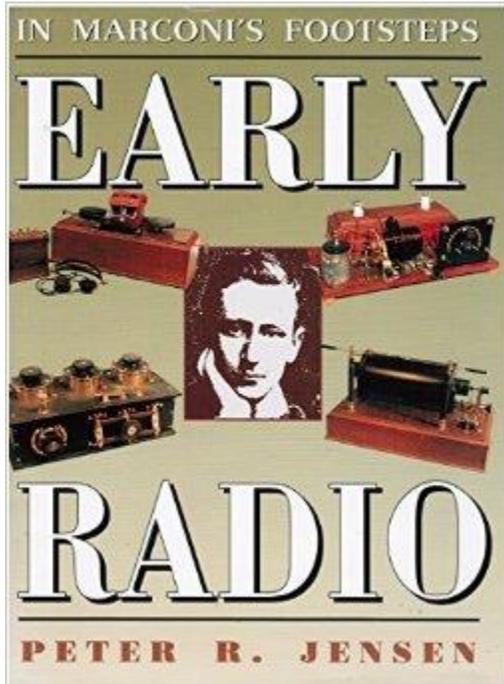




no image, the words tend to take on a much more important role.



You can see 100 years of the evolution of the TV and the Telephone here:

<https://www.youtube.com/watch?v=J8R4ZoIMx7M&bc=ANyPxKrA0GPXq5isgORwn38sAFvuGx04yE0nteSsw3bOGzjOPXyJVE7jbG6EZB1ow3txzP-c64n1uBOw19hWJPXt70iBto07Vw>

Radio was invented and made popular in the early 1900s. For those who could afford a receiver, radio became an important way to hear talk from people one might never be able to meet in person. It was truly a revolution in communications. Today we take radios for granted as they are everywhere and even on our cell phones.

During all this we also had telephones. They were little more than crude talking machines with four wires each and depended on staffed switching centers where wires

from one phone could be connected with another phone by hand. We learned new ways to talk with this device also. Once again, with no person standing in front of us we realized the importance of our words and chose them carefully. Early phone service was expensive.



So what was left in personal communication? We had TV, Radio, Telephones and newspapers plus we knew how to read and write. The only thing left that required experience and a little skill was person to person communications; two people talking with each other. When two people are talking face to face many considerations are brought into focus; body language, location, clothing, appearance, time, titles, purpose and the conversation itself. This can be tricky for a lot of

reasons and one of them is when you're having a conversation with someone who is working under your supervision. This is when PURPOSE comes into focus. Why is this conversation taking place? Let's say the situation is taking place in a professional communications center, what we refer to as a "call center." Perhaps the supervisor desires to chat about improving communication technique but the other person is denying that there is a problem. How does the supervisor deal with this issue? We don't learn this from TV or radio or the telephone. We learn this from understanding how to reach the objective of the talk itself.

Let's start with the idea that we seek to get someone to agree to our own conclusion. This is not an easy task. A supervisor would be better to get agreement on best practices, and then build a conversation around those agreements. For example, let's say you're the supervisor and one of the team is making a mistake in his or her job process. Instead of trying to get a person to admit the job is being done wrong, it's better to first agree on what the ideal job process is, then seek to find improvements to reach those goals.

This type of conversation requires some skill on the part of the supervisor or anyone seeking a change in employee process without making it look like blame is being placed. Who said management was an easy job? One has to be qualified for it. Below is a funny example.

# COMMUNICATION IS KEY!



From the 1980 movie Airplane! Starring Peter Graves and Leslie Nielsen in a spoof on commercial aviation situations where communication is a real challenge for the Capitan.

A good exercise is outlined below. Jot down your most challenging communication issues and what you think the best solution should be. Think your way to solutions that do not require the other person to change to suit your desires.

Person	Topic	Best Solution

Here are a few tips on how anyone can communicate with someone who is in denial or stating that there is not a mistake in job process or procedure.

1. Be patient.
2. Don't confuse denial for lack of knowledge.
3. Try to keep the conversation based on agreements
4. Keep your ego out of it.
5. Follow up is critical. Acknowledge accomplishment and change in your staff. It's as important as the change itself.

In summary, communication is a huge part of management training. Here is a good link to a TED talk on this subject: <https://www.youtube.com/watch?v=H6n3iNh4XLI>

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.