



Fortify Communications

'Strengthening your Frontline'

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Strategic Communications From The Frontline – Communicate To Get Results

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Before we start ... quick warm up exercise

Very easy task!

Please watch the video and count how many times the players wearing white pass the ball to each other and we'll see who got the correct number/answer.




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The answer?



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My story ...




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Leadership and Influence

Five key 'strategic communications' tips ... from a frontline perspective:

Understanding and managing:

1. Social conditioning:
2. 'Attitude':
3. Position v. Interest:
4. 'Perception'
5. Empathy v. Apathy



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Social Conditioning

Social conditioning is something that homogenises a large group of people into a certain distinctive mold.

Incorporates – Social norms, social expectations, gender expectations, etc ... handed down by generation to generation.

Some examples ...



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Social Conditioning

A practical example:

- 'Sorry' – often misunderstood and seldom used.
- Hamstrung by fear of liability and/or making an admission
- Socially conditioned to respond to an 'apology'
- When used appropriately and strategically, it can be a very effective tool to reduce anger in a situation.



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Attitude

What is an 'attitude'?

How can it affect communications between two people?



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Attitude

- What is an ATTITUDE?



Good Attitude



Bad Attitude

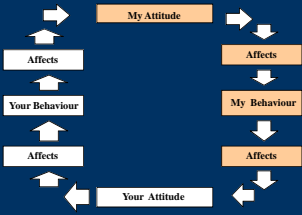
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Attitude and the 'Bataris Box'

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Attitude and the 'Bataris Box'

The Bataris Box is a way of illustrating the way that we can get locked into a cycle of behaviour with another person which, if it remains unchecked can escalate out of control.



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Position v. Interest



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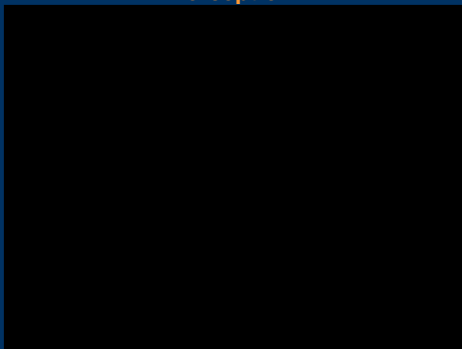
Perception

Sometimes, things are not what they seem ...



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Perception



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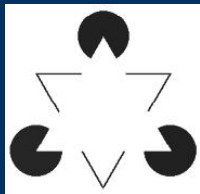
When information is missing ...

Many of us don't realize, though, that even if the information we get from our senses (hearing, seeing, smelling, touching, and tasting) is incomplete, our minds just fill in the blanks with what should go there.



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When information is missing ...



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And read this paragraph:


I cdn'uolt blveiee taht l cluod aulacly uesdnatnrd
waht l was rdanieg: the phaonmneel pweor of the
hmuan mnid. Aoccdrnig to a rseeach taem at
Cmabrigde Uinervtisy, it deosn't mttaeer in waht oredr
the ltteers in a wrod are, the olny iprmoatnt tihng is
taht the frist and lsat ltteer be in the rghit pclae.



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Perception Management
'The Main Problem'


Attitude of 'indifference'



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Perception Management
'The Main Problem'

Most commonly occurs when people are apathetic



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Options?



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Empathy

Empathy is not the same as sympathy



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Questions?



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'Strengthening your Frontline'

Thank you.
