



# EFFECTIVE COMMUNICATION AND PLANNING

# FIVE W's AND ONE H

## What does Planning and Communication share:

- A foundation in Five W's
  - Plan: Why doing?... What will be result / value?... Who will help.. When is the time right?... Where will you hold event?...
  - Communication: Ask if your product includes all the needed parts
- Then One H
  - Plan: Balanced Feedback
    - Never make everyone happy...
  - Communication: Methods



- Keep asking yourself these 6 questions...
- Reflect and iterate improvement...

# PLANNING

How to Reach  
**ANYTHING's Full**  
Potential !!!

If you fail to PLAN  
Then  
YOU FAIL!



# PLANNING

Become Stronger



Marketing  
(Communication)



**Repeat**



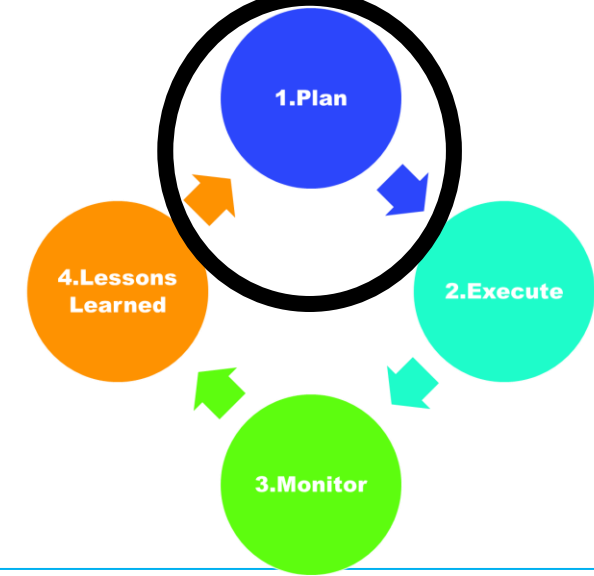
## Takeaways:

- Planning never stops
- What did you intend? Desire?
- Reflect constantly...
- Feedback is golden...
- REPEAT! ← Stronger

# PLANNING

## Plan: (Apply the 5 W's)

- Build a draft plan – not a blank page, Start Early... **Milestones**
- Gain Feedback from right people
- What need for success?
  - Budget
  - The Team's support...
- Examples:
  - WM: Theme of the Year, Activities
  - Secretary: Supply Challenges: lead times – bibles, funeral supplies, awards



## What Plans Do:

- Define a desired outcome
- Communication Plan: Timeline, Audience, Method to...
- Measure Success

# PLANNING

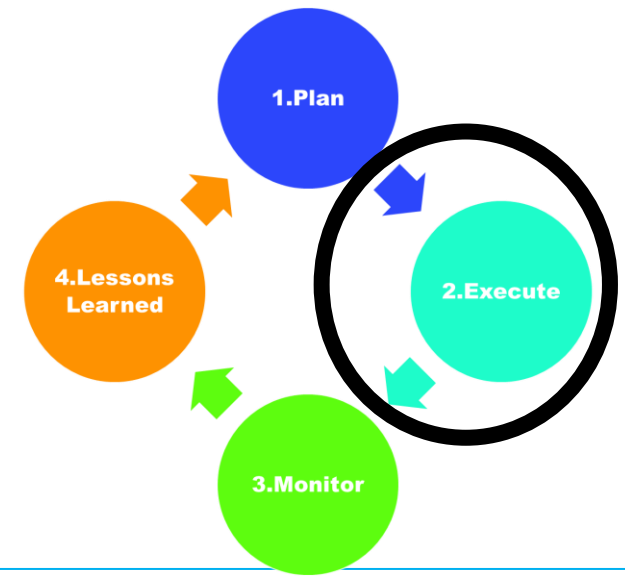
Execute: (Apply the 5 W's)

WM Example:

- Communicate
  - Hold the Dates – Market Value
  - Letters to Guests
  - Rally the team – leverage team skills

Secretary Example:

- Inventory
- Identify lead times and cost
- Verify funding – Budget / Motions



What Plans Do:

- Guide your execution towards your Plan's desired outcomes

# PLANNING

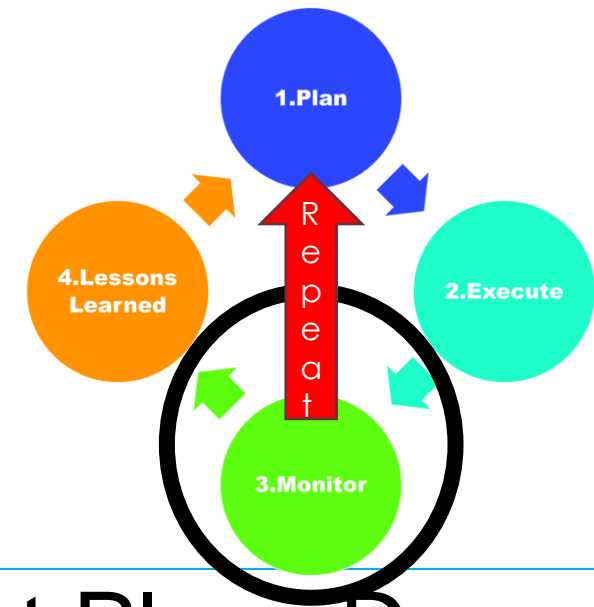
Monitor: (Apply the 5 W's)

WM Example:

- Verify Milestones met
  - Letters to Guests delivered
- Pulse of the lodge...
  - Are members talking – Value...
  - Team confident, ready, ...

Secretary Example:

- Demand changes – More Inventory
- Track shipping



What Plans Do:

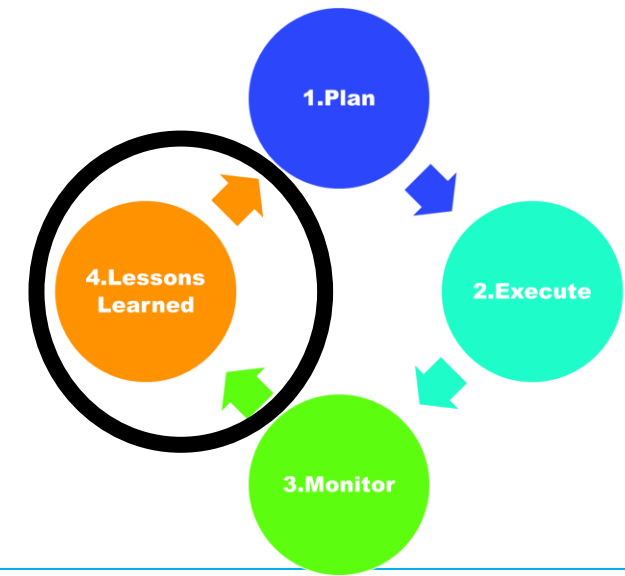
- Identify early when your goals or milestones are at risk
- Expect Change:
  - Repeat back to Plan, Execute and Monitor

# PLANNING

## Lessons Learned: (Apply the 5 W's)

### WM Example:

- Gain Feedback
  - Expect some different opinions...
- Document shortfalls...
  - Reflect on these for your next plan...
  - Share with next leaders
- Secretary Example:
  - Document: What is right target inventory?



## What Plans Do:

- Apply success factors from one event to another



# EFFECTIVE

# 7

## ESSENTIAL COMMUNICATION SKILLS FOR EFFECTIVE LEADERSHIP

Interpersonal  
Communication



Leadership  
Storytelling



Comprehension  
and Synthesis



Communicating  
Concisely



Non-verbal  
Communication



Listening  
Skills



Affirmation  
Skills



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# EFFECTIVE COMMUNICATION

## Good communication includes:

- Plan for and know what good communication includes
- Many tricks exist to increase engagement of a team, a family, and friends (Hold the Date)
- Lower stress in an organization and personal life: Plan ahead...  
Communicate effectively....  
Communicate Often
- Reflect... Learn from your actions...  
and Make a good man better...



## 7 essential communication skills:

- For an Organization
- For Work
- For Family
- For self

# INTERPERSONAL COMMUNICATION

## The process of exchange:

- information, ideas and feelings
- through verbal or non-verbal methods:
  - face-to-face (facial expression)
  - Technology (voice/text)
  - Body language and gestures.

Use the right medium  
(Text vs. Talk)



## Relatable Exchanges

- Boss Employee
- Lodge Officer Team
- Spouse
- Parent and Child

# NON-VERBAL COMMUNICATIONS

## Non-Verbal Communications: Boy does my wife send these!!

- What is important to a stakeholder – a boss, your wife!

Apply Interpersonal  
Communications

Combine:  
verbal or non-verbal cues



## Observe:

- Voice level / Tone
- Body Language
  - Rolling Eyes
  - Posture

# LEADERSHIP STORYTELLING

## Leadership Storytelling

- Lay out your vision
- Align the team

Lowers the Stress

Team Drives in Common Direction



## Pointers for you:

- Home repairs before retire in 10 years
- Planning for Family: New Family Car & reduce debt

# LISTENING SKILLS

**Hearing ≠ active listening**

Active listening: listening and responding to another person that improves mutual understanding:

- listening to understand (not respond)
- showing active interest and engagement in the dialogue
- seek to understand and ask clarifying questions
- paraphrase what heard - indicate listening & validate alignment



Pointers for you:

- Listen: Don't pass judgment or force your own ideas
- Perception is often reality to those communicating with

# COMPREHENSION AND SYNTHESIS

Synthesis: The capacity to take complex information, break it down and draw meaningful results.

- Know your stakeholder's goals -  
Wife

Comprehend by:

- Use Data (Spend History →  
Lodge budget)
- Trends drive to wise decisions  
(Don't push soar points from last  
exchange)



Pointers for you:

- Communicate something complex in a simple way
- Avoid jargon
- Highlight the key points and connections

# COMMUNICATING CONCISELY

## Concepts for Written and Verbal Success:

- Less is More
- Avoid the common bad phrases:
  - Supper Important
  - “Like” “Like” ...
- Reflect in advance, have a solid message (Write the Storyline)
- Recap the key points that build to the aligned conclusion



## Pointers for you:

- Remove what doesn't fit to get the audience to the desired aligned conclusion



# AFFIRMATION SKILLS

Affirmation: Positive statements that can help you to challenge and overcome self-sabotaging and negative thoughts.

- Look out for what your team has done right and appreciate them
- Praise them immediately, do not set them aside for later when you can easily forget
- Be specific about your praise and let them know you see their efforts



## Pointers for you:

- Give 9 compliments to overcome 1 criticism
- Is your feedback appropriate: Big picture
- Repeat: Believe: Makes positive change

# COMMUNICATING CONCISELY

## Communicating Concisely:

- **Less is More:** Less is more is a principle that emerges from the idea that simplicity and clarity lead to good design
- Write down the key points you want to communicate. Keep to just a few important ones.
- List down the possible objections, and think about how to overcome them



## Pointers for you:

- Avoid the common bad phrases:
  - Super Important
  - “Like” “Like” ...
- Reflect in advance, have a solid message

# Planning



# 7

## ESSENTIAL COMMUNICATION SKILLS FOR EFFECTIVE LEADERSHIP

Interpersonal Communication



Leadership Storytelling



Comprehension and Synthesis



Communicating Concisely



Non-verbal Communication



Listening Skills



Affirmation Skills



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- Learn how to plan and what good communication includes
- Lower stress in an organization and your personal life: Plan ahead... Communicate effectively... and often...
- Reflect: Learn from your actions... Adjust your Plan...

**You will “Make a good man better...”**

QUESTION?



# THANK YOU

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# APPENDIX

## Program: Effective Communication and Planning - Storyline

Learn how to plan and what good communication includes. Many tricks exist to increase attendance, lower stress in an organization and your personal life

### Communications

- Interpersonal Communications – WM and Lodge Secretary, Husband and Wife – Parent and Child ← we are all doing these!
- Non-Verbal Communications: Boy does my wife send these
  - What is important to a stakeholder – or boss, your wife!
- Leadership Storytelling
  - Lay out your vision – align the team and the family (home repairs before retire in 10 years) – Tax Benefits, Personal travel time at retirement
- Listening Skills - Differentiates between hearing and active listening
  - Active listening is a way of listening and responding to another person that improves mutual understanding. It's about being present, listening to understand (not respond), and showing active interest and engagement in the dialogue.
  - Seek to understand and ask clarifying questions.
  - Paraphrase what you have to indicate that you are listening, as this will increase employee engagement.
  - Listen without passing judgment or forcing your own ideas or suggestions [Perception is often reality to those communicating with]
- Comprehension and Synthesis
  - Synthesis is the capacity to take complex information, break it down and draw meaningful results. ← Know your stakeholder's goals - Wife
  - Comprehend by:
    - Use Data (Spend History to WM budget)
    - Trends drive to wise decisions (Don't push your wife's soar points from last exchange)
    - Some pointers for you: Communicate something complex in a simple way. Reduce the use of jargon. Highlight the learning point and connections that the audience must get. Leverage Affirmation Skills



### Communications

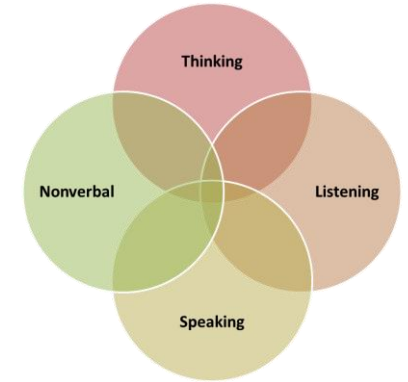
- Affirmation Skills
  - List Of **Skill Affirmations** on bmindful, the worlds largest positive **affirmation** and self development community.
  - Look out for what your team has done right and appreciate them.
  - Praise them immediately, do not set them aside for later when you can easily forget.
  - Be specific about your praise and let them know you see their efforts.
- Communicating Concisely
  - Less is More: Less is more is a principle that emerges from the idea that simplicity and clarity lead to good design.
  - Write down the key points you want to communicate. Keep to just a few important ones.
  - List down the possible objections, and think about how to

# Program: Effective Communication and Planning - Storyline

Learn how to plan and what good communication includes. Many tricks exist to increase attendance, lower stress in an organization and your personal life



## The Four Communication Skills



### Types of Communication and Ways to Use Them

- Verbal**
  - Use a strong, confident speaking voice.
  - Use active listening.
  - Avoid filler words.
  - Avoid industry jargon when appropriate.
- Nonverbal**
  - Notice how your emotions feel physically.
  - Be intentional about your nonverbal communications.
  - Mimic nonverbal communications you find effective.
- Visual**
  - Ask others before including visuals.
  - Consider your audience.
  - Only use visuals if they add value.
  - Make them clear and easy-to-understand.
- Written**
  - Strive for simplicity.
  - Don't rely on tone.
  - Take time to review your written communications.
  - Keep a file of writing you find effective or enjoyable.

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