



FOUR Communication

HACKS to Manage

Clients and WIN

Presented by James Smith

Four Communications Hacks:

1. Transactional Model of Communication
 - Understanding “*FRAME*” and “*NOISE*”
2. Know the “*BEST*” Communication Channels
3. Understand “*CONFLICT*” – origins and *exits!*
4. ABC’s of emotions (“noise”) – The CBT Model

Presentation Method:

3

Abstract
buildings



houses

detached
houses

Henrietta's
house



Concrete

- *Abstraction Ladder*
- *Words v. meanings*
- *Feelings v. Emotions*
- *Apology v. sorry*
- *All one model*

Knowledge Needed:

- **Goals:** moving Clients from ANGRY to Calm
- **How:** Understanding Criticism/Anger Cycle
- **Value:** Build & give confidence at *every touch*
- **Relational Decay / Growth process**
- **Hierarchy of “Emotional Being” = the frame!**

Defusing Verbal Criticism:

1. Four basic responses:

- *Withdraw, Rationalize, Counter-Attack; Listen Calmly*

2. Next step: AGREE with *TRUTH*

- *Agree to the problem and agree to “talk” (& LISTEN)*
- *GIVE confidence!!!*

3. Survive the talk:

- *Remain calm – it’s NOT about YOU*
- *Show you are listening – show respect!*

Relationship Growth / Decay:

6

- **Growth:**

1. Know the client; how they see the world
2. Responding to cues (for approval/connection)
3. Showing admiration / appreciation

- **Decay:**

1. **Criticism** – focus only on negative w/o balance
2. **Defensiveness** – reactive only; not listening
3. **Stonewalling** – not reacting, shutting down
4. **Contempt** – loss of respect; *LESS* than you

Hierarchy of *Emotional Being*:

- *Embrace*ment - visceral
- Appreciation – emotional
- Acknowledgement – intellectual
- **NEUTRALITY**
- Mistrust - intellectual
- Distain – emotional
- ***HATE*** – visceral

Three *MAGIC* Keys:

1. Gratitude

2. Appreciation

3. Acknowledgement

...and 3 Magic words!?

Communications Principles:

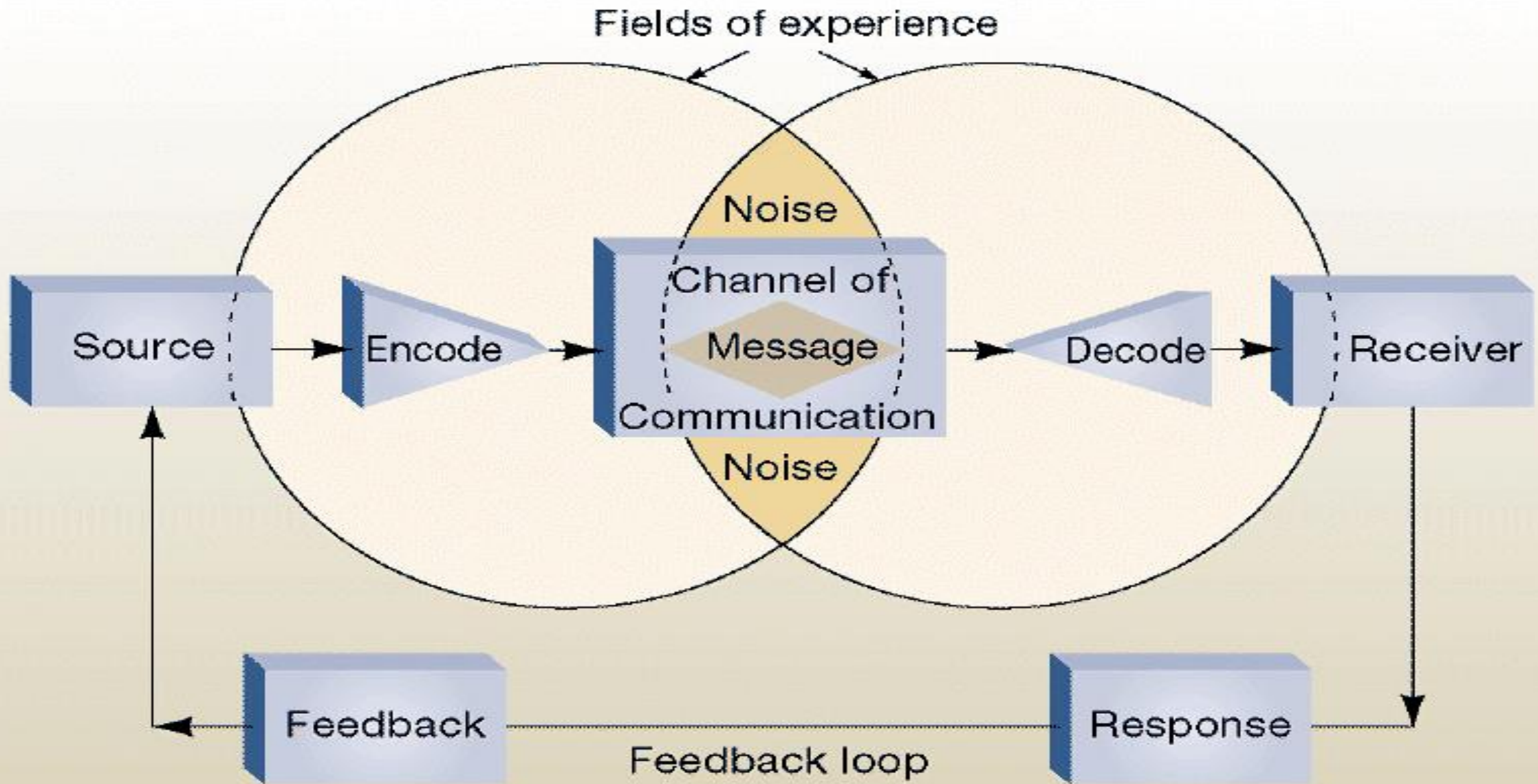
1. Responsibility is on the *speaker!!!*
2. When you can't communicate, ***stop!!***
3. This only guarantees that you will be "*clear;*" not that you will get what you "*want.*"

Hack #1:

**What Does a
Communication
Transaction
Look Like?**



Communication Process 11



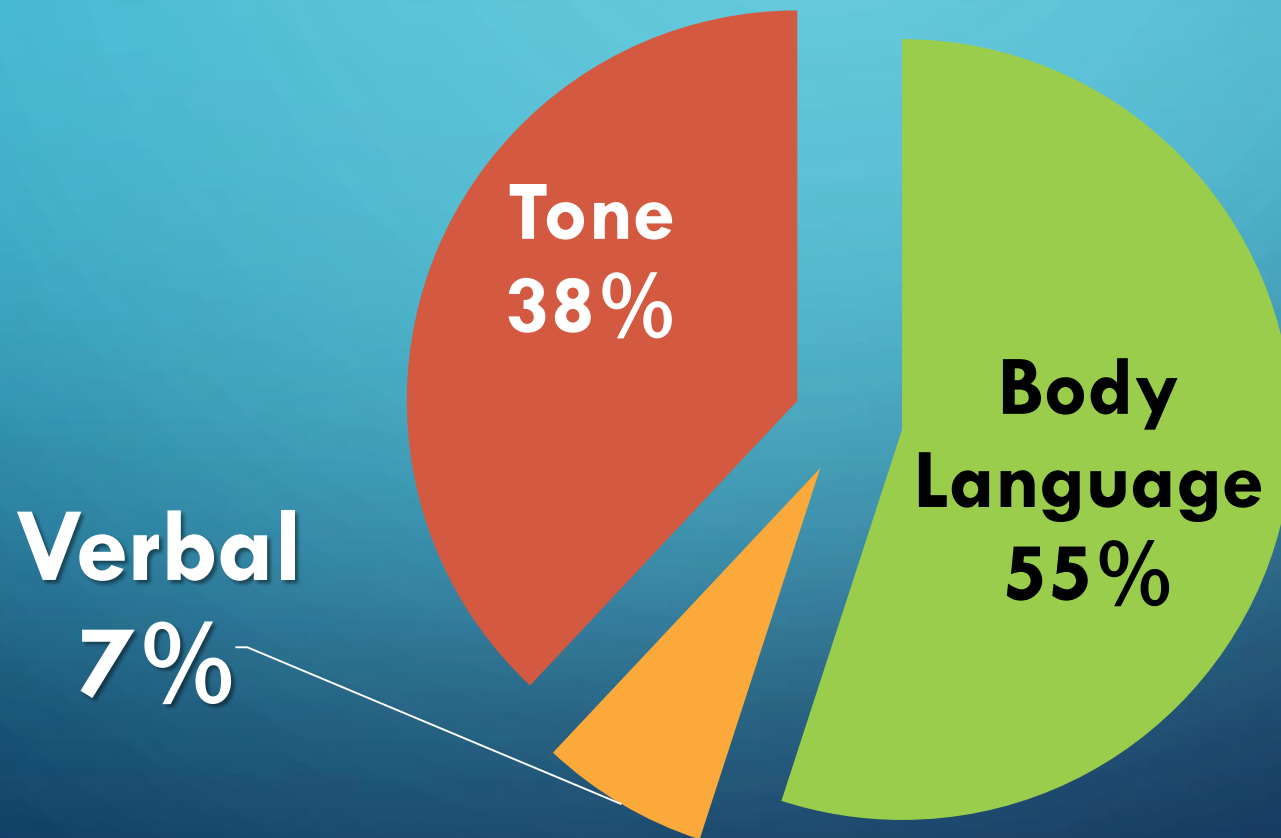


**What does it mean to
have a “*Common Frame
of Reference*”?**



Hack #2:

BEST Communication?



* Based on research by Albert Mehrabian, Ph.D., Professor Emeritus, UCLA.

Hack #3:

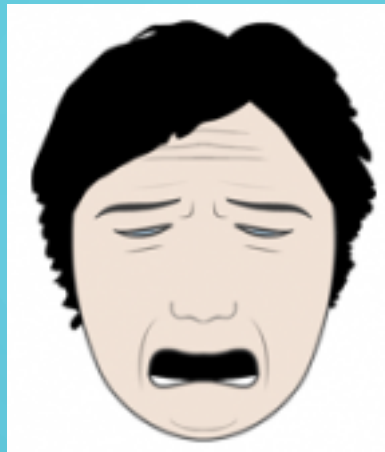
**What is the relationship
between *EXPECTATIONS*
and *CONFLICT*?...**

What Will Conflict Look Like?...





HAPPY



SAD



MAD



AFRAID



ASHAMED



CONFUSED

Hack #4:

ABC's of Emotions

- A = *“Activating Event”*
- B = *“Belief”* relative to that event
- C = *“Caused”* emotive response
- D = *“Discarding...”* irrational beliefs

...Gives us the power to control our emotions!



**Do you see the “*NOISE*”
in the Communication
Process?**



KEY TAKAWAYS:

- **Active Listening (= feedback loop)**
- **Email, phone, in-person,... 55/38/7**
- ***Manage the Gap* – between expectations and reality**
- **Listen for the nature of conflict, to understand what issue to address, and how**
- **Practice, practice, practice,...**

***“And those who were seen dancing,
were thought to be crazy, by those
who could not hear the music.”***

– Friedrich Nietzsche

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