trying to do and what makes most sense.

From Fail to Growth

Goal

Identify one thing that you can start doing today that minimizes the disconnect between intent and impact.

Instructions

Explore: Think about a time when you communicated too quickly and created a gap between your intent and the actual impact. What was the situation and what do you believe caused the disconnect?

Reflect: What can you learn from your fail and what might you do differently next time?

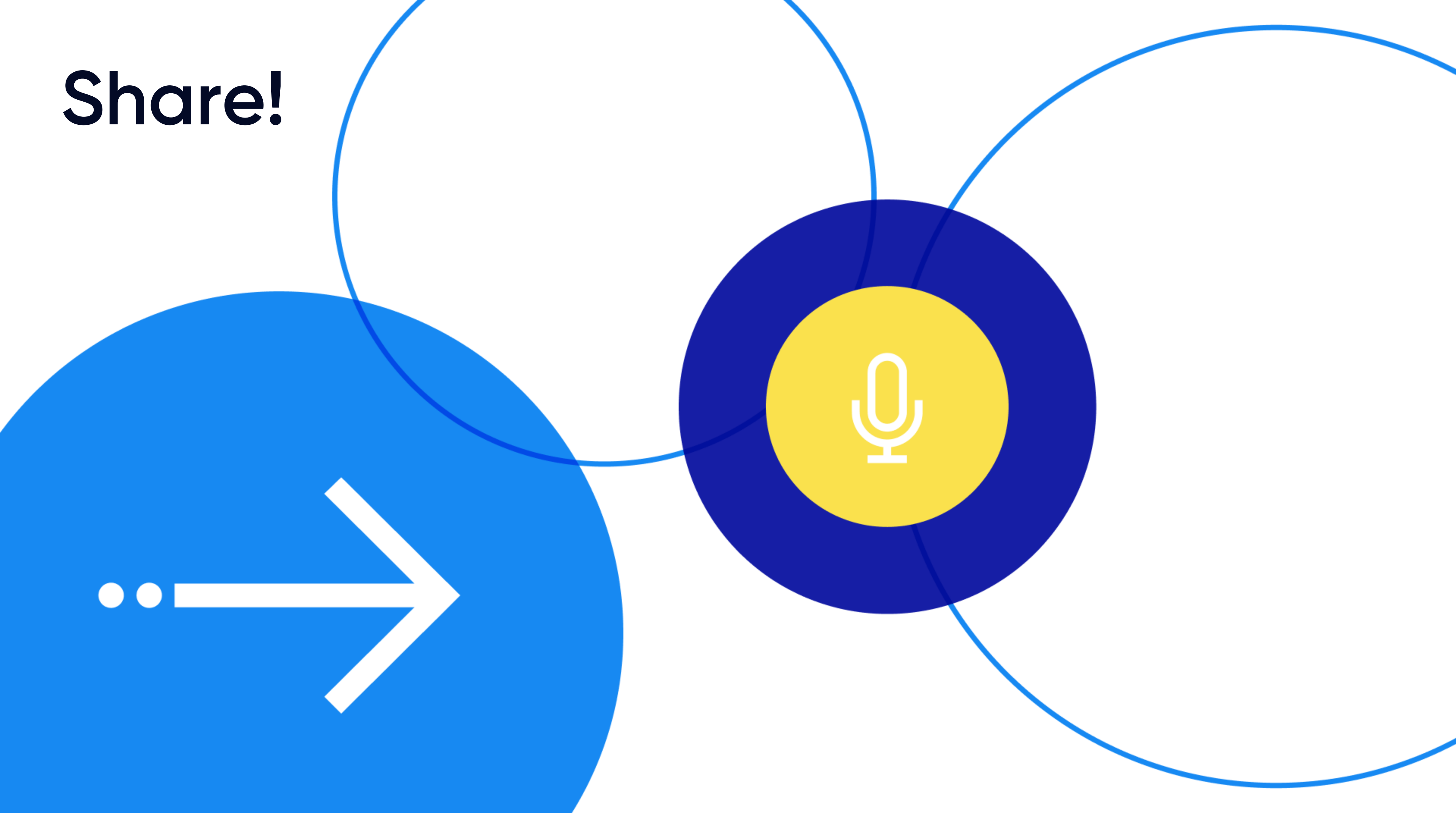
Identify: Based on your reflection, identify the one thing you can do to pause and minimize the disconnect between intent and impact. Get help and perspective from others when possible.

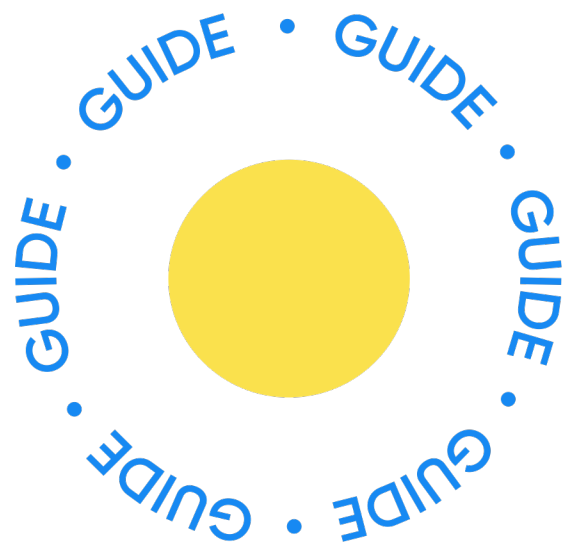
Tip: Whenever possible get perspective from others you work with because they have likely experienced something similar, which gives you an opportunity to learn from each other.



growth

Share!





Unlock Commitment

Prioritizes People

Multiple monologues, don't make a dialogue.
Connect your why to theirs and create a connection by being fully present, listening to learn, and adapting appropriately to each situation.

 **COMPASSION**

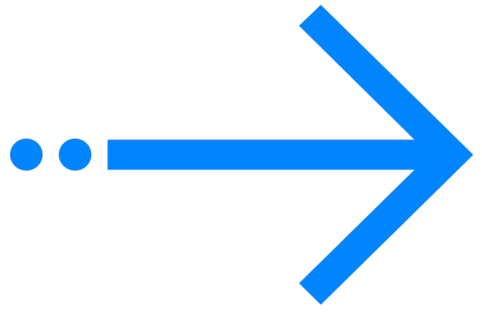
 **MYTH**

I know my audience.

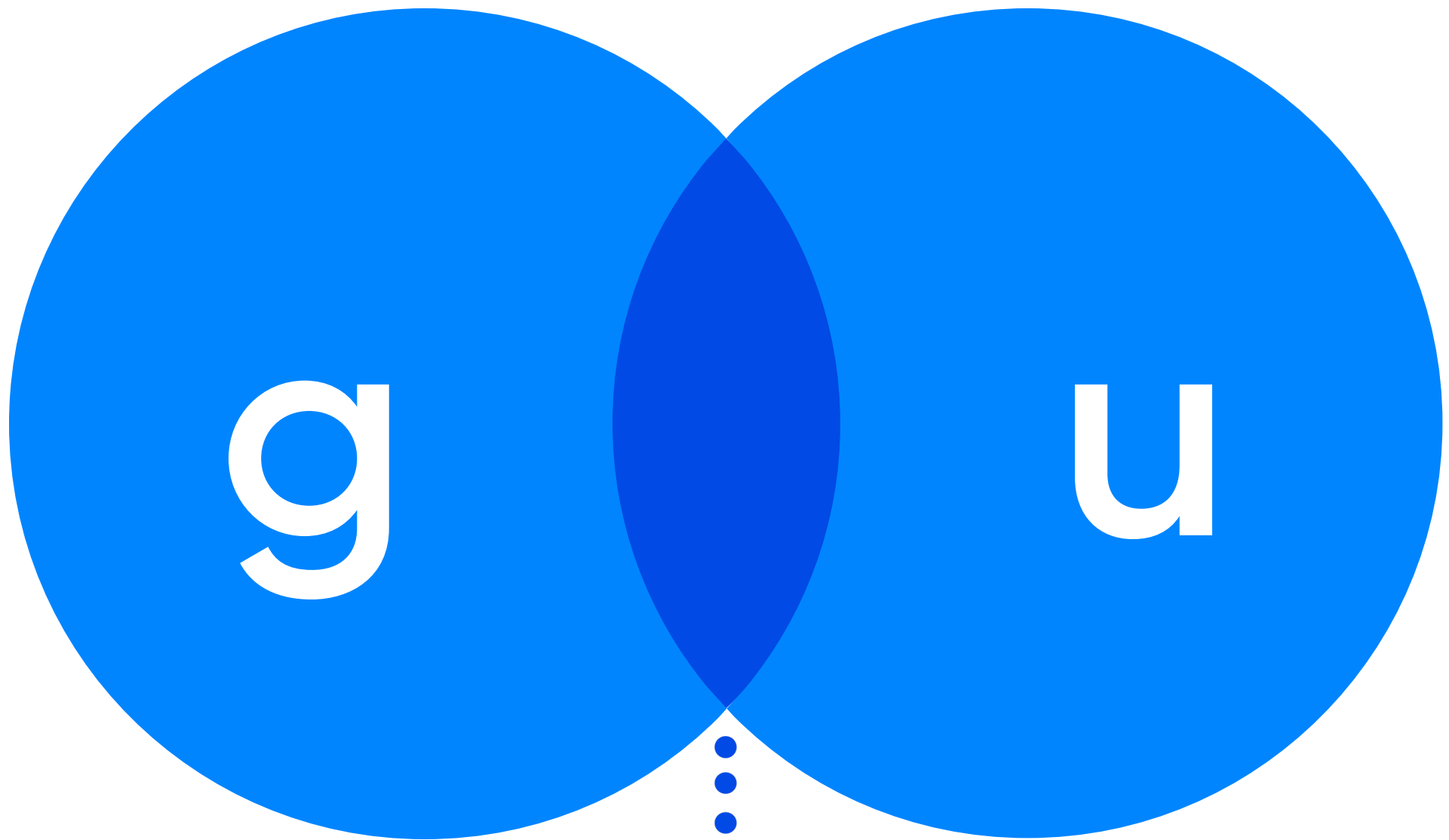
guide

U

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Collaboration

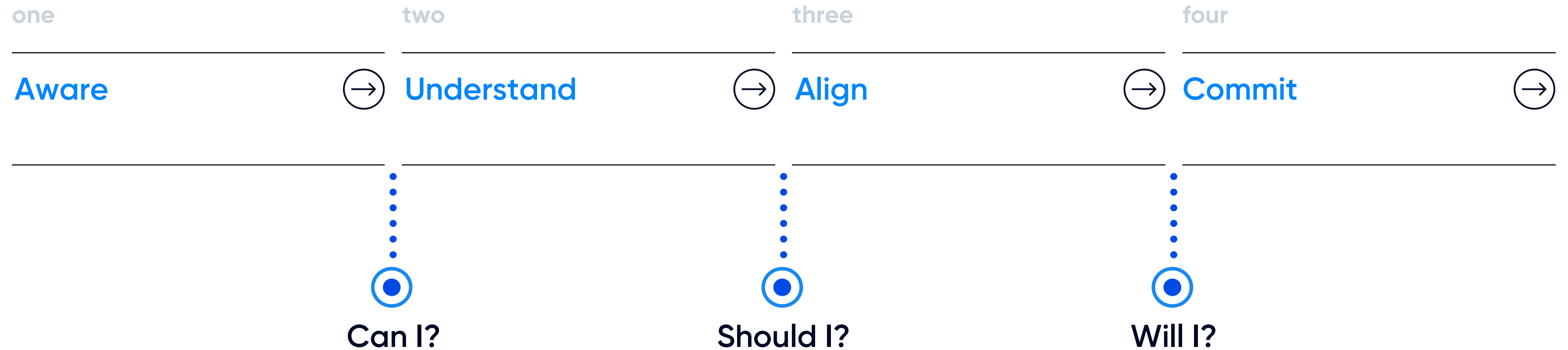


Your Why

Co-passion

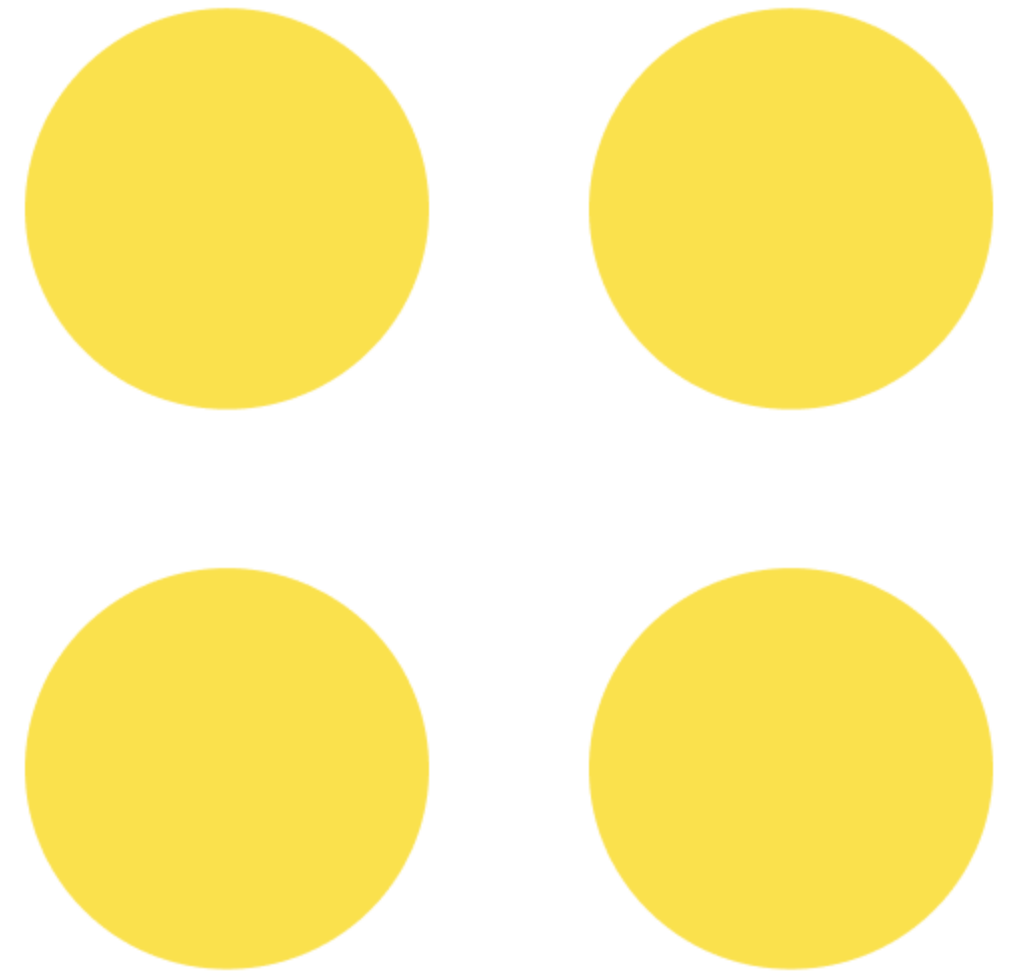
Their Why

Are they ready?



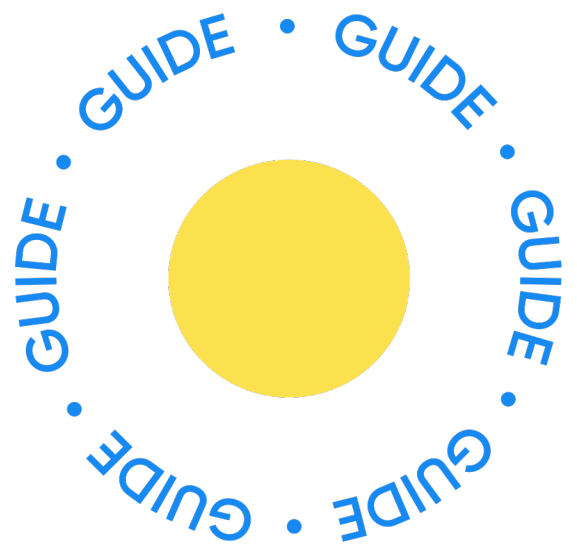


Top 10 List



assumptions ● perceptions ● expectations

ape



Impactful Ideas

Creates Focus

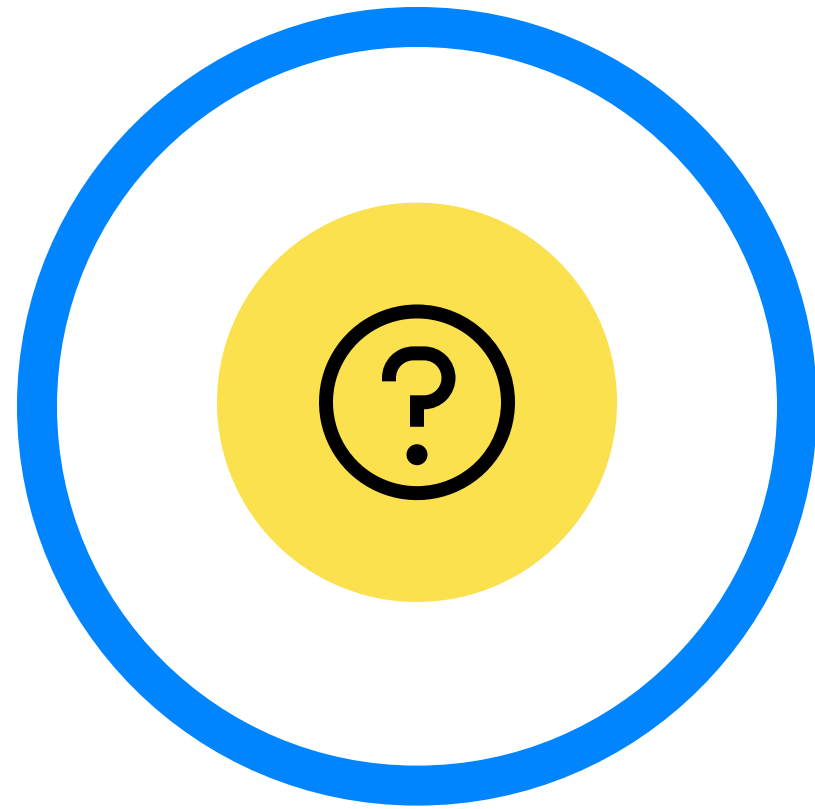
If everything is important, nothing is. Prioritize the what, so what, and now what to ensure that your communication is concise, logical, and understandable.

 **CREATIVITY**

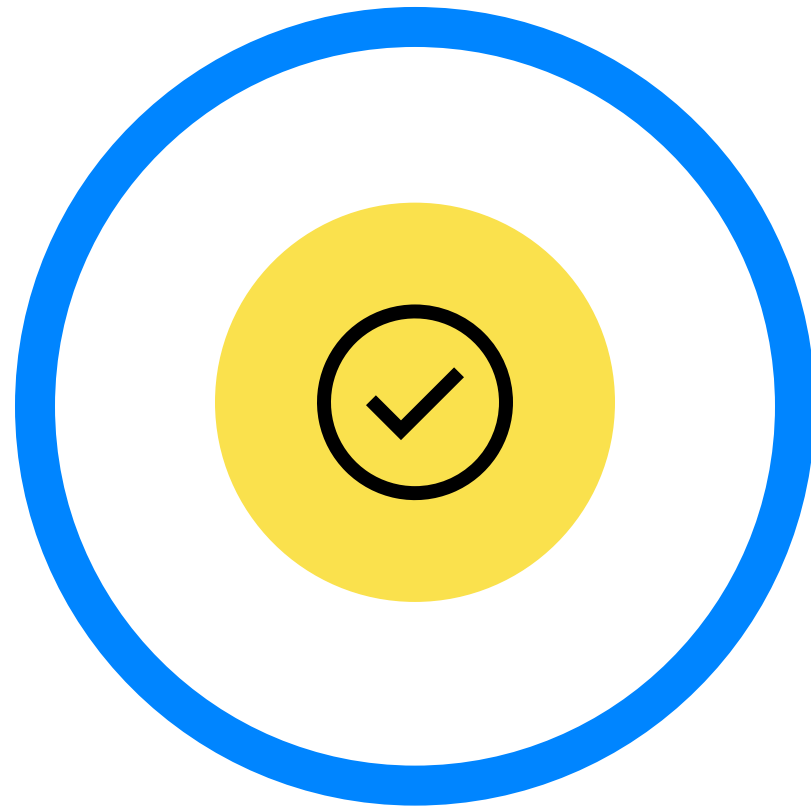
 **MYTH**

Everything I have to say matters.

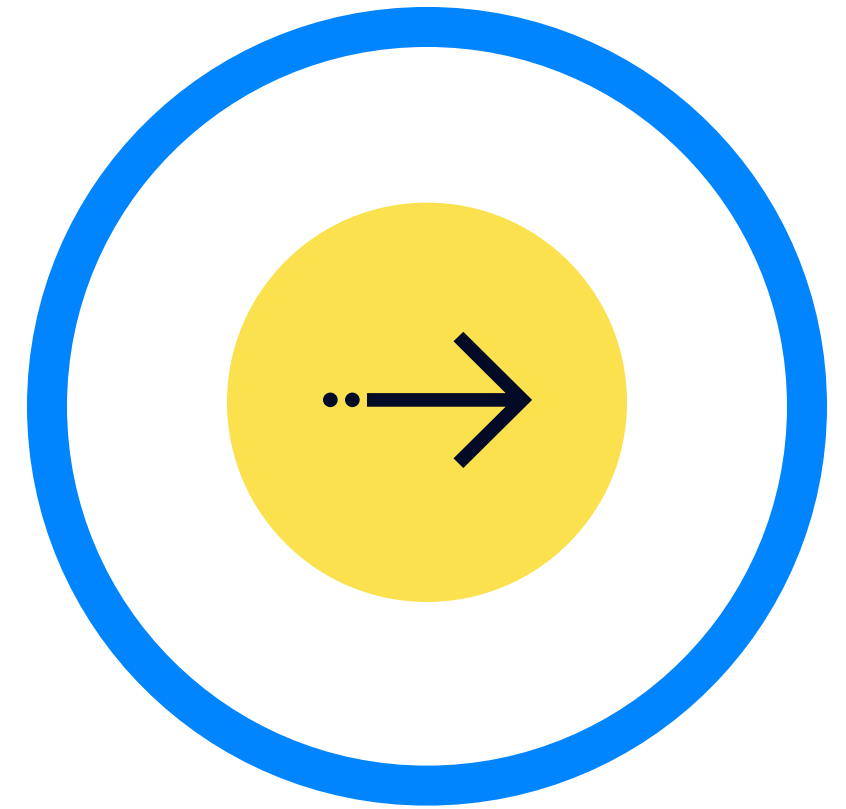




What



So What



Now What



mind sweep

Design a Fruit

Goal

Engage your audience by effectively communicating an impactful message about an entirely new fruit using the ideas from the group.

Instructions

Go Broad: Individually, identify your favorite fruit. Then come up with all the characteristics of that fruit that makes it your favorite.

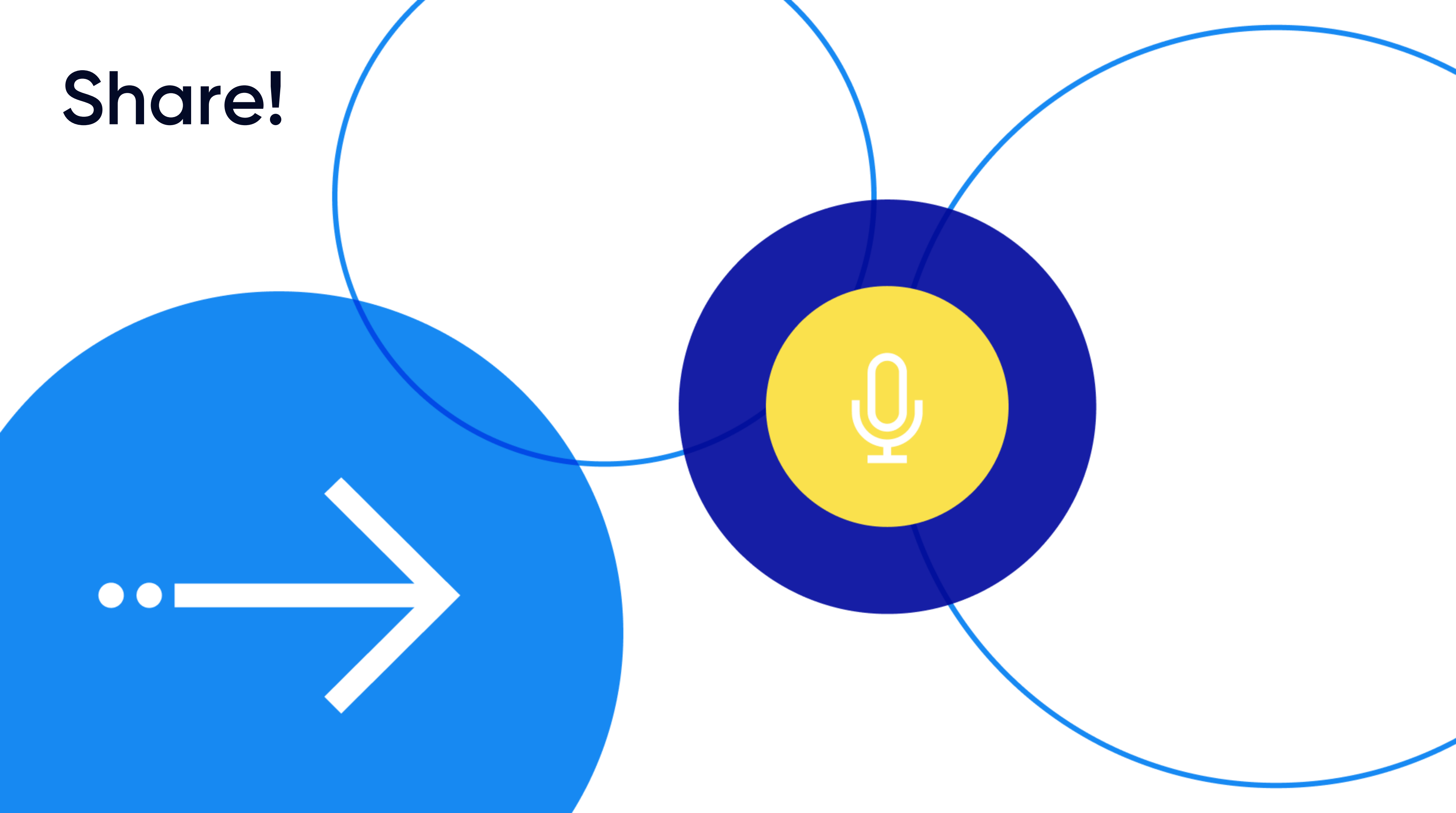
Explore and Design: Take turns talking about your fruit and capturing all its characteristics. Next, find the themes, group them together and design your new fruit. Don't forget to name your fruit and if you want, visually sketch it!

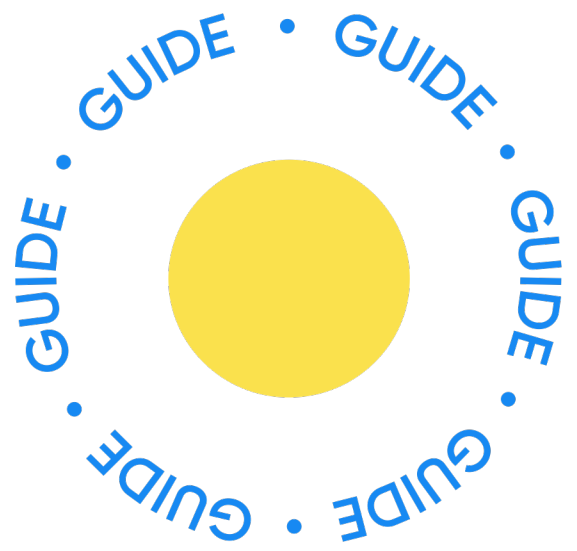
Craft Your Pitch: Develop your one minute "pitch."

Tip: When crafting your pitch make sure you are clear on your goal, your audience and which ideas are likely to get them to applaud your fruit. Keep it concise and consider the use of visual aids and other ways to connect with your audience.



Share!





Decisive Action

Moves Work Forward

Hope is not a strategy, luck is not a tactic, and impact doesn't happen by accident. In other words, the details matter if you want to create a bias for action.



COURAGE

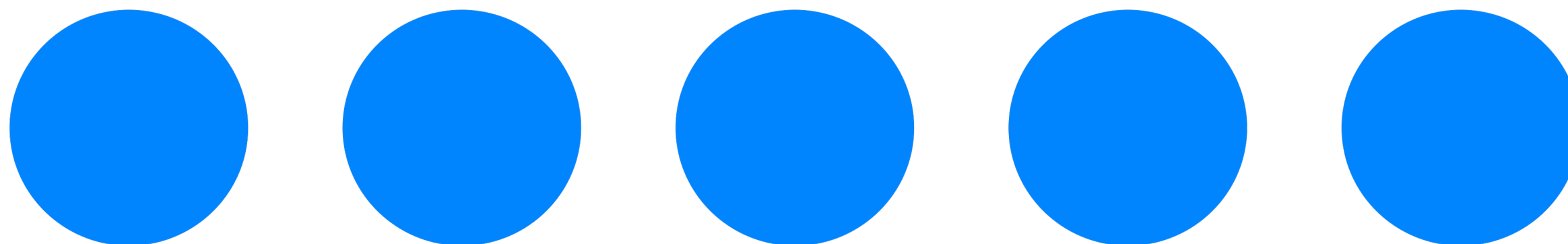
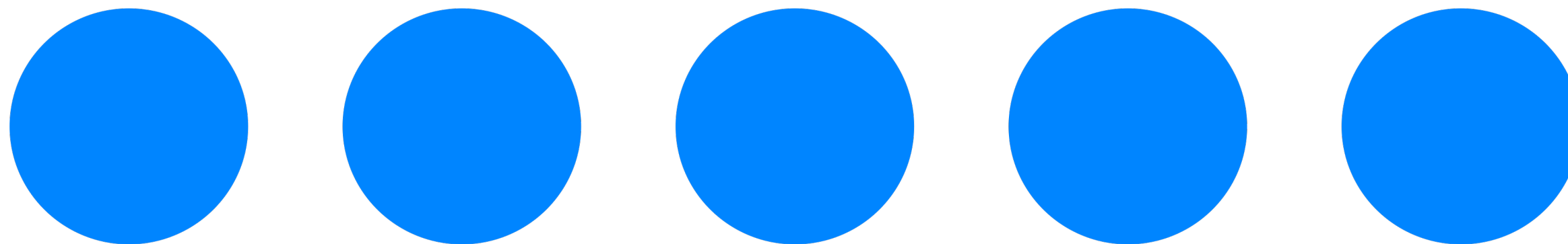
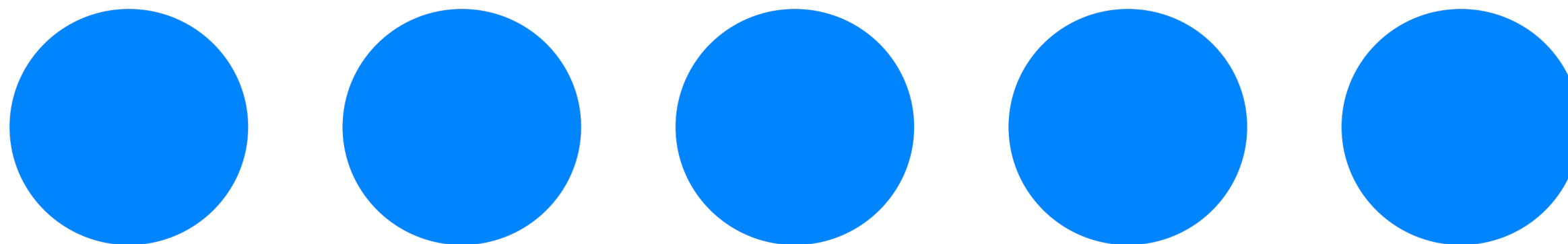


MYTH

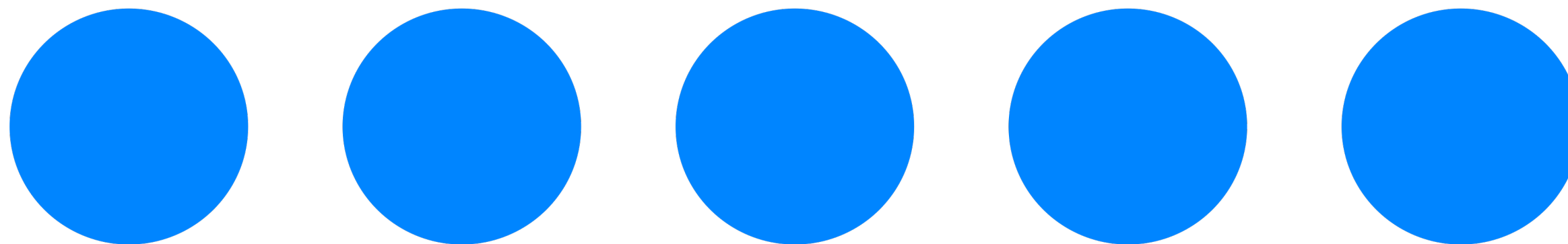
If I say it, they will take action.

guide

Brain

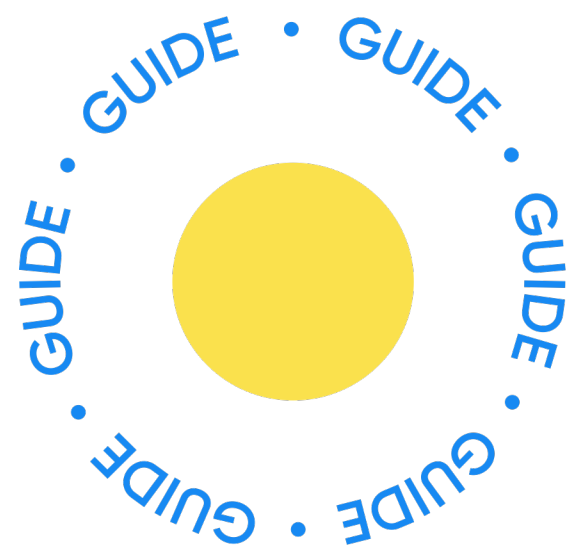


Dump





practice
practice
practice



5 Principles

Goal Clarity / Unlock Commitment / Impactful Ideas
/ Decisive Action / Execution Excellence

Don't forget!



guides

urie

Can you build it?

Goal

As a team, you will have a few minutes to build the structure that one of your teammates will have access to.

Roles

Looker: You may look at the model and communicate what you see. You may NOT draw or write anything down or show any pictures.

Messenger: You may talk to the looker and communicate with the builders.

Builder(s): You need to build the model as described. You may only ask questions.

Observer: You are paying attention to the entire process and capturing what seems to be working well and things that aren't. You can not talk to anyone during the process.



Looker



Observer



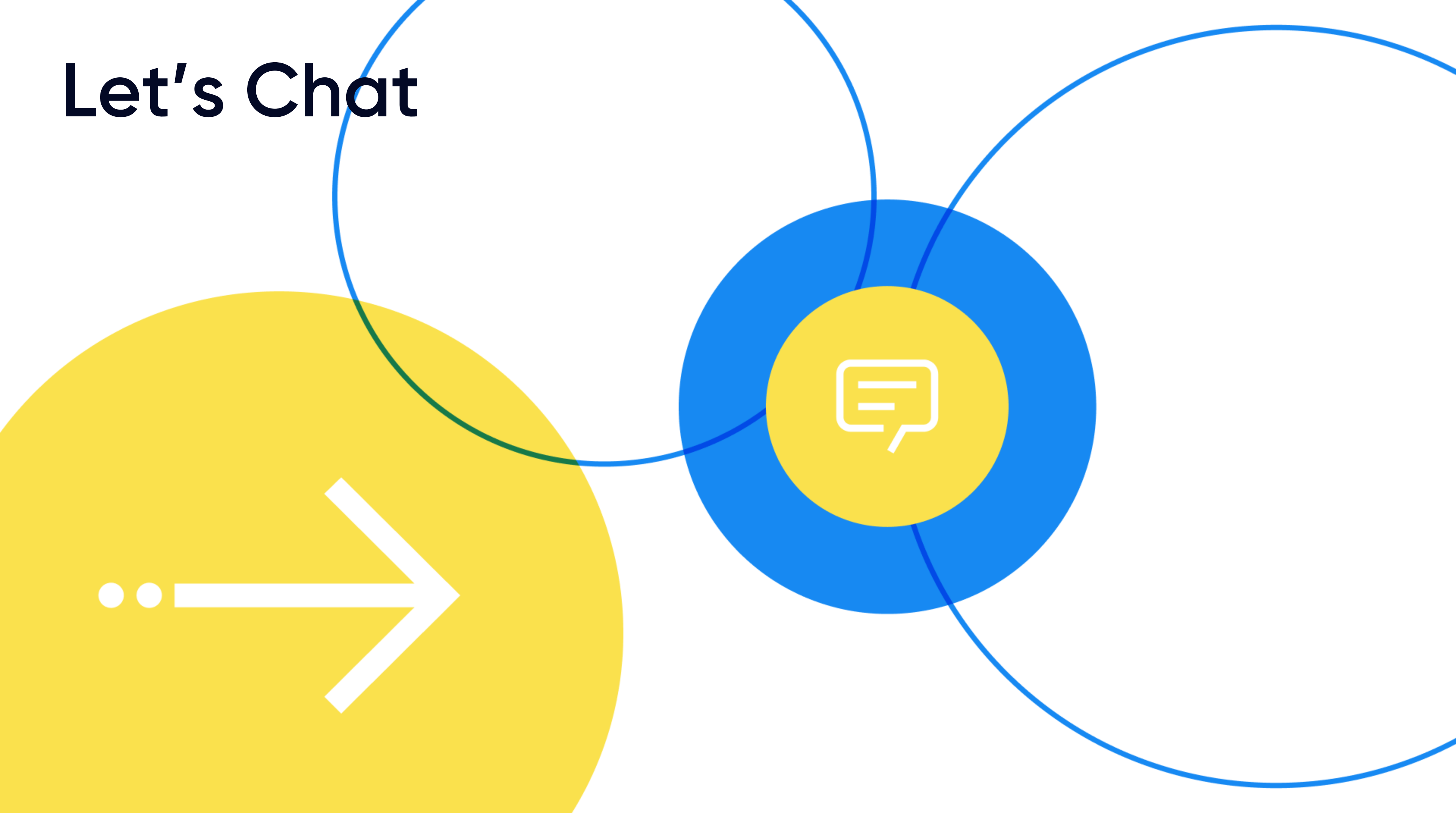
Messenger



Builder



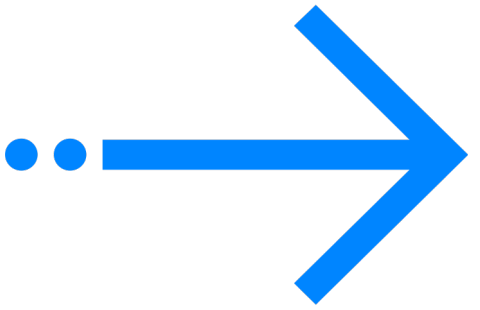
Let's Chat





Diagnose
& Rethink

Round 1



Diagnose & Rethink

Goal

Use the Guide™ Principles to find a better way to communicate the intended message of any communication.

Instructions

Identify: Take time to go through the communication carefully and then discuss all the areas (think Guide™) where there are strengths and opportunities for improvement.

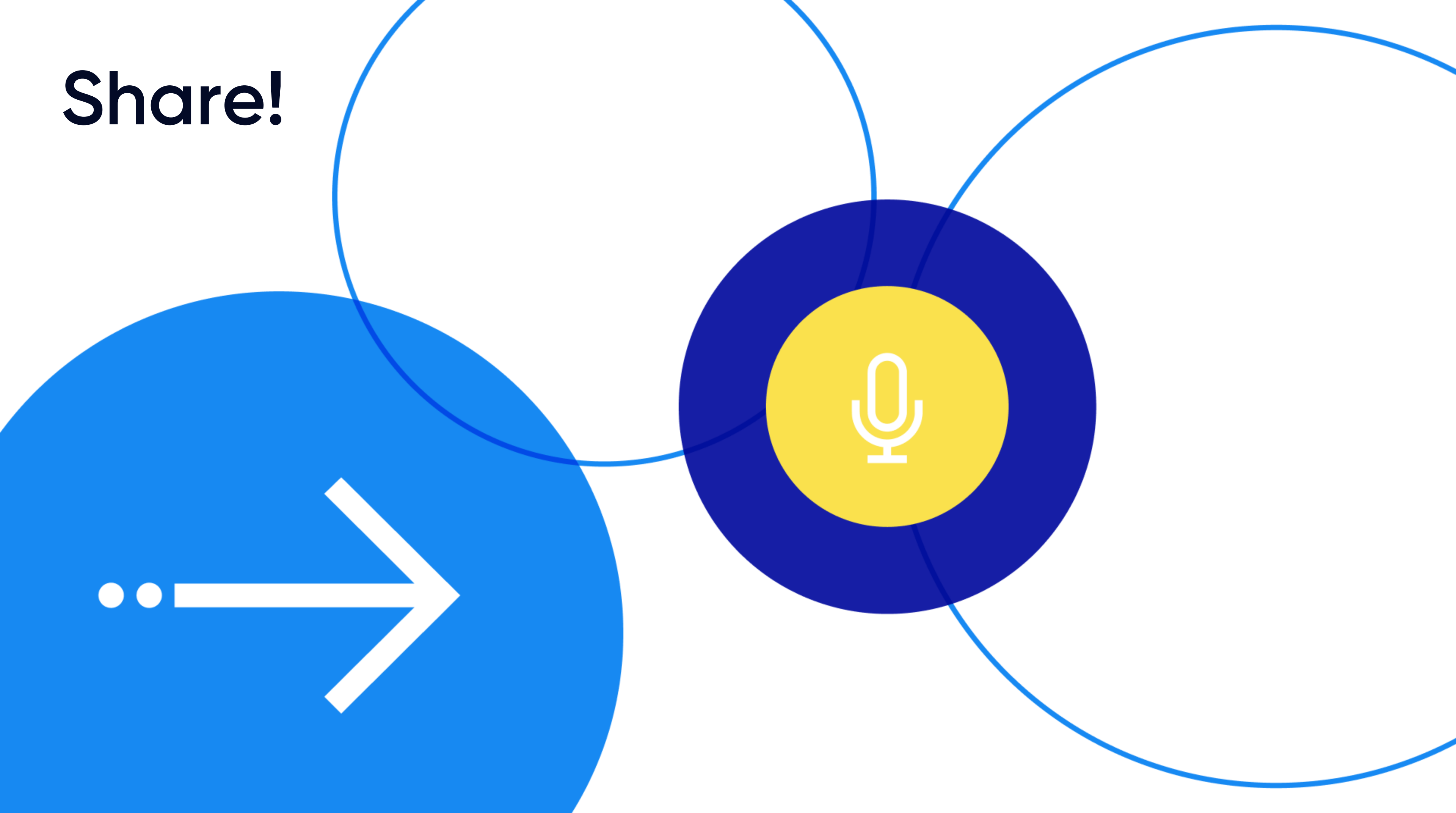
Rethink: Zoom in on some of the biggest opportunities for improvement and brainstorm some ideas for how you might take a different direction. After you explore all the ideas, prioritize your top 1-3 improvements to increase the impact of the communication.

Tip: Use the Guide™ Principles to better align the original intent of the message with actual impact.

As you diagnose the communication, think about channel choice, audience, and timing.



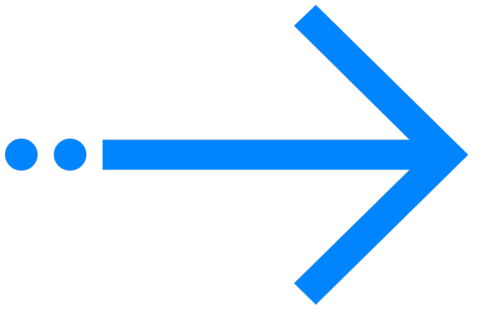
Share!





Craft a
Message

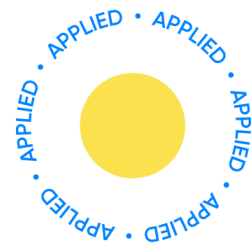
Round 2





Your Pause

Resources



Daily Communication

Email and other instant messaging communications may be the first impression, or only impression, your audience may have of you. This impression informs how your audience will prioritize your communication.

Additional Tips

Be Concise

After you draft your email, go through and eliminate any sentences (or individual words) that are unnecessary—including jargon.

The Subject Line

To make your core intention evident, you need an effective, direct subject line. Limit yourself to one subject per e-mail.

Action Orientation

If there isn't any action required by your audience, you probably didn't need to send an email in the first place.

Connect Authentically

Be cordial but straightforward. Emails aren't the best place to use sarcasm, even if the relationship would allow it. Assume your reader is going to take everything literally.

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Goal Clarity

What is your core intention?
Is it clear?

Unlock Commitment

What is the appropriate tone for your audience?
What is the appropriate greeting?

Impactful Ideas

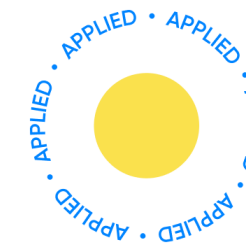
What do you need to say, and why does it matter to your audience?

Decisive Action

What do you want?
When do you want it?

Execution Excellence

How will you know your communication was successful and has had the intended impact?



Meetings

A well-designed meeting enables faster and smarter decision making, creates the conditions for creativity, and empowers participants to contribute in meaningful and relevant ways.

Additional Tips

Be Inclusive

Build in ways to engage participants to prevent distraction. Ask questions, seek comments, and find meaningful ways to include all voices.

Define Roles & Goals

Clearly define roles and goals at the beginning of the meeting. When people have a purpose they tend to show up with their best ideas and more focus.

Parking Lot

Acknowledge and capture comments that are important but may distract the group from the meeting objectives. Don't be so rigid you can't adjust if needed.

Balance the Flow

Encourage discussion, debate, and questions after each short segment. When people see their peers contribute and take part, they're more likely to do so.

/16

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Goal Clarity

Why are you gathering and what do you hope to accomplish?

Unlock Commitment

Who needs to participate and what are their expectations? How do you know?

Impactful Ideas

What do you need to achieve your goal?
What is the best environment?

Decisive Action

What are the actions and who should own them?

Execution Excellence

How do you implement the deliverables and what can participants expect?

Craft a Message

Goal

Make meaningful progress on a daily communication (email, slack, etc.) you need to send or a meeting you need to setup.

Instructions

Individual Work: Work through your communication and create a shareable draft. Make sure you test it against all the Guide™ Principles.

Feedback: Share your draft with someone else to get feedback. Invite open-ended feedback, but also ask for specific feedback if there is a particular part or Principle where you could use additional perspective.

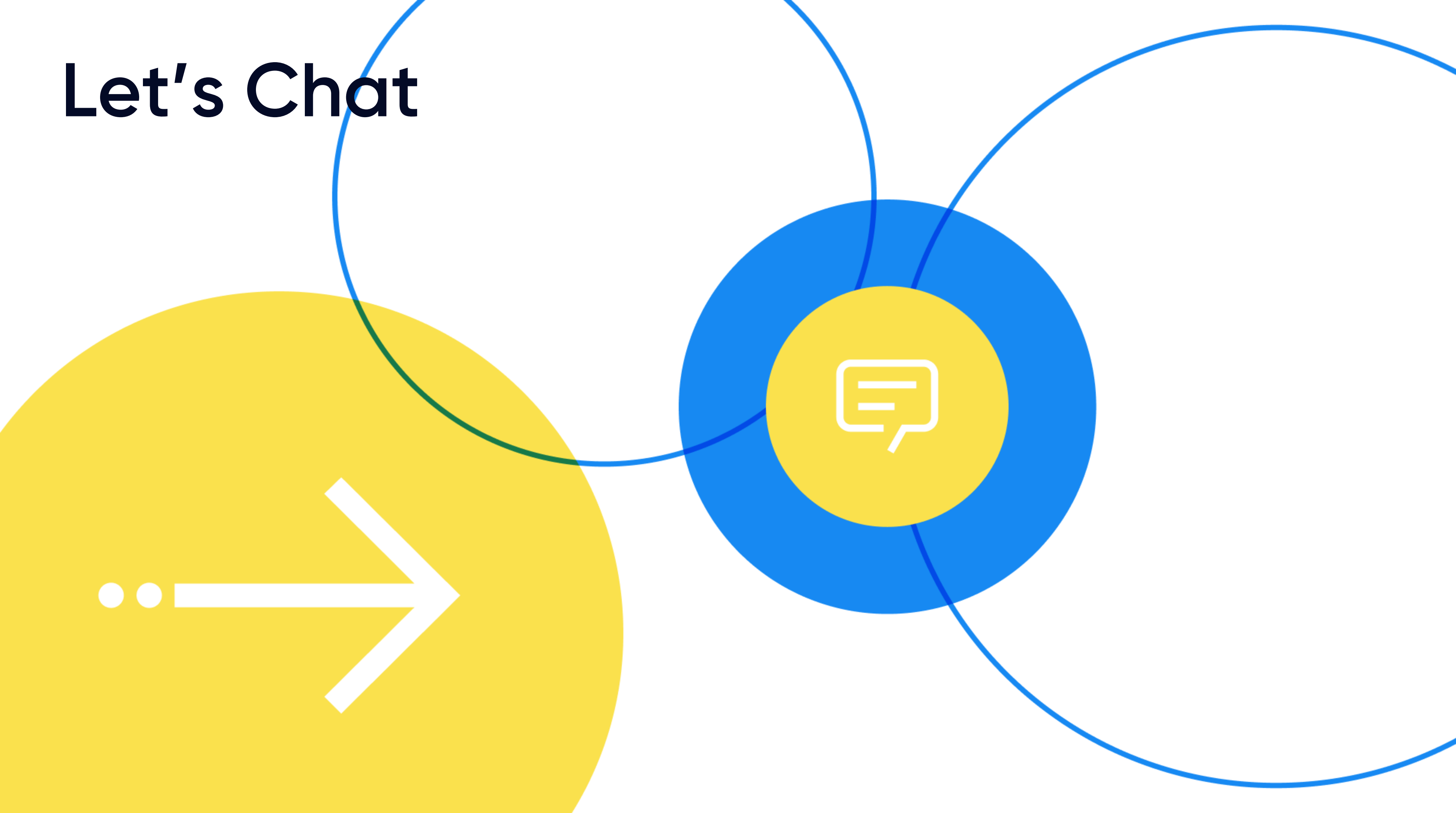
Refine: Incorporate the feedback and refine your communication one more time. Ideally, you can get it to a place where it's ready to go.

Tip: As you finalize your communication, refer to the Guide™ Applied resources. Each one offers useful tips and reminders to ensure you think through all the details of your communication.

Don't forget to "pause" before you send your message!



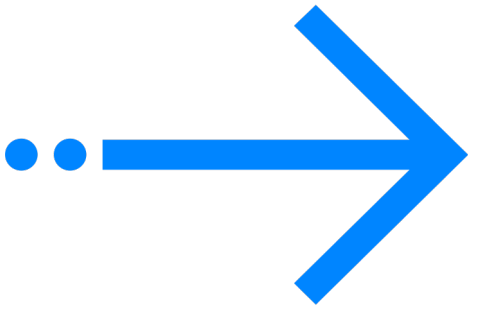
Let's Chat





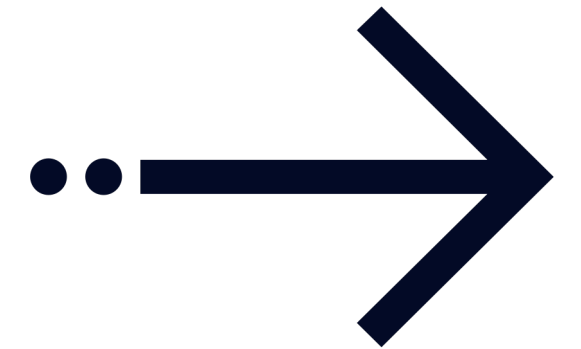
Conversation
Prep

Round 3



Communicating for impact is defined as consistently speaking your truth with relevance, moving work forward in a meaningful way, and building trust and confidence in your relationships.

Add Compassion



The Compassion Factor



The Compassion Factor

Helpful Perspective

What role does
compassion play
in impactful
communication?

EMPATHY
ACTION

1

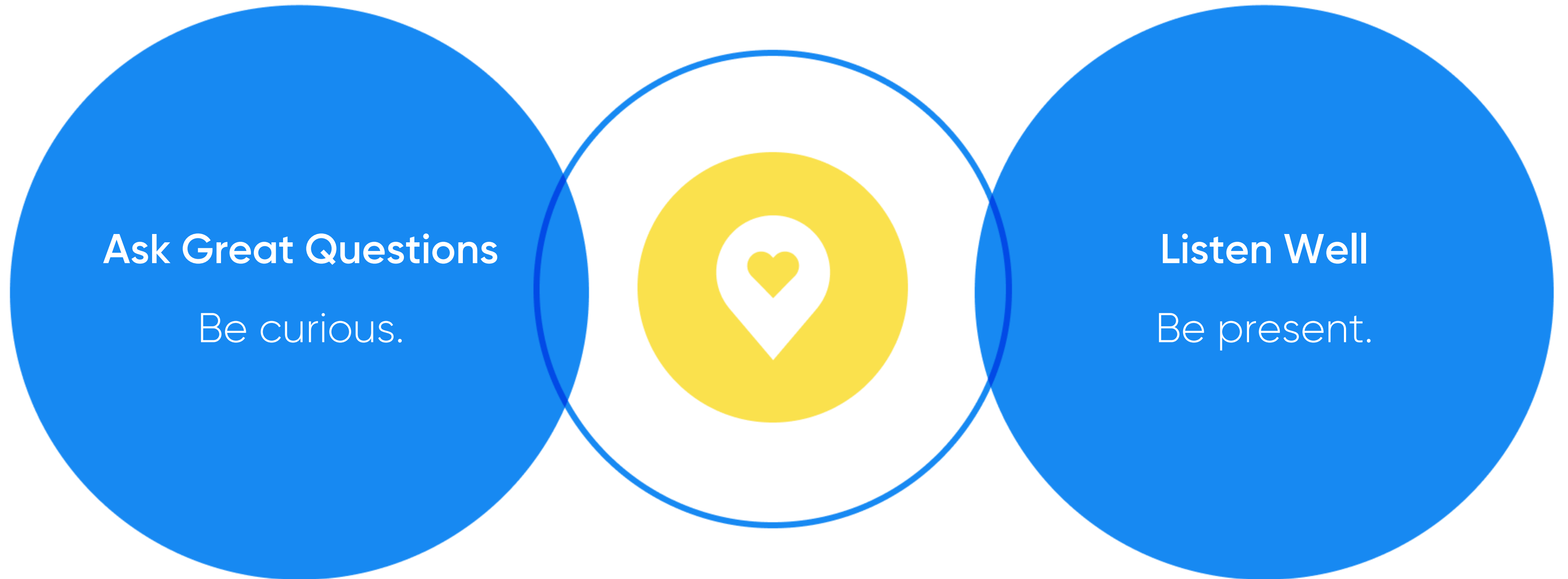
They're Ready



They Care

2

Two Superpowers



Ask Great Questions

Be curious.

Listen Well

Be present.

To Build Compassion

Be Curious & Present

Goal

Practice being curious and present with someone else. Consider the quality of your questions and how well you are listening.

Instructions

Partner A: "What is the one thing you're going to do differently after today?"

Partner B: <respond>

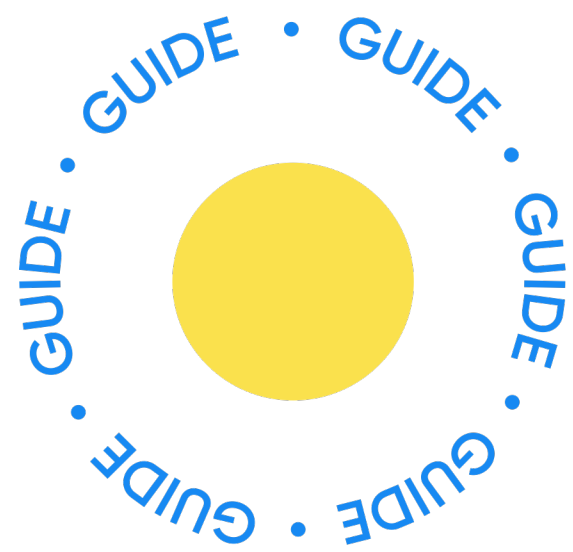
Partner A: Follow up with curiosity. Hint: start with "why" and use questions that facilitate deeper understanding and meaning.

Partner B: <respond>

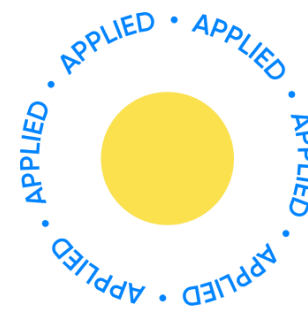
Partner A: Reflect back what you believe you heard.

Partner B: Respond with "yes," "yes and...," or "not exactly..."





Your Resources



Courageous Conversations

Conversations that require courage have higher stakes because of the potential impact to the relationship involved. These moments of truth will likely build or erode trust.

Additional Tips

Be Real / Invite conversation, don't impose it / Take a break if you need it / Know when to let it go / Avoid the hit and run / Ask for help / Don't sacrifice the long term for the short term / Leave noble truth at the door / Care most about a win-win outcome and less about being right / Assume good intent

Goal Clarity

Move from certainty to curiosity.

What do you hope to accomplish?

Why does it matter?

Unlock Commitment

Embrace both stories with compassion.

Why is this important to them? To you?

What expectations & feelings need to be understood?

Impactful Ideas

Start with a blank page.

What needs to happen to move forward?

Can you co-create a win-win?

Decisive Action

Establish alignment.

Is there agreement and shared ownership?

Are you both committed to taking action?

Execution Excellence

Partner for results.

How will you know you succeeded?

Why is the outcome relevant to them? To you?

Conversation Prep

Goal

Prepare for a courageous conversation and create a plan for how you want to navigate it to minimize any disconnect between intent and impact.

Instructions

Individual Work: Work through the conversation you need to have and create a shareable plan. Make sure you test it against all the principles (use your Guide Cheat Sheet).

Feedback: Share your plan with someone else to get feedback. Invite open-ended feedback, but also ask for specific feedback if there is a particular part or Principle where you could use additional perspective.

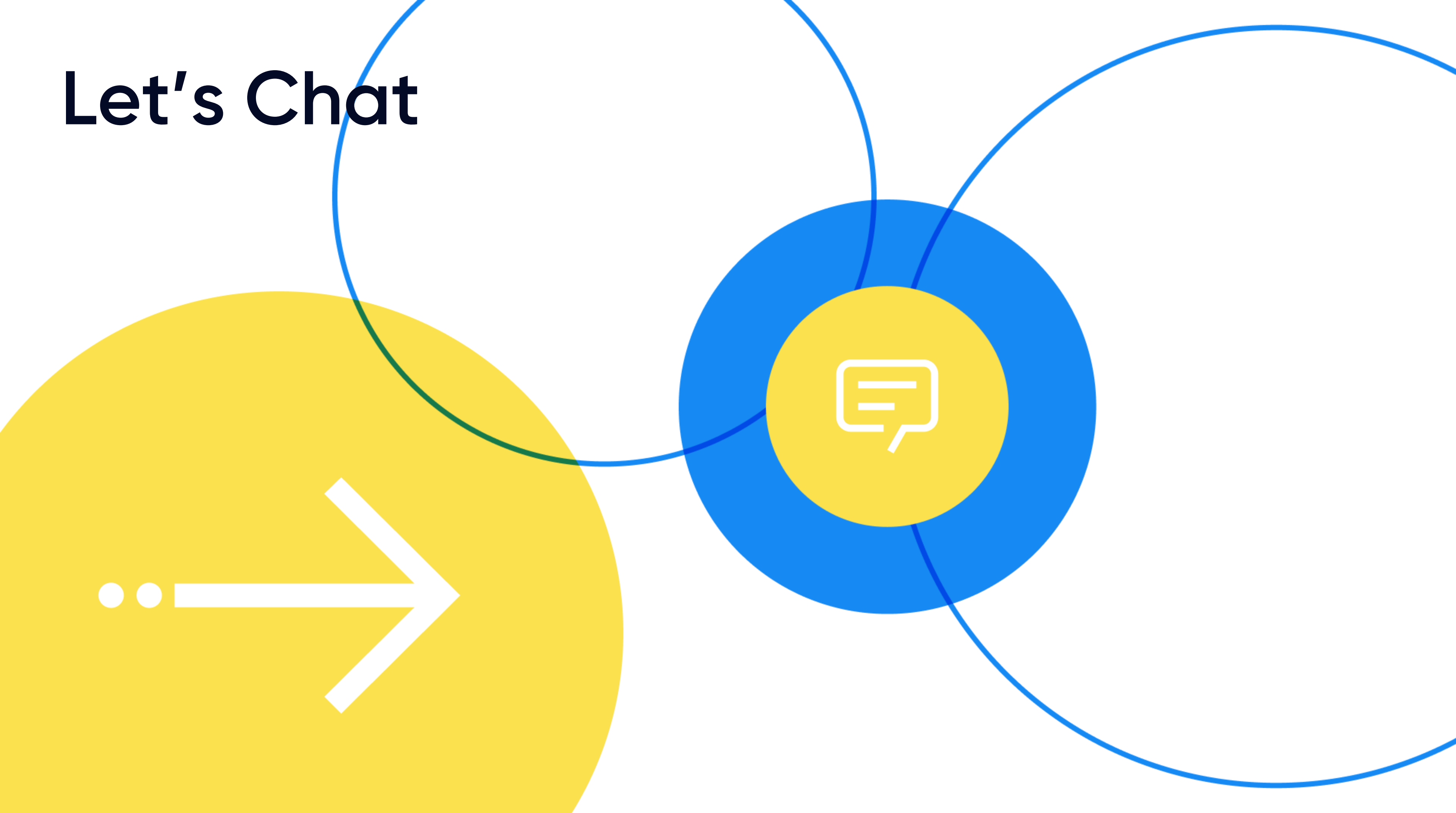
Refine: Incorporate the feedback and refine your plan one more time. Ideally, you can get it to a place where you're ready to have the conversation.

Tip: As you finalize your plan, refer to the Guide™ Applied resources. Each one offers useful tips and reminders to ensure you think through all the details of your communication.

Make sure you test for assumption, bias, tone, and energy..



Let's Chat





mind the

gap



New Habit

Goal

Identify one new habit you want to focus on that will create the most impact on your daily communication.

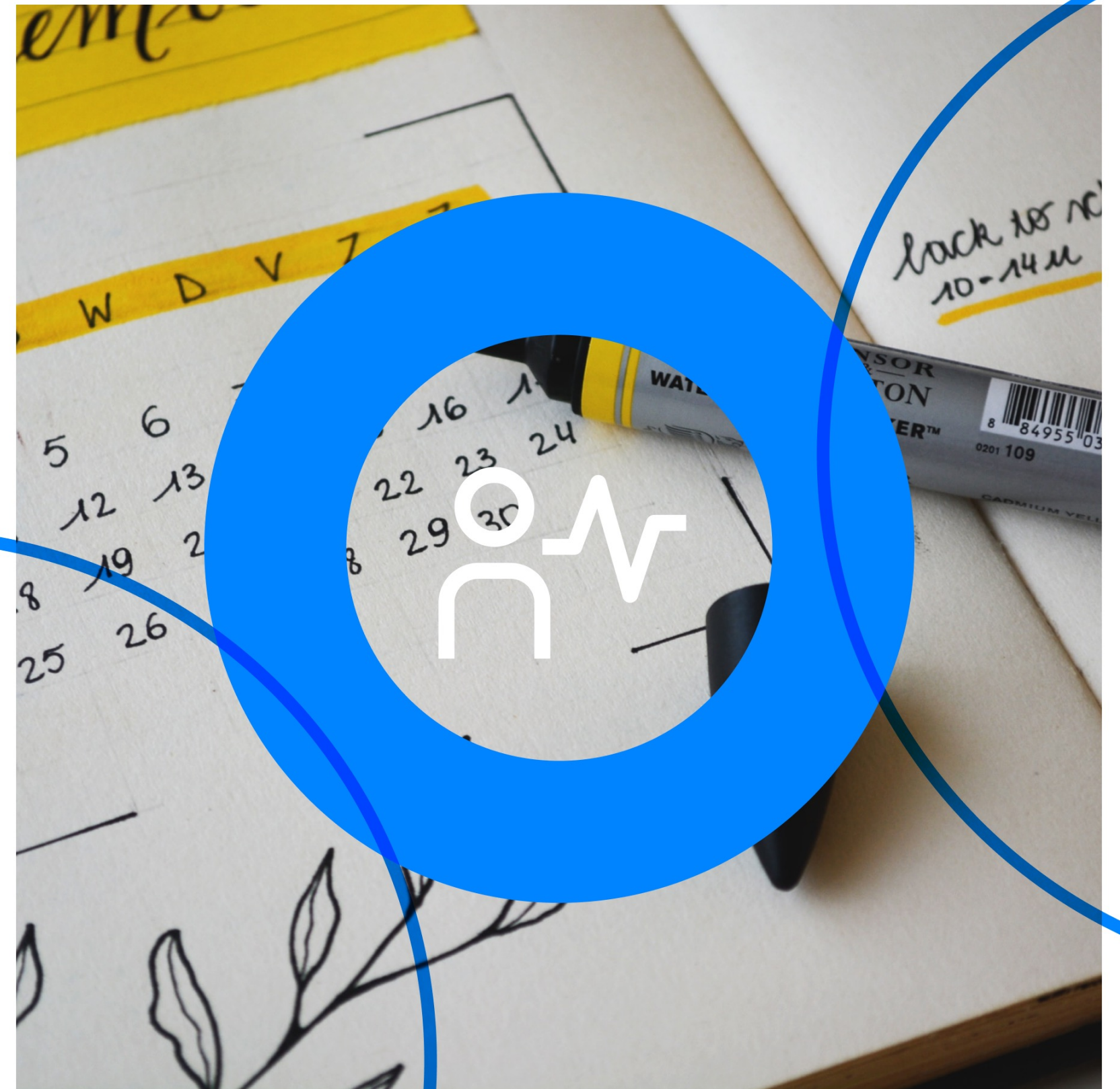
Instructions

Individual Work: With all the exploration you've done, think about the Guide Principle you want to supercharge. What new habit or behavior will help you make it a daily reality?

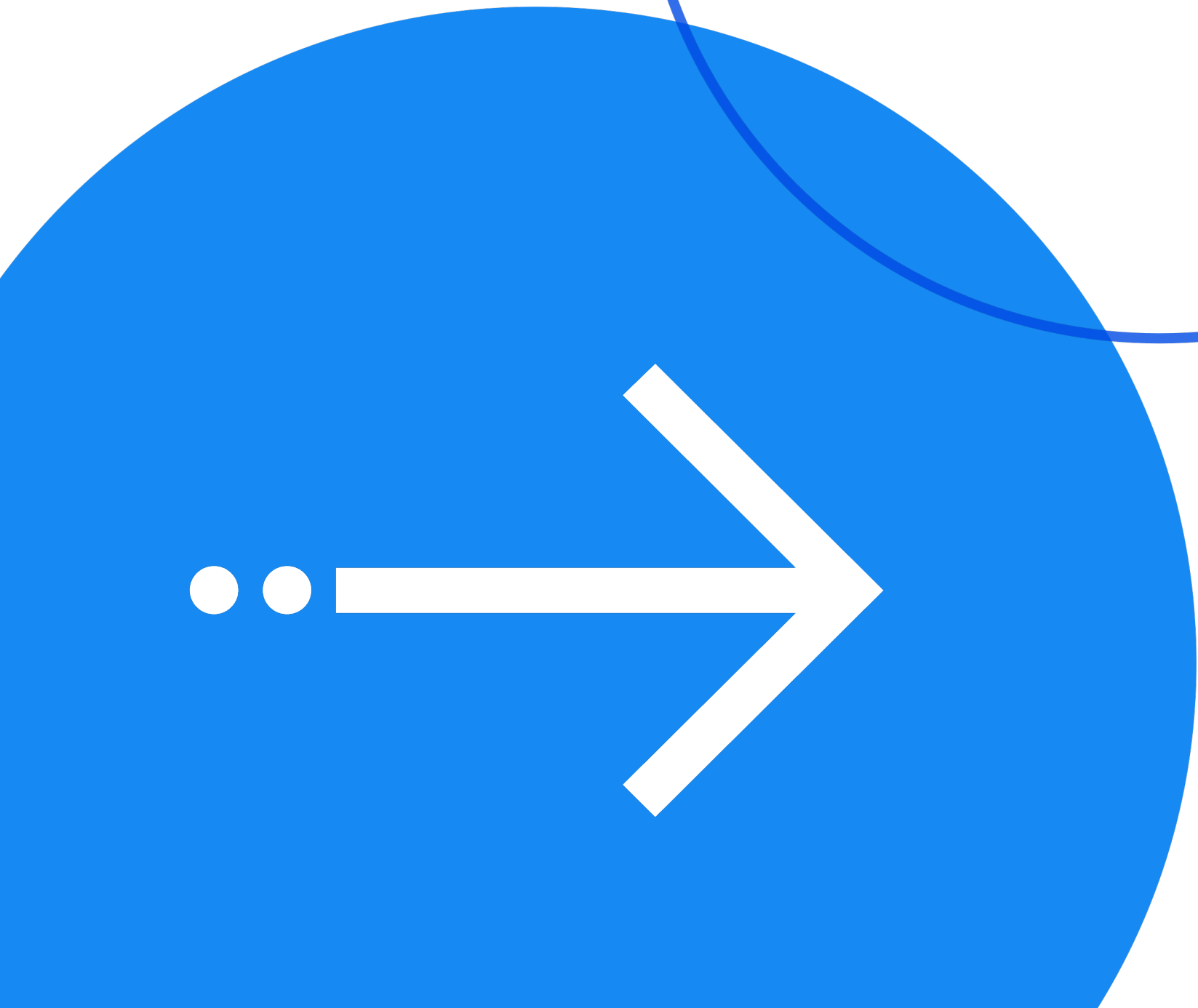
Think about it this way. What's the one thing you want to focus on when you take your "pause" before communicating?

Share & Refine: Share your desired habit and get feedback from others on how you might make it a reality.

Tip: Think about what might get in the way, what might trigger you to do it, and who can help you.



Say it out loud!



thank

you



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