

Jeff Ansell News & Views

Always keep in mind that everything you're exposed to in media is just someone else's interpretation of issues and events, so view it with an open mind. Skilful communication with media, and in presentations can make all the difference in how your messages are reported and received. It's a complicated mix of delivery and interpretation, and an ability few truly master, yet it is something anyone can learn or improve upon.

The format for this newsletter is a little different . . . Today I picked five important communication issues everyone should consider from one of my recent live presentations.

You can read the transcripts below (they are loosely paraphrased for readability), and then click the links for short accompanying videos.

5 Communication Strategies to Build Trust & Influence

- 1.) KNOW HOW YOU WANT TO COME ACROSS
- 2.) PROVIDE COMPELLING REASONS TO BE TRUSTED
- 3.) DON'T BE SO QUICK TO SPEAK
- 4.) SAY IT LIKE YOU MEAN IT
- 5.) MAKE A POINT OF PAUSING

Please feel free to forward this newsletter to friends and colleagues.

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1.) KNOW HOW YOU WANT TO COME ACROSS

When you're dealing with upset and angry people, there are two things they want from you.

The second thing they want from you is, "Fix my problem."

The FIRST thing they want is for you to "Acknowledge the problem."

To build trust and influence with stakeholders, in every important encounter and communication in your professional life, and perhaps even more importantly in your personal life . . .

"Always know how you want to come across."

Too often we go into automatic pilot and lose control over the words that leave our lips. So we always have to know how we want other people to see and perceive us, especially when it's a critical communication.

Ask yourself, "What are the words I would use to describe how I want my stakeholders to see and perceive me? Especially when I'm dealing with a situation where there's a high degree of concern, maybe a low level of trust, and there's skepticism, and controversy."

The term I like to use is "Value Compass." What's in your value compass?

What are the words you would use to describe how you want folks to perceive you when you're involved in an issue that's of concern to them?

For a short video clip of the above transcript please click below;

<http://www.jeffansell.com/cstbti1.html>

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2.) PROVIDE COMPELLING REASONS TO BE TRUSTED

Let me share a couple of ways to build trust.

First, acknowledge the skepticism other people may have about your policies, programs, initiatives, issues, and so on. Do not pretend skepticism does not exist. Address it, and deal with it.

Something tragic happened in Toronto recently at York University. Two young women were sexually assaulted in their dorm, and the spokesman for York University spoke to the media the next day and said, and I quote,

"The dorms are safe."

Now . . . given the sexual assaults that took place in the dormitory, how could he possibly have made such a statement?

Acknowledge the skepticism that some people feel. What the university spokesman could have said was; "We're terribly upset about what happened and will work closely with authorities to learn what we can do to keep such a terrible thing from happening again."

Put it into context and acknowledge and recognize the emotion. When you're dealing with angry people and you want to build trust and influence, you've got to tap into the emotion.

Let me give you another example of providing compelling reasons to be trusted. For a variety of reasons, the Catholic Church has not done a terribly effective job representing itself regarding scandals, but I will always remember the words of a parish priest in Boston. His name is Father James Flavin. He said to Newsweek Magazine, at the height of this whole scandal involving sexual abuse of young people at the hands of priests, "I wouldn't trust a priest either right now," adding, "The church screwed up royally."

I trust him.

He said what everybody knows to be true, but we're all afraid to say for goodness sake.

When you acknowledge skepticism, you're simply acknowledging what everybody often knows to be true. As a result, your credibility is maintained and maybe even enhanced.

For a short video clip of the above transcript please click below;

<http://www.jeffansell.com/cstbti2.html>

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3.) DON'T BE SO QUICK TO SPEAK

Once a word leaves your lips, it's on its way to Mars.

It doesn't disappear. It reverberates. It ripples.

When we were kids we'd get into a fight in the schoolyard. We'd get a punch in the stomach and double over a little bit, but ten minutes later we'd forget about it. The pain went away.

But, if you're a child, and somebody says something to you, like, "Her sister's the pretty one, or his brother's the smart one," the comment can be forty or sixty years old and those ugly words still live on in the universe.

We have an obligation to use words in a responsible fashion.

Having the ability to use words is sacred. It's a gift, but we use our words in such mischievous ways, and we demean other people when we don't think about what we say. It's a terrible thing to demean or embarrass another human being. It's an act of theft. You're stealing a person's dignity and esteem. No one has a right to do that. We should use our words to build others up. Help them feel good about themselves. Lift them up.

Think of the words that leave your lips.

It's a bit like toothpaste.

Once you squeeze it, it doesn't go back in.

For a short video clip of the above transcript please click below;
<http://www.jeffansell.com/cstbti3.html>

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JEFF'S CALENDAR UPDATE advertisement

DEALING WITH AN ANGRY PUBLIC – HARVARD LAW SCHOOL

The next Dealing With An Angry Public Harvard Law School conference is slated for November 8 & 9, 2007, and May 1 & 2, 2008. The conferences in Cambridge, Massachusetts provide strategies for resolving conflicts and disputes with dissatisfied customers, potential litigants and concerned interest groups.

As a faculty member of the Public Disputes Program, part of my agenda explores how to get messages out effectively when dealing with the media and interest groups in controversial situations. Hope to see you there . . .

Click here for more info . . .
<http://www.jeffansell.com/dealing-with-an-angry-public.html>

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4.) SAY IT LIKE YOU MEAN IT

There's famous research from the University of California in Los Angeles, from "Dr. Albert Mehrabian."

Dr. Mehrabian has demonstrated conclusively that when you say something, 55% of the way your message is interpreted comes from the way you use your body and how you use your face when you say it.

38% of the interpretation of your message comes from the voice, tone, texture, and level of conviction.

So . . . run the numbers, and what does that leave?

A massive 7% for people to interpret your message based on your words.

It's disheartening.

When we speak, we have to juggle the visual, vocal, and verbal so that we look and sound like we mean what we say and say what we mean.

To me, the secret to being a good speaker is;

"Say it like you mean it . . . and look like you mean it."

For a short video clip of the above transcript please click below;

<http://www.jeffansell.com/cstbti4.html>

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5.) MAKE A POINT OF PAUSING

When somebody says something to you,
pause before responding or commenting.

When we listen to other people, we often think to ourselves,
"How am I going to answer? How am I going to answer?"

. . . and we're not listening to them.

If we do this to our spouses, our loved ones, the people we claim to care about, we're short-changing our relationships. When you're engaged in an important encounter, try not to think about yourself so much. Consider making the other person or people more important than you. It will better connect you with other people. You may even find it liberating to stop thinking about yourself so much.

Make peace with pausing.

For a short video clip of the above transcript please click below;

<http://www.jeffansell.com/cstbti5.html>

That's it for this addition of News & Views.
I hope you found it informative and valuable.

Sincerely,
Jeff Ansell

Be well

DON'T FORGET TO PRINT THIS NEWSLETTER.

Read it on your commute or at home.

Check into my site for updates between Newsletters.

<http://www.jeffansell.com/>

I'm always interested in your comments and viewpoints.

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