



Eagle Works Competition

TENNESSEE TECH

EFFECTIVE

COMMUNICATION

How do YOU communicate?

- 1st step in effectively communicating:
understanding how YOU communicate
 - Everyone communicates differently
 - There's no one right way to communicate
- Put yourself in the other person's shoes
 - "How will your teammate perceive this question?"
 - "Will this information be helpful understood?"
 - This requires a basic understanding of how your receiver communicates

Understanding Yourself & Your Receiver

- Sender > Receiver
- Introvert vs. Extrovert
- Four Temperaments
 - Temperament: the combination of mental, physical, and emotional traits of a person: **natural predisposition**
 - Different from your personality
 - How you WANT to be perceived, not how you are naturally

4 Temperaments Test

- <https://openpsychometrics.org/tests/O4TS/>

Sanguine (Sang-win)

- **In a nutshell:** Social butterfly
- **Place in team setting:** creative thinker
- **Emotional needs:** attention, acceptance “as is,” affection, approval
- **Best at:** making initial contact with people, creating enthusiasm and excitement, encouraging and uplifting others, ensuring the group has fun
- **Can be:** Easily distracted and forgetful
- **Presentation style:** Humorous with a light touch
- **Be aware:** Can come on overly happy or “cute,” not always taken seriously, can be frivolous with money
- **Examples:** Me, Penny (Big Bang Theory), Joy (Inside Out)

Choleric (Col'ler-ick)

- **In a nutshell:** Risk-taker
- **Place in team setting:** Leadership role
- **Emotional needs:** Loyalty, sense of control, appreciation, accomplishment
- **Best at:** Motivating people into action, directing plans and productivity, providing quick and clear instructions, ensuring group sees the immediate gain
- **Can be:** Impulsive and intimidating
- **Presentation style:** Authoritative and convincing
- **Be aware:** Can be perceived as overpowering
- **Examples:** Tony Stark, Katniss Everdeen, Jim Kirk

Phlegmatic (Fleg-matic)

- **In a nutshell:** Mediator
- **Place in team setting:** Supportive role
- **Emotional needs:** peace and quiet, feeling of worth, lack of stress, respect
- **Best at:** Ensuring group is relaxed and comfortable, working toward compromise in conflict, remains calm and functional among chaos, avoids overreacting in negative situation
- **Can be:** Undisciplined and indecisive
- **Presentation style:** Believable
- **Be aware:** Can be perceived as overly nonchalant, appears unenthusiastic and indifferent, not the best motivators
- **Examples:** Luna Lovegood, Raj (Big Bang Theory), Jim (The Office)

Melancholic (Mel'an-colik)

- **In a nutshell:** Perfectionist
- **Place in team setting:** Details person
- **Emotional needs:** Sensitivity, support when down, space, silence
- **Best at:** Planning and explaining the details, keeping financial records straight, being sensitive to the needs of others, ensuring the group sees the long-range goal
- **Can be:** Easily distracted by detail and critical
- **Presentation style:** Accurate and sincere
- **Be aware:** Can be perceived as overly intellectual and removed, may make others feel less intelligent, can get lost in the details of a situation
- **Examples:** Hermione Granger, Spock (Star Trek)

So What's the Point?

- Help us identify our strengths and weaknesses
 - Direction for combatting natural weaknesses
 - Allows us to live in our strengths
 - Aides us in acquiring strengths outside of our natural temperament(s)
- Help us empathize with those around us
 - You can't change other people, but you can change the way you approach them
 - FYI – Temperamental weaknesses often present themselves in times of stress, sleep deprivation, situations in which we feel uncomfortable, etc.
 - SO, when your melancholic roommate has stayed up all night working on their part of the business plan to hammer out EVERY tiny detail...

NOW LET'S TALK ABOUT
ACTUALLY COMMUNICATING

Sharing Information

- Communication: the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts, feelings, etc., to someone else
- Everyone shares and processes information differently
 - Does not mean ineffective communicators
- Embrace complimentary differences
 - See things from different angles
 - Constructing better communications for different audiences

Sending & Receiving Information

- When sending information, it must be well thought out when giving constructive criticism or opinions
- When receiving information, don't get feelings hurt
 - We can be overly passionate
 - Many times you NEED to hear criticisms
- Everyone has off-days, causing our temperament weaknesses to flare
 - Lack of sleep and stress are common drivers
 - Important to bring up issues early on before they become grudges, cause problems

Information Organization - SBAR

- Information must be well organized to be effective
- SBAR bridges communication gaps
- Shared expectation between sender and receiver
 - Especially in life or death situations
 - Life or death of your team/business
- Adapted to business as a structure/format
 - Written and verbal
 - Improves communication with different people, backgrounds, temperaments

SBAR

- Situation
- Background
- Assessment
- Recommendation

SBAR

- Situation
 - Identify the problem and concern and provide a brief description of it
 - When communicating with people/teams who do not know you- identify yourself, then describe your concern
- Background
- Assessment
- Recommendation

SBAR

- Situation
- Background
 - Provides clear, relevant detail about the situation and the reason for the communication
 - Details surrounding the situation
- Assessment
- Recommendation

SBAR

- Situation
- Background
- Assessment
 - Your professional conclusion
 - The evaluation or estimation of the nature, quality, or ability of someone or something
 - Judgement of the situation and background
- Recommendation

SBAR

- Situation
- Background
- Assessment
- Recommendation
 - Your ideas for solving the problem
 - Explicit statements: what is required, how urgent, what action needs to be taken
 - Helpful to ask the receiver if they agree or disagree, have any questions or concerns, repeat information

Final Comments

- Effective communication is vital to your success
- Takes practice and commitment
- The more you practice, the easier it becomes



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TENNESSEE TECH

BRANDING 101

5 P.M. WEDNESDAY, JAN. 30

IMAKERSPACE

WWW.TNTECH.EDU/EAGLEWORKS