

# The Art of Communication

## Much more than words

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# How We Learn and Communicate

- We use three learning and communication styles:
  - **Visual .. We see (65% of population)**
  - **Auditory .. We hear (30% of population)**
  - **Kinesthetic .. We do (5% of population)**
- We may use all three styles to receive new information and experiences.
- We may prefer one style of learning for one task, and a combination of others for a different task.



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# “Seek first to understand, then to be understood.” -- Steven R. Covey

- Have you ever been in a conversation where you knew the other person just wasn't getting it?
- The truth is, it is your job to communicate with someone in a way they can easily understand. It is not their job to read your mind, or vice versa.



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# The Visual Learner react to situations instinctively rather than purposefully

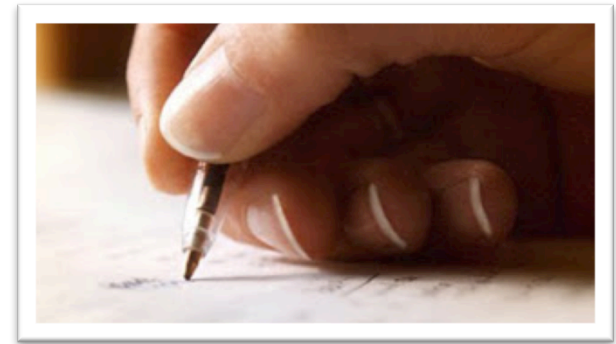
- 75% of all information processed by the brain is received visually.
- Problems are solved, decisions are made and behavior activated 7 to 10 seconds before the conscious mind ever becomes aware of the activity, if it ever does.



# How Visual People Learn

## Visual People:

- Like to write down directions and instructions.
- Pay closer attention in classroom settings.
- Easily visualize faces and places by using their imagination.
- They will remember someone's face but not necessarily their name.



# Communicating with Visual People

- Provide written directions or instructions.
- Draw diagrams to support your information.
- Use **bold print** or graphs to get their attention.
- Ask for clarification of their understanding.
  - “Do you understand?”
  - “Any questions?”
- Maintain eye contact.



# Here are some facts about visual learners.

- 65% of the population are visual learners.  
Mind Tools, 2014
- 90% of information that comes to the brain is visual.  
Hyerle, 2000
- Visual aids improve learning by up to 400%.  
3M Corporation, 2001
- Our eyes can register 36,000 visual messages per hour.  
Jensen, 1996



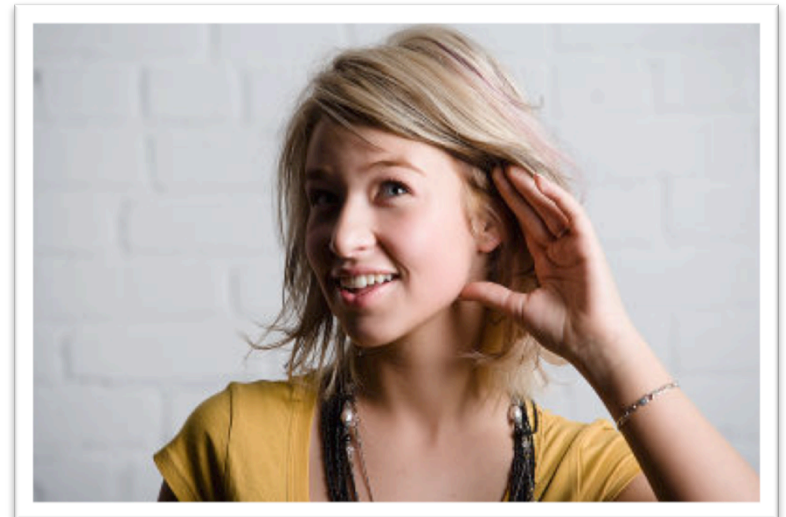
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# How Auditory People Learn

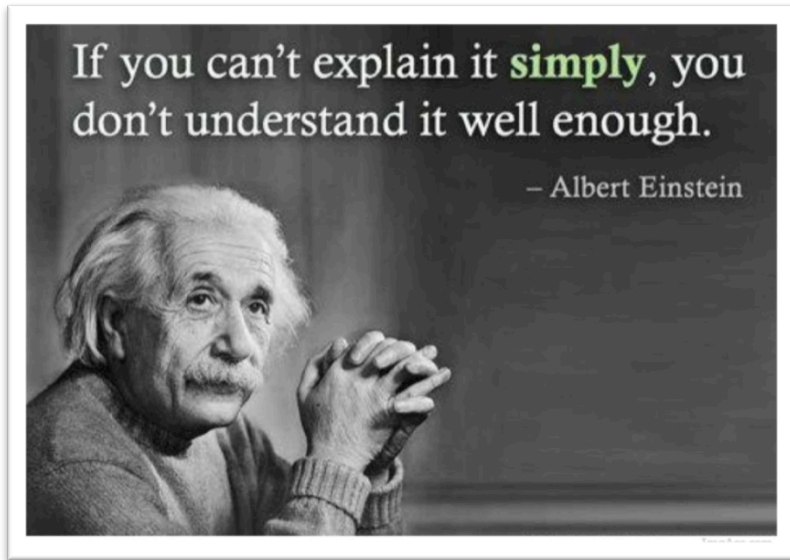
## Auditory People:

- Receive information best when they hear it, can repeat it and hear it again for clarity.
- Are keenly aware of the speaker's tone of voice more so than the words they use.
- Use phrases like:
  - “Can you hear me?”
  - “That sounds good”





# Communicating with Auditory People



- Speak clearly and in plain, simple language.
- Invite questions and discussion.
- Be willing to repeat information.
- Ask for clarification of their understanding:
  - **“Do you understand?”**
- Maintain a calm, even tone of voice when repeating or reviewing information.
- Keep your attitude in check!

# How Kinesthetic People Learn

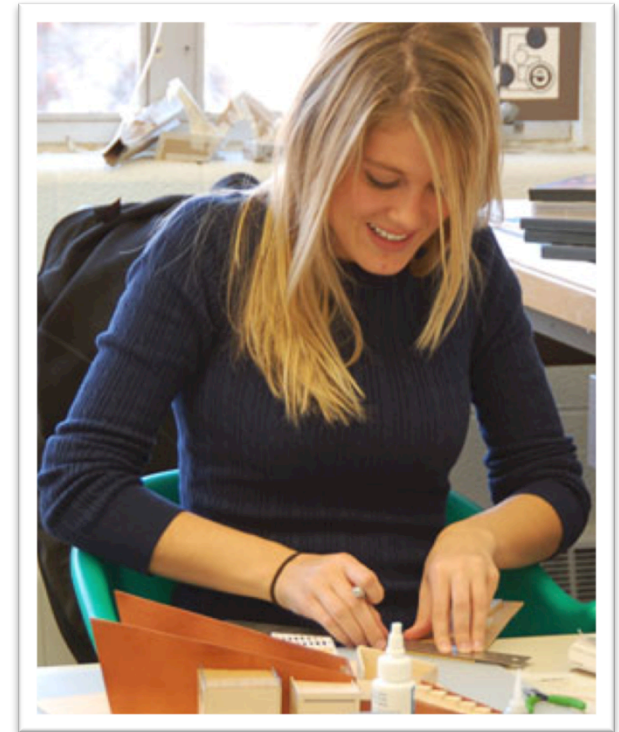


## Kinesthetic People:

- Do best with “hands on” assignments or tasks.
- Tend to lose concentration if there is little or no external stimulation or movement.
- When reading, scan the page first and then focus in on the details.
- Use **colored highlighters** and will draw pictures, diagrams, or doodle on the page.

# Communicating with Kinesthetic People

- Be willing to answer questions about the “why” and “how” things work.
- Be receptive to their ideas.
- They use phrases such as:
  - “how about this”
  - “this might work”
  - “wait, wait, wait”
- Be patient!



# How to Communicate Better at Work



- Be honest, direct and to the point.
  - **Your reputation and credibility depend on it.**
- Don't be vague.
  - **What is the point you are trying to make?**
  - **Spell out the who, what, where, when and why.**
- Listen openly to other's opinions.
- You will find it easier to get your message across when the individual knows their opinion matters.

# It's not just your words that convey a message.



- 38% of communication is through your tone of voice
- 55% of communication is through your body language
- Seek clarity:
  - “So if I understand you correctly”

# In Review

We looked at:

- The three learning and communication styles:
  - **Visual, Auditory and Kinesthetic**
- How each V.A.K. style receives information.
- Communicating with the V.A.K. style learner to make sure the message is not dismissed.
- How to communicate better at work.



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# In Closing

- Remember, it is your job to deliver the message in such a way that the listener can understand.
- Some of the best messages were dismissed because of the way they were delivered.
- *“Seek first to understand, then to be understood.”*
  - *Steven R. Covey*