EFFECTIVE COMMUNICATIONS

by

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FAST CHANGING TIMES
- Why are we here? -

Communications and the Millennial Generation
Born to be Wired
# The death of distance

Distance will no longer decide the cost of communicating electronically

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
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<tbody>
<tr>
<td>1956</td>
<td>A Submarine cable replaced the radio link, expanding capacity to allow for 35 simultaneous telephone conversations.</td>
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<tr>
<td>1988</td>
<td>First transatlantic cable allowed 40,000 simultaneous telephone conversations.</td>
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<tr>
<td>Today</td>
<td>A single strand of cable, the width of a human hair, can carry 3,000,000 conversations</td>
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3 billion people, who were frozen out of the playing field, now suddenly find themselves liberated to plug and play with everybody else.

The world has been flattened creating a global, web-enabled playing field that allows for multiple forms of collaboration.

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Mark A. Greenfield, “Born to be Wired Technology, Communication and the Millennial Generation,” University at Buffalo, 2005

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The Millennial Generation (MG)

- Generation Y
- The Nintendo Generation
- Echo Boomers
- The Net Generation

Mark A. Greenfield, "Born to be Wired Technology, Communication and the Millennial Generation," University at Buffalo, 2005

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The MG mindset

Computers are not technology
The Internet is better than TV
Reality is no longer real
Doing rather than knowing
Nintendo over logic
Multi-tasking is a way of life
Staying connected is essential
There is zero tolerance for delays
Consumer and creator are blurring

- Jason L. Frand
MG & technology

- Technology is at the very core of their existence
- The Web is the hub for all their activities
- Use the Web to create and share content
- Millennials are prolific communicators that gravitate toward activities that promote and reinforce social interaction:
  - IM, Text Messaging
  - Social Networks (facebook, friendster, orkut, meetup.com)
  - Smart Mobs

New communication technologies

- E-mail
- IM
- Chat
- Text Messaging
- List-Serves
- Blogs
- RSS
- Wikis
- Discussion Boards
- Web Sites
- Social Networks
- Vlogging
- Podcasting

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“Digital Natives” accustomed to the twitch-speed, multitasking, random access, graphics-first, active, connected, fun, fantasy, quick payoff world of their video games – MTV and internet…

are bored with most of today’s education, well-meaning as it may be.

Mark A. Greenfield, “Born to be Wired Technology, Communication and the Millennial Generation,” University at Buffalo, 2005

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EFFECTIVE COMMUNICATIONS

... with everyone, all the time.
How do we Communicate?

Using Six “SENSES”
(so to speak)

Sight – How our looks are perceived
Hearing – How well we listen
Scent – The scent we exude
Sound – The vocals we send
Touch – The emotion we elicit
Emotions – What is said
NONVERBAL COMMUNICATION includes facial expressions, gestures, eye contact, spatial arrangements, patterns of touch, expressive movement, cultural differences, and other "nonverbal" acts.

Research suggests that the nonverbal "channels" seem to be more powerful than what people say.*

“GRAPHICS FIRST”

* Professor Dane Archer, University of California at Santa Cruz
Through others’ eyes

Our physical appearance

– Stereotyping is a part of life
  • People need to know how to communicate/interact with us

– Dress the part of who you want to be
  • Look to management and corporate leadership
  • Use Corporate Annual Reports to see the trends

* "A WORLD OF GESTURES: Culture and Nonverbal Communication," Univ. of California Extension, Center for Media and Independent Learning
GE 2005 Annual Report

To All Our Stakeholders,

JEFFREY R. IMMELT
Chairman of the Board and
Chief Executive Officer

CREDITS

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Through others’ eyes

Our physical appearance
– Stereotyping is a part of life
  • People need to know how to communicate/interact with us
– Dress the part of who you want to be
  • Look to management and corporate leadership
  • Use Corporate Annual Reports to see the trends
– Differentiate fashion leadership from being weird
  • Trend setting is not defiance
  • Know your circle of influence

Our mannerisms
– Walk, wave and move with assertion
– Know cultural differences in motions.

* "A WORLD OF GESTURES: Culture and Nonverbal Communication," Univ. of California Extension, Center for Media and Independent Learning

In Iran, the gesture is extremely obscene *

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Are we listening?

Those who practice the art of diplomacy will fail unless the art of listening is an indispensable part of their portfolio*

Focus on – EMPATHY

def., Direct identification with, understanding of, and vicarious experience of another person's situation, feelings, and motives

– Empathetic listening requires us to lay aside personal agenda, pride and defensiveness

– Enter into a discussion as a teachable person.

*The Art of Listening, Frances Hesselbein, Leader to Leader, No. 29 Summer 2003
How to listen

Acknowledge your biases, check your ego at the door and avoid commentary

Establish a “plane of connection;”
  Be in the moment
  Read the “non-verbal communications”

Take mental notes, show interest and respond appropriately

Internalize through daily affirmation.
The Nose knows best

When It Comes to Love, the Nose Knows Best

“Pheromones are chemicals animals use to communicate with members of the same species,”

– The degree to which humans can pick up pheromonal signals remains controversial.
– However, there was good evidence humans react to pheromone-like substances.
– Unlike mice, though, visual cues are far more important in humans


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Heavenly scents

Perfumes and colognes are “in”
(remember the TAG commercials)

However

Chemicals in fragrances can affect health*

- e.g. shortness of breath, headaches and migraines, nausea, muscle pain, cold-like symptoms, asthma, emphysema, bronchitis, and allergies
- Most larger workplaces have employees who react to fragrances
- Does your workplace have a perfume policy?
- If you use cologne/perfume, use small amounts

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You cannot change your voice, but with practice, you can use it more effectively

– How you sound can overshadow the words – positively and negatively
– Your voice usually reflects your personality and how you link with the audience – close or distant

Basic elements
– Volume, Tone and Emphasis
– Mannerism
  • Authoritative, Determined and Forceful
Volume, Tone & Emphasis

• Volume
  • Don’t yell, but “project” from the diaphragm
  • Vary volume for importance

• Tone
  • Tone is an almost-musical pitch of the voice
  • Vary tone to produce inflections in words and phrases

• Emphasis
  – Key words jump out where the audience can find them
  – Heighten Emphasis with low/high contrast in volume
  – Accentuate Emphasis with Timing (use of silence)
    • Silence draws audience attention
    • Silence gives the audience “think time”
    • Silence builds “apprehension” and begs “What is next?”
A strong handshake or equal gesture is important

HOWEVER –

… it is important to emphasize that employers could face liability when co-workers and/or supervisors use inappropriate and offensive language or touching in the workplace, regardless of whether it is directed at women or men, and regardless of the sex of the perpetrator. *

“A president ought to know enough not to use an expletive in a fairly open meeting, and almost any male alive today knows that you don't offer uninvited massages to any female, much less the Chancellor of Germany.” **

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** Prof. L. Sabato, University of Virginia, CBS News, Jul 21, 2006
Dynamics of Persuasion  
(causing a person to believe or act)

1. Determine what listeners want to be, do or have  
   and then connect
2. Show your motives are honorable and sincere
3. Let them know your background and credentials
4. Begin in a friendly way and be diplomatic  
   – “Politically Correct” is being non-offensive, i.e.  
     Do you really understand the other person?
EFFECTIVE PRESENTATION

Presenting your relevance
Are you relevant?

Your ability to present your thoughts is the #1 factor in determining your relevance.

Management looks for clear thinkers and speakers.

All personal development, and the perception thereof, depends on your ability to communicate.

*Know a lot and communicate a little,*

*OR*

*Know a little and communicate it all.*
Our Gettysburg Address

Abraham Lincoln delivered an immortal address at Gettysburg

... described as extemporaneous, delivered from a few penciled notes scribbled on the back of an envelope during a train ride.

However, historians later found many drafts of the Address, several in Lincoln's handwriting, and showing

...he worked weeks writing a speech that was to take only four minutes to deliver.
Steps to Effective Presentations

1. OBJECTIVES
2. STRATEGY
3. ORGANIZATION
4. PRACTICE* and SELF-EVALUATION

*Practice Makes Permanent Not Perfect
Objectives

Succinctly determine

What do you hope to achieve?

Are there two types of presentations?
(Persuasive and Informative)

- To persuade, you must be very informative
- To inform, you need to persuade why it is worth their listening

Objectives should take 30% of your preparation effort
Strategy

List your audience’s interests
  Determine common interest
  Majority of communications is with people you know
  Link to those interests

List positions held by audience attendees
  Speak at the level of each position
  Each person should leave with something aimed at their position
TRIPLE Ts

• Tell them what you are going to tell them
• Tell them
• Tell them what you told them

HWFS

• Ho hum crasher
• Why bring that up
• For Instance
• So What

**CHALLENGE: **Listen to commercials. Can you detect the style. Note the effectiveness. (Then you decide.)

There is also the Science Report Method.
TRIPLE Ts

Very common method
You need to work hard to keep it interesting

• Tell them what you are going to tell them
  – No “Outline” slide; just state your objectives
  – Answer: What should they leave with?

• Tell them
  – Provide logical development
  – Try Ask/Answer question method

• Tell them what you told them
  – “Summary” is different than “Conclusion”
  – Reiterate what they are to leave with

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**HWFS - Ho hum crasher**

- Grab their attention
- Use a non-related approach
  - Drop a book, show a picture, audio, visual, etc.
  - Follow with the KEY question
- Preferred is to relate to the topic
  - Make them wonder, appeal to curiosity and interests
    - Give a direct challenge
    - Present a well-told anecdote
    - Paraphrase a quotation or saying
    - Ask a peripheral question
  - Relate to their emotions
    - Happiness, Fear, Greed, Sympathy
- Keep it fast, short and simple
HWFS – Why bring that up?

• Immediately answer the question

  *Maintain your listeners' interest by demonstrating how the subject affects them personally.*

• Your answer should:
  – Logically follow the "ho hum" crasher.
  – Express your presentation objective(s)

    *What do you hope to achieve?*

  – Point out why the audience should be interested and/or benefit from the action(s) you want them to take.

    *(Show your relevance)*
Demonstrate, with proof, how they are affected
(make them believers)

Suggest using at least three proofs

- Present proofs using the Triple-Ts method.
  - Don’t use the “Preacher’s Approach”
- Use hard evidence: facts, concrete examples, anecdotes, statistics, quotations, analogies, etc.
  Illustrate with plenty of "instances" and references

Show your “worth” demonstrating your knowledge.

- Be the expert, albeit, narrowly defined
For multiple objectives

Why bring that up?

For Instance

Use a repetitive style for long speeches, or with multiple objectives
Make it easy on yourself – Repeat “Why bring that up” and “For Instance” for each Objective

OBJECTIVE/GOAL

• Ho Hum – Main Question
• Objective 1 – Question
  – Why Bring that up?
  – For Instance
• Objective 2 – Question
  – Why Bring that up?
  – For Instance
• Objective 3 – Question
  – Why Bring that up?
  – For Instance

…

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CALL TO ACTION!

Close the deal
Strike while the iron is hot

You have made the case – now call for action
- What are they to do?
- Give precise directions
- Present the handouts now (never before)

However,
- Don’t oversell and don’t beg
- This is often the weakest part of a presentation
  • Your timidity, provides the most drastic effect

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NOW WHAT?

Internalize
EFFECTIVE COMMUNICATIONS

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