

# Design your own

# Communication Program

We are always surprised when communications break down in organizations, yet the real surprise should be that we communicate at all.

Given the differences in how we perceive and organize the world, it's impossible for any two people to see things in exactly the same way. We need tools to help us get to the truth quickly. Choose from the courses and topics below, and work with me to design your own Communication Program. You can determine the length and content of any course.

COURSE	COURSE DESCRIPTION
<p><b>The Power is in the Listening</b> "Discuss the undiscussable" without creating adversaries.</p>	<p>"I don't listen, and I won't listen." It is the human condition and the root of all our communication problems. In this course you will learn how listening can create a powerful force in your organization as you</p> <ul style="list-style-type: none"><li>➤ Choose to listen in order to learn.</li><li>➤ Use the "Ladder of Inference"* to identify differences in perception and quickly get to the truth.</li><li>➤ Identify and eliminate filters that prevent effective listening.</li><li>➤ Manage frustration and conflict through "responsible responding."</li><li>➤ Discuss the "undiscussable"* without creating adversaries.</li></ul> <p>*Peter Senge, <b>The Fifth Discipline Fieldbook</b></p> <ul style="list-style-type: none"><li>➤ Achieve trust and credibility through powerful listening.</li></ul>
<p><b>Win Support for Your Ideas</b> Turn "no" into "maybe" and "maybe" into "yes."</p>	<p>Lonnie complained, "I have ideas that would save this company millions, but no one pays attention to me." Lonnie expected me to sympathize. Instead, I asked, "<b>What do you do that causes people not to listen?</b>" It didn't occur to Lonnie to take ownership of this problem. In this course, you will learn what to do more and less of in order to win support for your great ideas. You will receive a six-step process for influencing managers, peers, and direct reports:</p> <ul style="list-style-type: none"><li>➤ Turn "no" into "maybe" and "maybe" into "yes."</li><li>➤ Address objections and overcome obstacles.</li><li>➤ Identify your communication styles and learn to flex to the styles of others.</li><li>➤ Play to your strengths and minimize your weaknesses.</li><li>➤ Use the language of opportunity without offensive "happy talk."</li></ul>

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**Manage Conflict  
Confront Tough Issues  
Deal with Difficult People**

Depersonalize and turn conflict into opportunity.

We think of conflicts as problems and problems as bad. Conflict only becomes a problem when it becomes personal. Learn how to depersonalize and turn conflict into opportunities for growth and learning. In this course, you will

- Identify your own style of confronting issues.
  - Depersonalize and deal with difficult people.
  - Use specific tools for advocating an idea or opinion and inquiring into another's point of view.
  - Use a five-step guide for side-by-side problem solving.
  - Maintain your poise and dignity when others are losing theirs.
  - Maintain your confidence even when addressing those several positions above yours.
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**Increase Human  
Effectiveness**

See differences as opportunities rather than "flaws and affliction."

"We perceive the differences in others as flaws and affliction" (Keirse/Bates, **Please Understand Me**). It's hard to believe that certain people do not wake up in the morning with the sole purpose of annoying you. We click with some people and not with others because we all have different ways of perceiving and ordering reality. In this course, you will learn your own communication and organizational styles as well as how to flex to the styles of others. You will

- See differences as opportunities rather than "flaws and afflictions."
- Learn how to work with people whose style is different from your own.
- Identify and manage your own counterproductive behaviors.
- Build on the diversity of your team members.

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