



Bridging Communications Channels

ROMA January 29, 2017



Purpose of the Day

- ▶ Acquire clarity on the elements that make up communication
- ▶ Deepen understanding of using the appropriate communications tools
- ▶ Hone personal communication skills through case studies

Getting Started



What is communication?

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____



What formats of communication do you deal with or use?

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____



Why communicate?

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____

Disassembling Communication

Case Studies



In Small Groups

- ▶ Read Case 1 - **Tools for Sending Information**
- ▶ Discuss in small groups
- ▶ Compare with the whole group

Welcome to the Town of Harmony

Marion, the municipal librarian, has just finished her staff presentation to council regarding purchasing new computer software to improve how books and other assets will be managed. This request is in keeping with the approved Library Strategic plan ...

Our goal will be to strengthen our technology services in order to improve access to library resources.

To realize this goal, we will:

- Identify technology as a core service and fund accordingly*
- Develop the infrastructure necessary to deliver services through technology*
- Build the library's virtual presence*

However, the cost is \$10,000 greater than anticipated in the budget... so the council debate begins....

Councillor Butcher is also the chair of the library board so she spoke in moved the recommendation to spend the extra \$10,000 (over the approved budget of \$95,000), underlining how the current system leads to wasting at least \$6,500 per year in lost books, driving materials from branch to branch and manually creating and sharing waiting lists). Councillor Baker seconded the motion. Then Butcher, who is a passionate speaker, provided more commentary in support and at one point energetically defended his views saying..."it is time we take the longer view, we stop micro managing. The small minded approach we took to the tree by-law last month has got to stop..." and he went on to then compliment council on their recent asset management efforts.

However, by this time murmuring had begun among the gallery of 3 people and the local reporter. Councillor Baker took this as encouragement to tweet..."#old bat at it again. Attitude of superiority but inferior thinking". Three other council members and 55 citizens not at the meeting looked at their incoming tweets. Councillor Candlestick (who saw the tweet) stood up and spoke about fiscal constraint. He turned to make sure the small audience and the webcam could see his face. He pointed his finger at Councillor Butcher and proclaimed "money does not grow on trees". The two remaining council members glanced at each other and rolled their eyes. The debate went on for a while. Finally the Mayor called the question which was supported 5 to 2. However, the local reporter had plenty to report!



My comments on tools for sending information....

- ▶ -----
- ▶ -----
- ▶ -----
- ▶ -----



People **send** information using different formats, what is effective & when?

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____



In Small Groups

- ▶ Read Case 2 - **Receiving**
- ▶ Discuss in small groups
- ▶ Compare with the whole group

Part 2...

As a timed item, a delegation from the Harmony Historical Society presented a request for \$750 to fix the front door of the Tool Museum. The delegates were high school students and they used their 10 minutes to do a short play, including a rap song and submit a short written outline. Councillor Thom made a motion to approve the plans brought forward from the Historical Society. However, Councillor Harry found the play hard to hear and was frowning. Councillor Butcher was smiling and nodding approval while Baker was reading the request. Councillor Baker then asked the delegation about the cost-benefit of the project. The students looked to their teacher in the gallery.



How did the characters receive the information....

▶ -----

▶ -----

▶ -----

▶ -----



Do people receive information the same way? Explain

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____



In Small Groups

- ▶ Read Case 3 -
Sending/Receiving Meaning
- ▶ Discuss in small groups
- ▶ Compare with the whole group

Finale...

The last item on the Harmony agenda was dealing with the aftermath of a fierce storm that happened three weeks ago. At this point, 12 new people had joined the gallery. The tree debris item started with the staff report recommending "that the old trees on John St. be cut down to prevent further damages from falling limbs". During the report, the council member whose body shop had repaired at least 7 vehicles with limb damages began to shuffle his feet, loudly enough that it drew attention. Councillor Butcher spoke out against cutting the trees, but suggested they should be pruned. Councillor Baker tweeted "#tree huggers. At it again"

Councillor Candlestick, who had seen the tweet, with anger in his voice yelled that council had to protect itself against liability, he supported the re-planting program staff recommended and that he had been receiving emails asking for the trees to be cut down. "I move the recommendation" he snorted. He sat with a thud, waved some pages and slammed his briefcase shut. Councillor Baker seconded.

Councillor Thom said he had not seen the emails and he looked at staff. The staff member said... "through you, your Worship, I have not seen them either. But I would like to call your attention to page 3 of the report which outlines the results of the door to door survey which showed people on John St want the trees cut. Councillor Hamm shook his head and whispered loudly in the direction of the gallery "those in favour of saving the trees stand up"...

At which point the Mayor intervened to restore order.



My observations on meaning and messages....

- ▶ -----
- ▶ -----
- ▶ -----
- ▶ -----

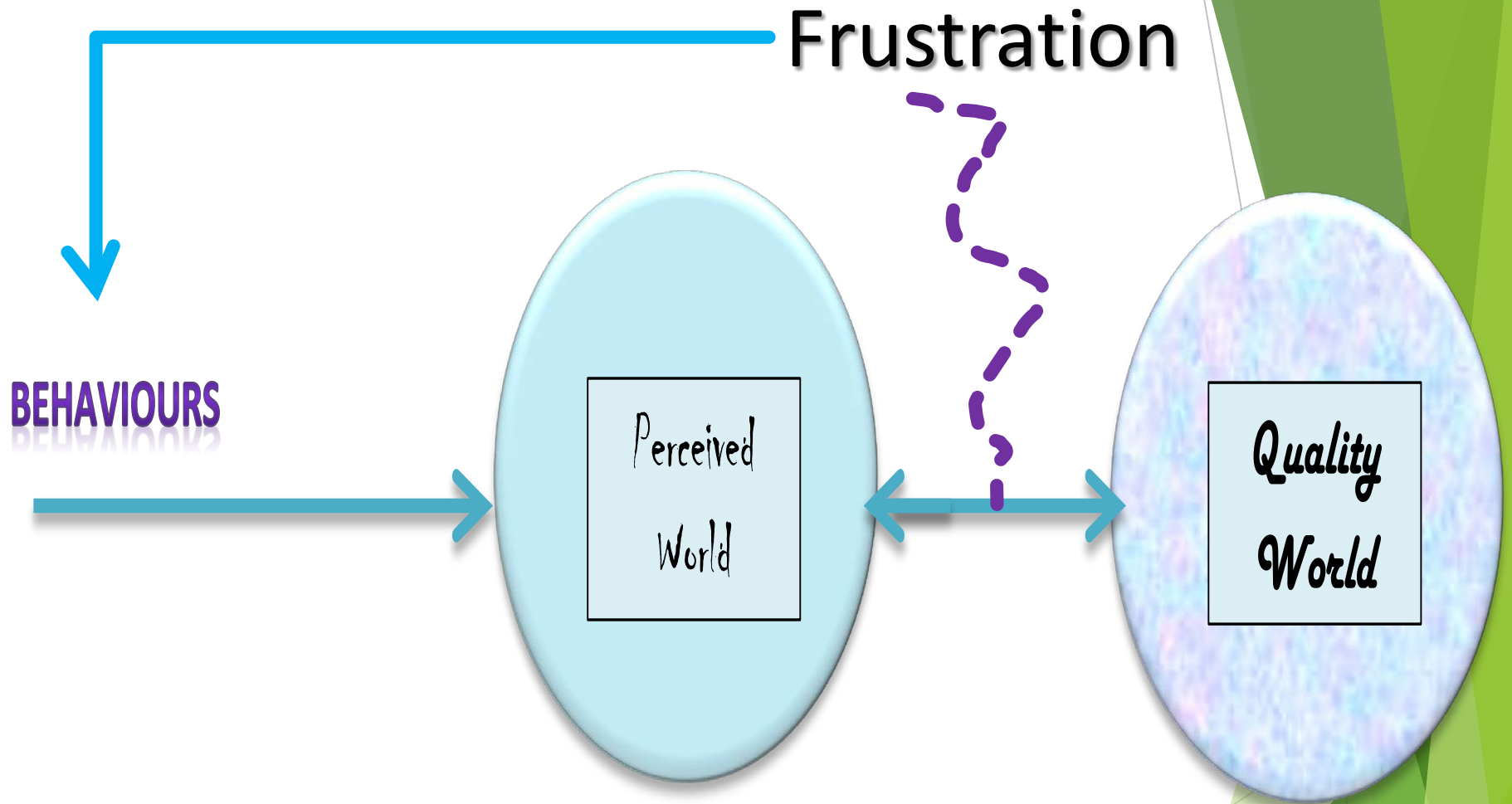


Does how communicate impact effectiveness? Explain

- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____
- ▶ _____



4 Powerful Questions





When communications breakdown:

1. What do you want (what do I want)?
2. What are you doing to get it (what am I doing)?
3. Is it working?
4. What else can be done?



In Summary



Effectiveness...

- ▶ What makes effective communication?
- ▶ What are the parts of communication?
- ▶ Are all senders and receivers similar?
- ▶ What types of communications work best for what circumstances?
- ▶ What are the 4 powerful questions?



When I get home I will....

- _____
- _____
- _____
- _____
- _____

