



THE PACESETTER WAY Executive Insights

Brought to you this week by Rosanne B. St.Clair, Controller

Be a Communication Master: Say what you mean by being clear with direct requests. Write and speak in a way that your audience can understand. Make sure you address issues only with those who have the ability to help you solve them. Use “I” statements, not “we”. Only speak on behalf of yourself.

A communication master knows their audience. That includes understanding your audience's preferred mode of communication and their preference is influenced by their Learning Style.

People learn predominantly in one of three ways:

1. Visual – by seeing
2. Auditory – by hearing
3. Kinesthetic – by doing

- If a person is visual, they more than likely prefer email and like visual aids like PowerPoints and handouts. About 75% of us are visual.
- If they are auditory, then they will probably tend to use phone calls or visits to communicate. They take in information most quickly by hearing it spoken. Around 20% of us are auditory.
- If the person is kinesthetic, their preference will most likely be to perform the task, something that involves hand-eye coordination or a physical activity where the learning can be applied. Only about 5% of us are kinesthetics.

Your preferred mode of learning is pretty much hard wired, but you can learn to adapt and we operate in all three modes to some extent. But we have one way that is generally quicker for us.

If you “click” with another person, the explanation may be as simple as your learning styles are the same.

If you communicate in your audience's preferred mode, then you will be perceived by them as a Good Communicator.

- What would you think is the easiest way to determine what mode of communication a person would prefer? Well, you can ask them of course!
 - Just ask if they prefer an email, a phone call, or a visit when you are communicating with them. This can be a good “get to know you” question when you meet someone for the first time.
 - This does not negate the fact that there are certain topics, subjects, or conversations that are generally better handled in person. Just remember that a visual person, particularly if under stress, may not remember a word you said!
- Or you can just listen to what they say and they will tell you!

Which mode would you think this person learns in?

- “I don’t see what you are saying.”
- “That rings a bell with me.”
- “We’ve got to get a handle on the problem.”

On your path to becoming a Master Communicator, don’t just default to your own preference. Before you decide on email, phone call, or scheduling some time to meet, consider the preference of the other person. Your communication success may depend on it!

Check back next week for more Executive Insights and be sure to comment on our website about all you are doing to live out these fundamentals!

