

# ENTHUSE

YOUR COMMUNICATION



## What are you talking about?

In every conversation we have, whether it be face-to-face, on the phone or a video call, we go through three stages in every conversation. By working with these in our conscious mind, we can take control of our conversations & gain positive influence.



Before every conversation, we have a level of Curiosity: -

- What is about to happen?
- What do they want to talk to me about?
- Will they listen to me?
- Will I feel stupid?
- Am I going to get my point across?

Curiosity is good because it means we're interested. It means we want to ask questions; we want to listen.

Embrace the Curiosity at the start of the conversation & aim to maintain your level of Curiosity throughout to stay engaged & show the other person that you are interested in them.

Where we often end up in a conversation is Confusion. We know what this feels like:

- 'I don't really know what they're talking about'
- 'My minds got distracted'
- 'We've gone off a tangent'
- 'I don't understand that point they've just made'

Confusion is ok because that's your mind telling you 'hey, you need switch on, get back into this conversation. You need to listen!'

Confusion is normal because our brains think faster than we can speak so not only are you trying to process the conversation taking place; you're also trying to understand your thoughts.

Clarity is what we want from every single conversation. Clarity for you & the other person.

Clarity is you achieving the purpose of the conversation & leaving it with a clear understanding of what has been discussed & what happens next - The art of Communication is the ability to be understood.

The three stages work together & you should be aware of each of the Three C's during a conversation as you may need to switch your Curiosity back on to move from Confusion to Clarity.

## TIPS FOR HOW TO MAKE THE THREE C'S OF A CONVERSATION WORK FOR YOU

### CURIOSITY

- **Make your Curiosity work for you by asking: -**
  - What do I want to get from this conversation?
  - How do I want to feel after this conversation?
- **Remind yourself what works well in a conversation: -**
  - Positive body language
  - Ask questions
  - Actively listen
  - Match their tone & pace
- **Remember that Curiosity leads to an impactful & meaningful conversation because it shows you care what happens**
- **Don't let the nerves win. Own your Curiosity.**

### CONFUSION

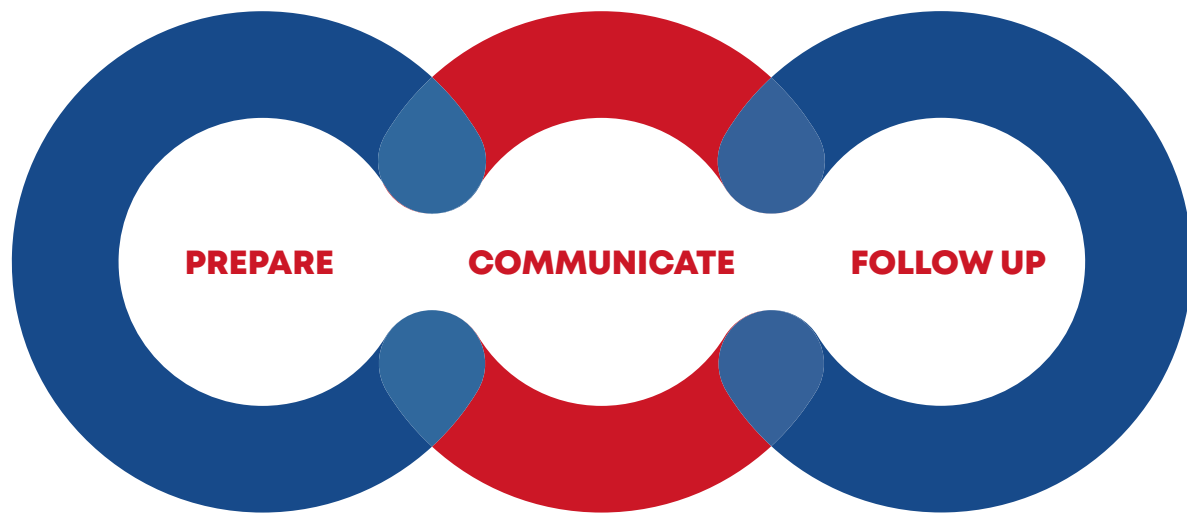
- **Embrace your Confusion - it is your brain reminding you that you're in a conversation**
- **Switch on your active listening**
- **Go back to your Curiosity & ask open questions to regain your focus**
- **If your Confusion is too much - take a break & come back to the conversation**

### CLARITY

- **Agree on what Clarity looks like for you & your conversation partner at the start of the conversation by asking: -**
  - What do you need from me?
  - What do you want to get from this conversation?
- **Choose to always aim for Clarity from every conversation**
- **If the conversation ends & you're not sure if you got Clarity, take a few minutes to reflect on the conversation & get clear in your mind what just happened**
- **If Clarity is not achieved then go back & have another conversation until it is**

**"Never leave a conversation until you have Clarity for you & your conversation partner"**

# THE COMMUNICATION CYCLE



The Communication Cycle is an effective model that captures the key steps we can take to choose to be an effective communicator.

Often in our communication, we jump to Communicate with little or no thought to preparing or thinking what we want to achieve and bothering to follow up to check if we have achieved what we wanted to achieve.

By not preparing or checking understanding, we can launch into ill-fated communication with no clear purpose & we fail to consider the recipients and the most impactful method of communicating.

Lacking in follow-up fails to understand that our communication has been received in the way we intended. Effective communication includes all three steps of this model.



Be clear on your purpose – what do you want to achieve with your communication?

What do you know & understand about your recipient?

What method of communication will best help to achieve your purpose?

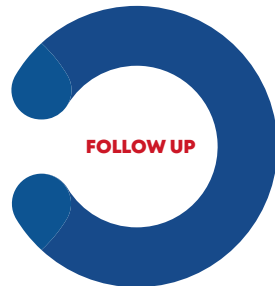


Be ready to adapt your communication approach.

Focus on building rapport with your recipient.

Make effective use of non-verbal communication

Listen



Check understanding – did you achieve your purpose?

Do you & your recipient have clarity on your communication?

What else needs to happen – take action as necessary.

Do you need to start the Communication Cycle again?

What did you learn from your communication?

**“Being an effective Communicator is not a skill; it is a choice”**

## PREPARE TO COMMUNICATE

Think of forthcoming communications that you need to deliver in the next week or so. Use the following prompts to help you to prepare:

**Purpose – what do you want to achieve from your communication?**

**What do you know about your recipient/s?**

**What is the best communication method to achieve your purpose?**

**What else will help you to achieve your Purpose?**