

A background image showing two hands shaking in a firm grip, symbolizing partnership or agreement. The hands are positioned centrally, with the fingers interlaced. The skin tones are different, suggesting a diverse partnership. The background is a light, out-of-focus blue and white.

Communicating Clearly

Partner Training Modules

Module One

Primary Objective of the Workshop

1. Define the elements of communication.
2. Identify and use positive words rather than negative words.
3. Evaluate the impact of inflection and body language when communicating.

Before you conduct the workshop:

1. Verify that the PowerPoint is loaded and ready to run
2. If the workshop includes video and you are going to use it, verify the proper operation of the video
3. Verify the printing of the participant materials & the availability of pens/pencils and pads of paper
4. Check the room set up

Facilitation Keys to Remember:

1. Review the slides and key points
2. Talk to the participants, not the screen
3. When you ask a question, let participants answer
4. Ask questions early on to get workshop participants immediately engaged
5. The participants should talk 50% of the time
6. Try to get all of the participants involved in the conversation
7. When participants ask a question, repeat the question so that everyone hears it

Introduction to the *DCBI Partner Training Modules*

The *DCBI Partner Training Modules* is a series of Modules that are designed for 30 to 45 minute workshops. Each Module focuses on a specific aspect of improving the business. The Modules should be facilitated by managers or coaches at each DCBI location. As much as possible, the Modules should be facilitated, not presented. This means that the attendees should do most of the talking.

SECorps has had a great deal of success using this method to energize and improve companies.





Slide 1 – Imperative 1

Introduce Module One of the Customer Service Modules. This module will focus on Communicating Clearly. The first imperative is to define the elements of communication.



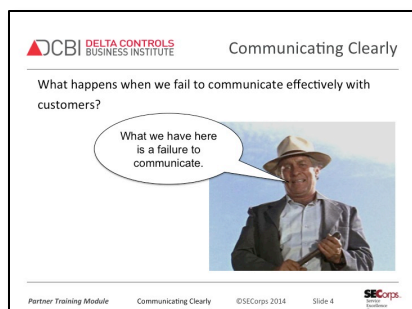
Slide 2 – Imperative 2

The second imperative is to identify and use positive words rather than negative words.



Slide 3 – Imperative 3

The third imperative is to evaluate the impact of inflection and body language when communicating.



Slide 4 – Communicating Clearly

The vast majority of problems in business is caused by one factor—the failure to communicate effectively. Ask participants, "What are some examples of poor communication, and what happens when we fail to communicate effectively with customers?"

Discuss their answers.

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Communicating Clearly

What happens when we fail to communicate with customers?

How do we amplify the impact on our customers when we fail to communicate effectively internally as well?

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Slide 5 – Communicating Clearly

Ask participants how we amplify the impact on our Customer when we fail to communicate effectively internally as well.

Discuss their answers.

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Elements of Communication

There are three elements in verbal communication:

- Words
- Inflection
- Body Language

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Slide 6 – Elements of Communication

There are three elements to verbal communication:

- *Words*
- *Inflection*
- *Body language*

While all three are important, each brings a different weight to the overall tone or message.

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Elements of Communication

There are three elements in verbal communication:

What percentage of the communication pie do you think each element takes?

- Words
- Inflection
- Body Language

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Slide 7 – Elements of Communication

Ask participants what percentage of the communication pie they think each element takes.

- *Words (7%)*
- *Inflection (38%)*
- *Body Language (55%)*

It's important for the three elements to “match” in their message. If we say “nice” words but deliver them wrong, our words won't be believable.



Slide 8 – Word Choice – Negative Approach

First we will focus on word choice. We can convey the exact same facts in either a negative or a positive manner simply by arranging our thoughts and words differently.



Slide 9 – Word Choice – Positive Approach

Here is the exact same sentiment but expressed in a much more positive, non-confrontational manner. Opting for the positive approach is going to keep your receiver much more open to the real message and keep the lines of communication flowing.

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Word Choice

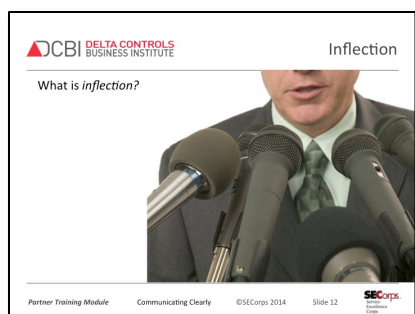
Negative Statement	Positive Alternative
That's not included in our scope of service. We'll need to bill it separately.	Let me double-check our scope of service. If this change isn't included, let's work together to get you a good price.
We've never done that before. I don't think we've got the expertise. Better call somebody else.	?
You want this done by when? Are you kidding me?	?
Look, we're doing the best we can. No one could do it faster.	?

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Slide 10 – Word Choice Exercise

Read example. Ask participants to compose positive alternatives to the examples. Review their answers.

Certain words are by nature negative. They almost always evoke a defensive reaction in people. So not only do we need to be diplomatic in our sentence structure, but we also have to be mindful of each word we use.



Slide 11 – Inflection

The next influence of communication we're going to discuss is *inflection*. Ask participants to define inflection.

Answers: Inflection refers to pitch, volume level, emphasis and word modulation. Basically, it's our tone.

By changing our inflection, we can take a word or phrase from helpful to hurtful, positive to negative and vice versa.

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Inflection

How does the change in emphasis affect the meaning.


I didn't tell John you were stupid.

I didn't tell John you were stupid.

I didn't tell John you were stupid.

I didn't tell John you were stupid.

I didn't tell John you were stupid.



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Slide 12 – Word Emphasis

Even when we carefully choose our words, the words we emphasize vastly affect the overall meaning conveyed to the listener. Discuss how emphasizing different words affects the meaning of the sentence.

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Inflection

How does the change in emphasis affect the meaning.


I would be happy to take care of that for you.

I would be happy to take care of that for you.

I would be happy to take care of that for you.

I would be happy to take care of that for you.

I would be happy to take care of that for you.



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Slide 13 – Word Emphasis

We can reword our sentences in a way that changes the meaning in a positive way.

Discuss their answers.

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Inflection

How can inflection affect the following phrases?

"Hello."


"I don't know."

"That's great."

"I don't think so."

"Excuse me."

"No problem."



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Slide 14 – Inflection


How do pitch and volume affect the meaning of a single short word or phrase?

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Body Language

If your body language doesn't match your words, which will people believe?

You've done a great job, Fred.



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Slide 15 – Body Language

Body language accounts for 55% of verbal communication. When someone's body language doesn't match their words, which do your participants tend to believe?

Discuss their answers.

Body Language	
Behavior	How It May Be Perceived
Bouncing your leg	?
Raising an eyebrow	?
Nodding your head	?
Leaning forward	?
Looking down and not at them	?
Looking at your phone and not paying attention	?

Slide 16 – Body Language Exercise

Ask participants to note how each non-verbal behavior may be perceived by others.

Discuss participant answers for each behavior and emphasize those listed below:

Bouncing your leg – *Impatient, Bored, Restless*

Raising an eyebrow – *Disagreement, Interest, Surprise*

Nodding your head – *Hurry up, Agreeing*

Leaning forward – *Interest, Can't hear, Confrontational*

Looking down and not at them – *Not listening*

Looking at your phone and not paying attention – *Not Caring*

Body Language	
Behavior	How It May Be Perceived
Remaining silent	?
Drumming fingers	?
Shrugging shoulders	?
Folding arms	?
Reading something	?

Slide 17 – Body Language Exercise 2

Ask participants to note how each non-verbal behavior may be perceived by others.

Discuss their answers and emphasize those listed below:

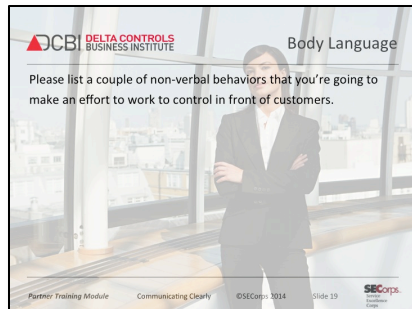
Remaining silent – *Disagreement, Disinterest, Confused, Processing info, Angry*

Drumming fingers – *Impatient, Distracted, Nervous, Late to be somewhere*

Shrugging shoulders – *I don't care, Exhausted*

Folding arms – *Defensive, Cold, Uncomfortable*

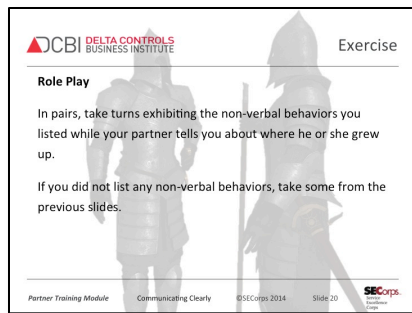
Reading Something – *Not Paying Attention*



Slide 18 – Body Language

Non-verbal behaviors account for so much of communication. It is important to make sure our body language always matches what we are saying.

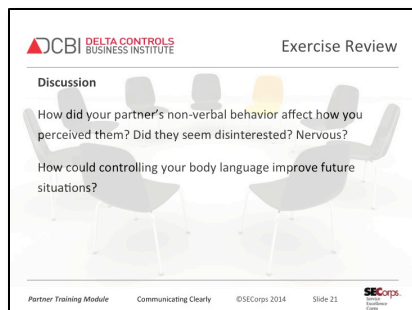
Ask participants to list any non-verbal behaviors they think they need to improve.



Slide 19 – Role Play

Divide the participants into pairs.

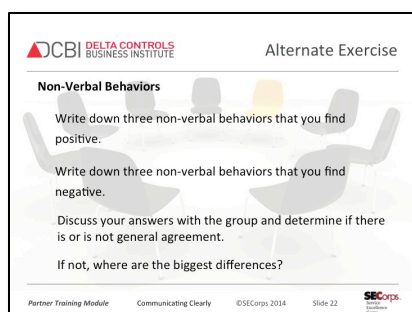
Explain that participants will take turns exhibiting the non-verbal behaviors they listed previously while their partner tells them about where they grew up.



Slide 20 – Role Play Review

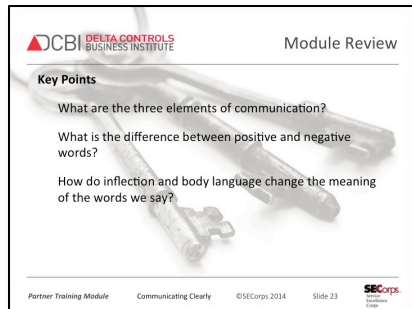
Ask participants how their partner's non-verbal behavior affected how they perceived them. Did they seem disinterested? Nervous? Or interested and calm?

How could controlling your body language improve future situations?



Slide 21 – Alternate Exercise

Write down three non-verbal behaviors that you consider positive and three you consider negative. Discuss whether or not people agree on which non-verbal behaviors are positive and negative. If there is disagreement, discuss the reasons.



Slide 22 – Module Review & Questions

After a quick review, give workshop participants the opportunity to raise questions. Start with, “Who has the first question?” As much as possible, encourage other participants to answer the questions raised.



Slide 23 – Review

Review the Key Points of the workshop:

1. What are the three elements of communication?
2. What is the difference between positive and negative words?
3. How do inflection and body language change the meaning of what we say?