



Building Consensus: Your Communication Superpower



Presented by:

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Presented to:

LDP Connect

Common Communication Issues



What Makes Communication Great?



The Goal of *ALL* Great Communication



Achieving agreement is a superpower!

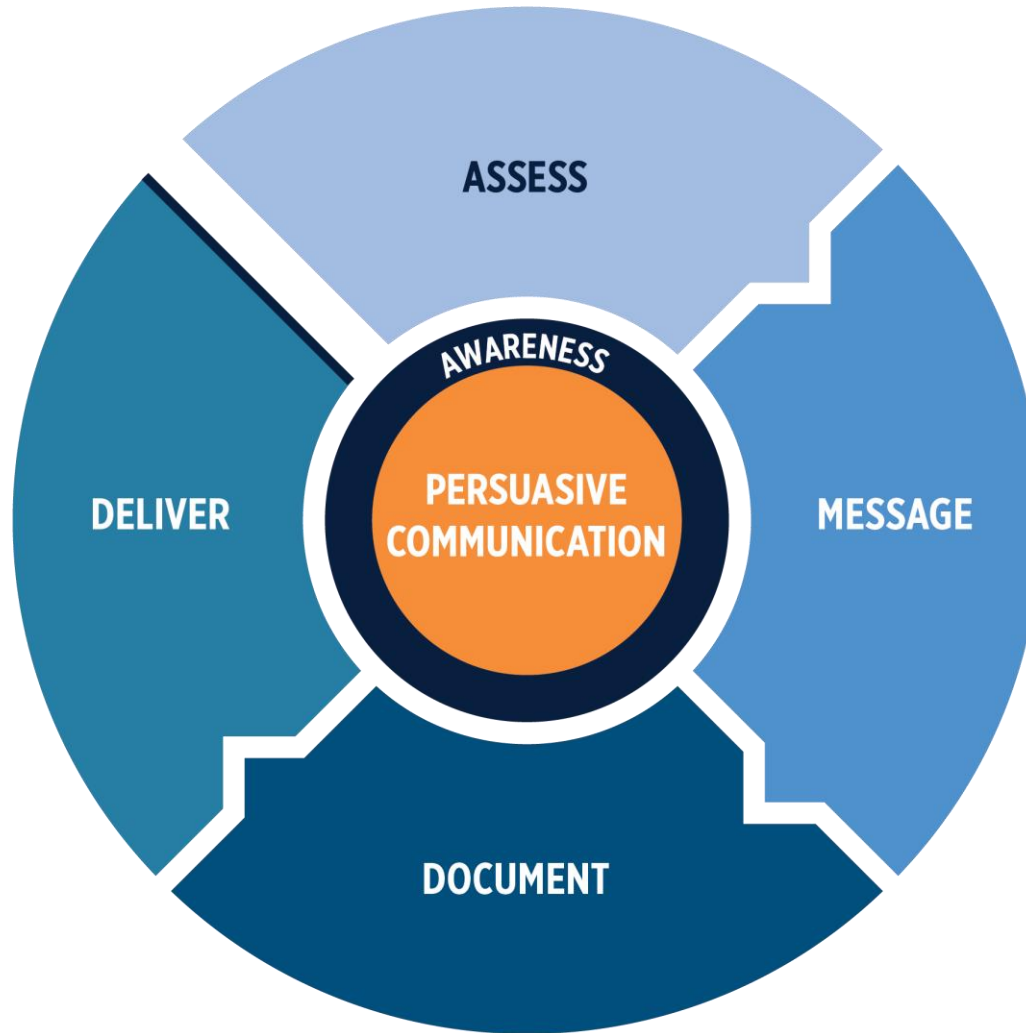
So, Then What Gets in the Way?



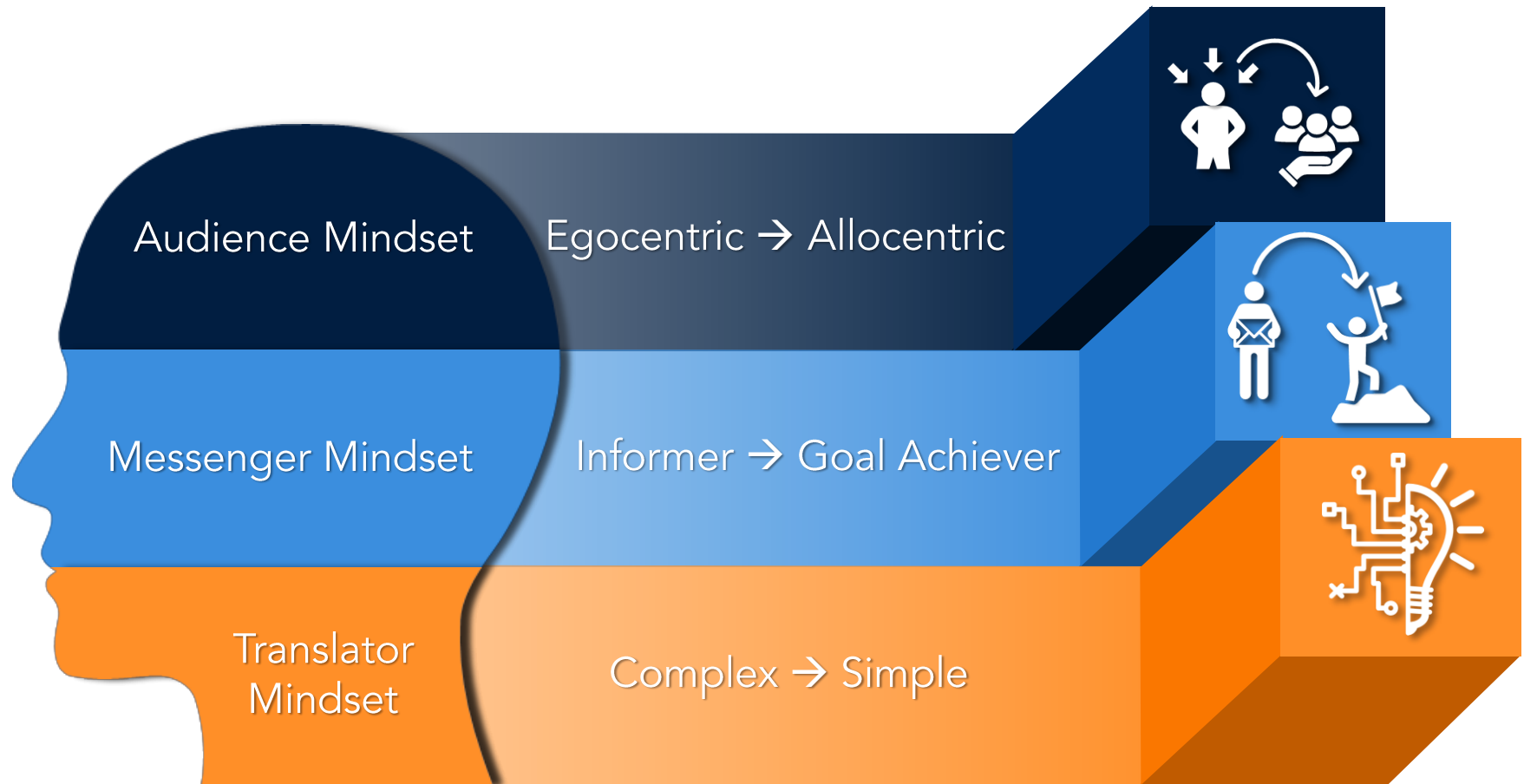
Competency Levels



The Latimer Model



Three Foundational Mindset Shifts



Types of Awareness



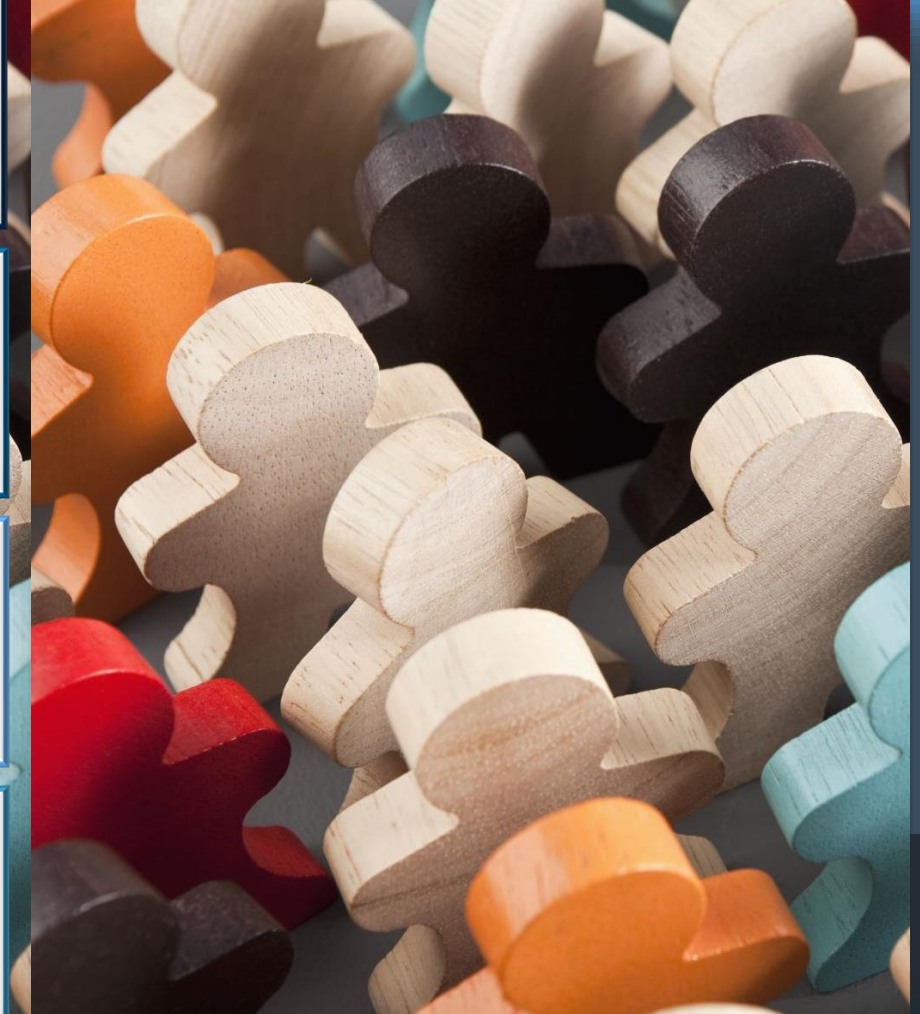
Consider Your Audience

HISTORY / ECONOMY

COMPANY / BUSINESS UNIT

ROLE / FUNCTION

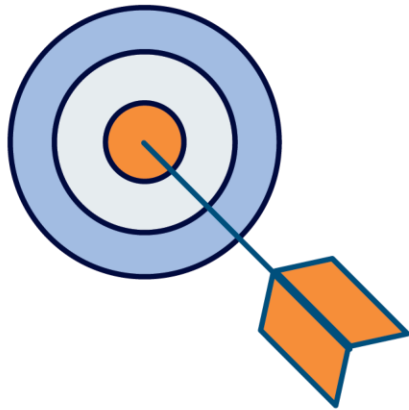
INDIVIDUAL BEHAVIORS



The GAP Method



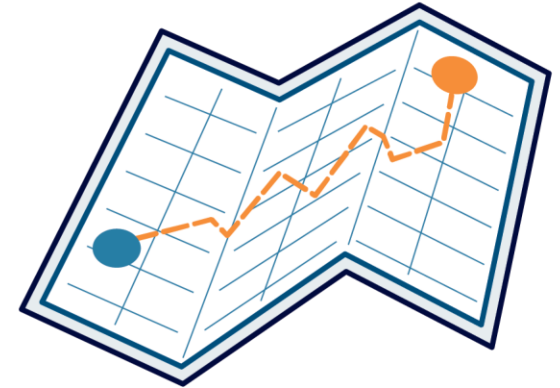
KNOW YOUR **GOALS**



UNDERSTAND YOUR **AUDIENCE**



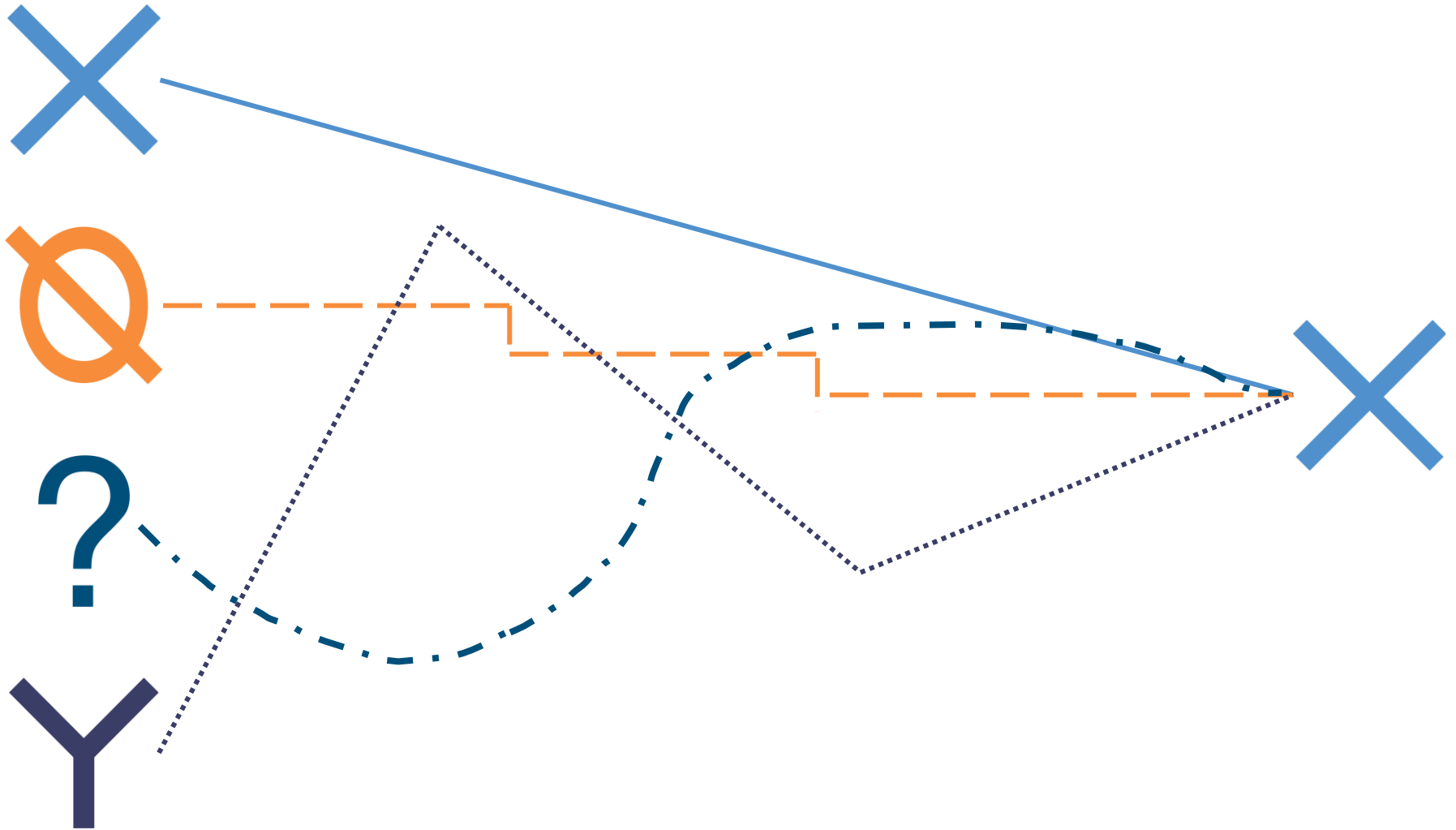
MAP YOUR **PLAN**



GOALS + **AUDIENCE** + **PLAN** = **GAP** Method

What do I need to say? What do they need to hear?

Tailoring to the Audience



Make the Most of Your Time with All Audiences



Use BLUF (Bottom Line Up Front)
Stay high level
Provide context
Emphasize impact on organization
Focus on brevity

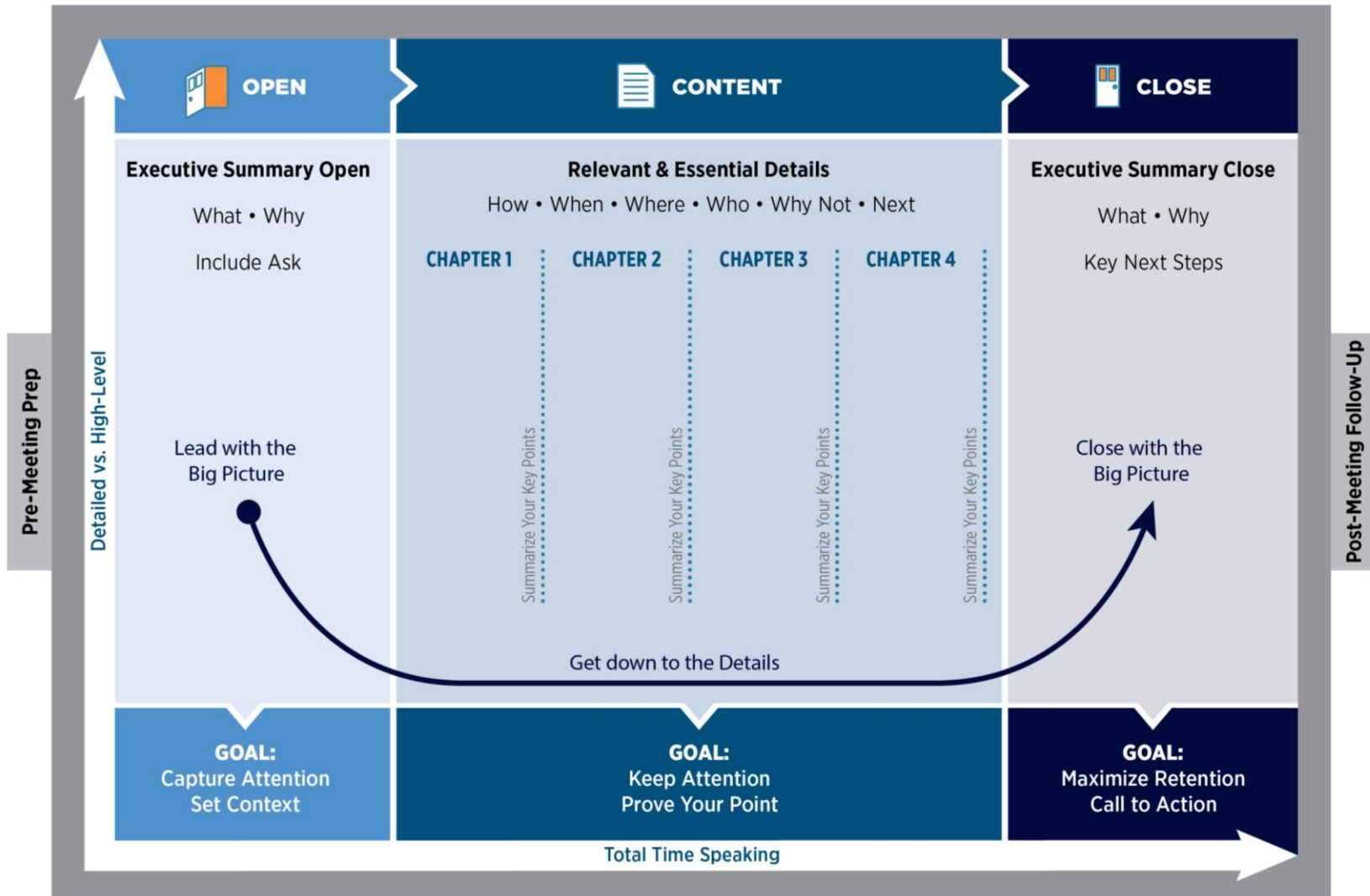


Address competing priorities
Reinforce common ground
Consider quid pro quo
Have pre-meetings
Focus on collaboration



Provide more specifics
Include WIIFY (What's In It For You)
Emphasize impact on individual
Address likely objections
Focus on tone

The Story Board Method



Common Communication Roadblocks



If Your Problem Is...



Frame, Fill, Finish



4 Principles of Powerful Document Creation



VISUAL CONSISTENCY

Minimize distraction with consistency

HYBRID DESIGN

Vary layout, imagery, data, and text

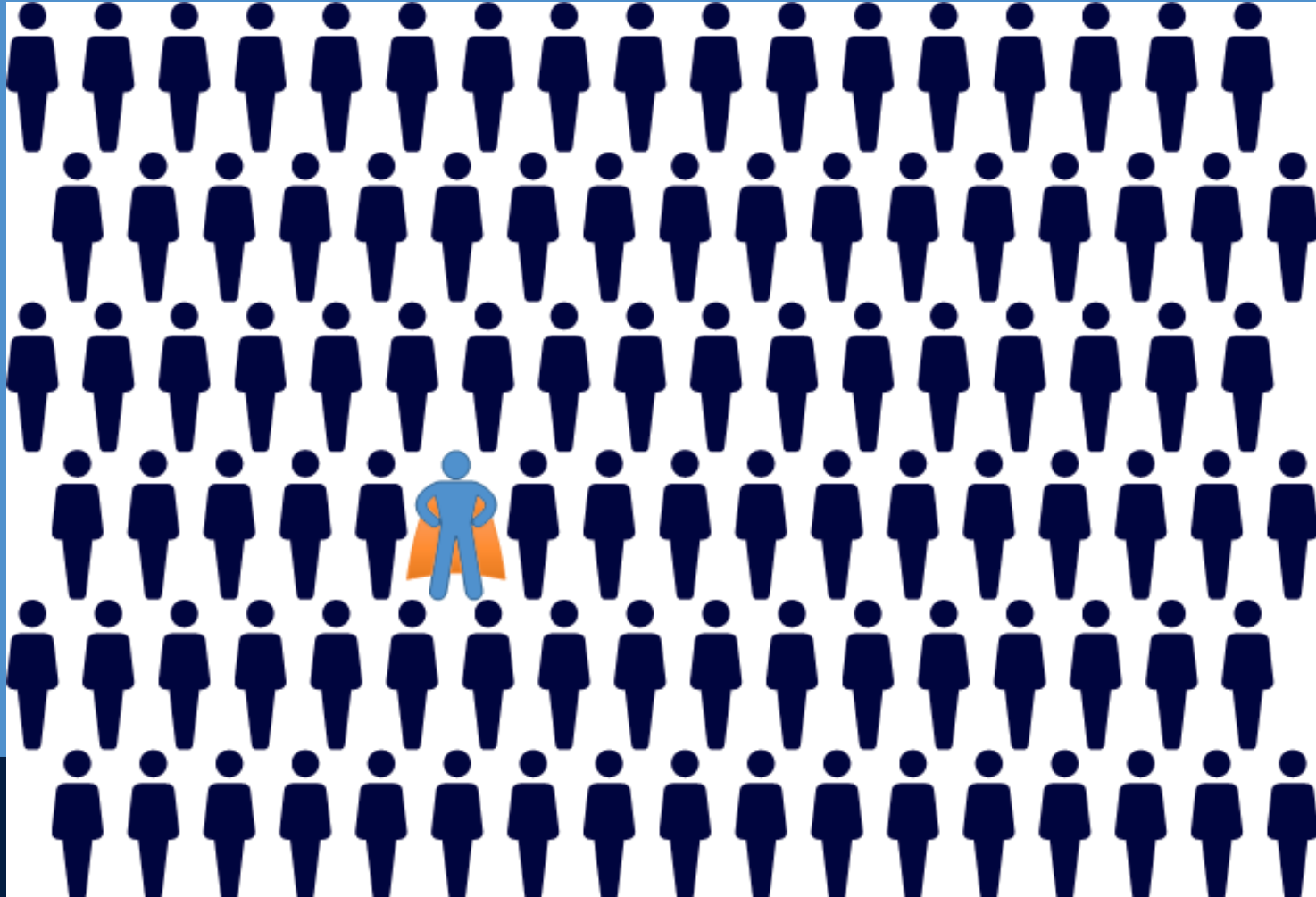
CLEAR MESSAGING

Highlight key points with direct text

WORD ECONOMY

Clear, concise explanatory text

What Does it Mean to *Command the Room*?



Degrees of Delivery




DETRACT


NEUTRAL


ENHANCE



BODY LANGUAGE
Posture & stance
Gestures & movement
Eye contact & facial expressions

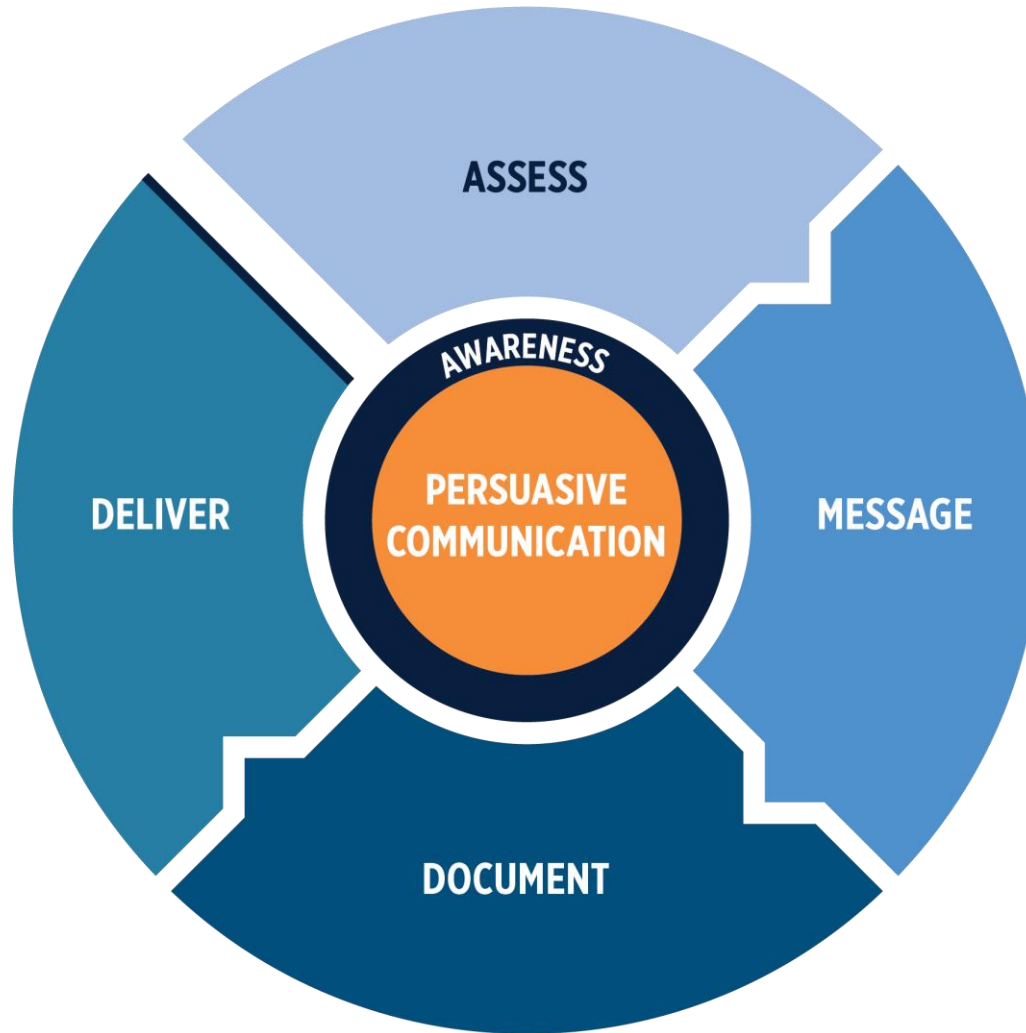


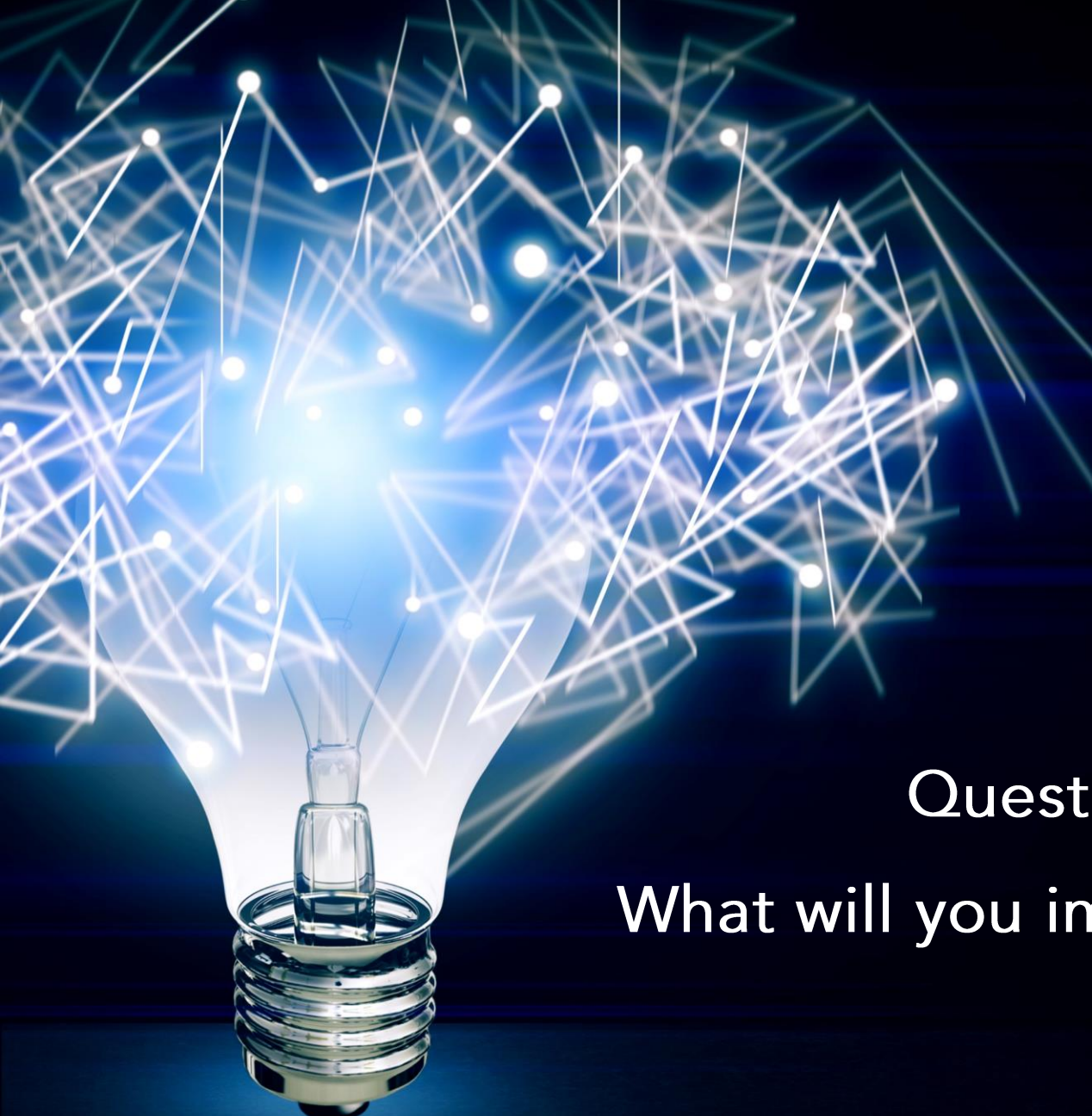
VOICE
Volume & projection
Pace & pausing
Inflection & tone



VERBAL LANGUAGE
Vocabulary & sentence structure
Speech patterns & techniques
Formality & fluidity

The Latimer Model





Questions?
What will you implement first?

How We Enhance Your Programs

EXAMPLE OF PROBLEMS WE SOLVE:

Delayed decisions | Buried ask | Overly complicated | Disorganized

SAMPLE WORKSHOPS WE OFFER:

Executive Communication | Presentation Skills | Sell Yourself | Office Essentials

PARTNER WITH OUR CLIENTS:

Learning development and consulting

SOME OF THE CLIENTS WE HAVE:

Contact Us

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We aren't born great communicators. Communicating is **learned, practiced, and improved**



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