Speak Your Audience's Language

How to Get a 'YES' in Any Business Communication



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EXECUTIVE SUMMARY

PURPOSE

- To learn the tools for understanding your audience and tailoring your message.

VALUE PROPOSITION

- To help you speak to your audience's language.
- To get to YES faster in any communication, including winning business.

ACTION

- Understand how to tailor your message to your audience.
- Utilize the Audience Understanding Matrix before communicating with your audience or a decision-maker.
- Apply the 4 P's of Style Recognition and practice identifying the four types of people.

AGENDA

- The Authenticity Code™ Overview
- Audience Understanding Matrix
- 4P's of Style Recognition
- Close
- Q&A

OVERVIEW OF THE AUTHENTICITY CODE™



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TOOL: IDENTIFYING THE KEY DECISION MAKERS IN A MIXED AUDIENCE

WHO MATTERS THE MOST AND WHY

What is the goal of my presentation?

Is there a hidden agenda?

PRIORITIZE THE TARGET

Who is the leader?

What is the background of the person you are presenting to?

- For example, a senior leader wants bottom line up front and key takeaways on what they need to know

Translate so they understand it.

Who are the followers?

Who does the leader listen to?

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TOOL: AUDIENCE UNDERSTANDING MATRIX ACTIVITY

- Think of an upcoming presentation or meeting where you will be speaking to an audience..
- Who is your key audience; within that who is/are your key decision maker(s)?
- Complete the matrix to prepare for the meeting/presentation.

	1	2	3	4
What is most important to them?				
What hooks them?				
What details do they need?				
What are they willing to compromise?				

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AUDIENCE UNDERSTANDING MATRIX EXAMPLE

TYPICAL SENIOR LEADERSHIP TEAM EXAMPLE	
What is most important to them?	• Coordination on key areas requiring their decision and engagement. • Clarity of assignment and/or task. • Facts and data to support your decision. • Support their Business Goals and Objectives (BG&O's). • Meet your commitments.
What hooks them?	• A compelling business case when you are trying to sell an idea (facts, supporting data, risks, and mitigation plans). • Engagement - Each LT member wants to be involved in shaping strategies/solutions that personally impact them or their organizations.
What details to they need?	• Sound rationale (Qualitative and Quantitative Data) that supports your position. • Industry position on bullet 1 (particularly competitors and elite companies-Fortune 500). • Feedback from other key stakeholders. • Cost impacts (go/no-go).
What are they willing to compromise?	• In all cases, it's mixed across the group: - Some choose cost and schedule over quality. • Making the hard decision vs. following the status-quo. • Teamwork vs. individual contributor (team first vs. me first).

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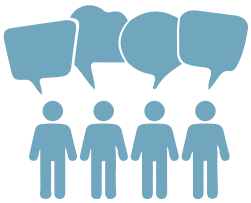
TOOL: STYLE RECOGNITION



	○ PEOPLE PEOPLE	○ PARTY PEOPLE	○ PLANNER PEOPLE	○ POINT PEOPLE
Pattern	Open/Indirect	Open/Direct	Guarded/Indirect	Guarded/Direct
Pace and Orientation	Slower/People Oriented	Faster/People Oriented	Slower/Task Oriented	Faster/Task Oriented
Their Goal	Steadiness	Influencing Others	Compliance	Dominance
Work Area	Casual, Conforming	Stylish, Interesting	Formal, Functional	Busy, Structured
Wants to	Build and Maintain Relationships	Interact and Be Recognized	Gather Information and Know Process	Get to the Bottom Line and Decide Quickly
Fear	Conflict	Loss of Prestige	Embarrassment	Loss of Control
Aggravated by	Insensitivity	Routine	Surprises	Indecision
Makes decision by	Considering Options	Spontaneity	Deliberate Action	Decisiveness
Decisions are	Careful	Impulsive	Planned	Steadfast
Measures success by	Compatibility, Depth of Relationships	Recognition, Applause, Compliments	Precision, Accuracy, Activity	Results, Track Record, Progress

Which style best represents you?

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VERBAL CLUES

Listen carefully in a virtual setting to the words used.

SPEED READ PEOPLE—READING OTHERS' STYLES

Verbal clues: If you meet someone, especially for the first time, and they come on strong, they are likely either a **Party** or **Point Person**.

If they are quiet and soft-spoken, they are probably a **People** or **Planner Person**.

NEXT CLUES: *WHAT* THEY SAY.

	STYLE	TYPICAL STATEMENTS	NOTES
	Point Person	"Tell him I want to talk to him ASAP!" "Let's get this settled right now!" "What's the bottom line?" "Cut to the chase; what are the options?" "Here's how we'll proceed…" "I want to win this – no ifs ands or buts." "Tell me what the goal is." "You handle it, but keep me informed."	
	Party Person	"Hey! Here's an idea! Whattaya think?" "Why don't you noodle on that for a while?" "I feel this is the way we ought to go." "Tell me what you think about…" "Spare me the details. Just give me the drift." "I think we're making progress. Now let's…" "My sense is that…" "Let's try it a different way, just for kicks."	
	People Person	"I'd like to go kind of slow on this. Is that okay?" "Have we determined the impact of this on the staff?" "I really enjoy working with you." "I'd like to help you however I can." "We can work this out, I'm sure." "How do you really feel about this?" "How's this likely to end up? I'd like to know first."	
	Planner Person	"Now, let's look at this logically." "Is that really the right thing to do? Can we justify that?" "Let's take this first step. Then we can decide step two." "Give me all the facts first." "What guidelines make sense for this project?" "Precisely what do you mean?" "I don't want any surprises." "Have we touched all the bases?"	

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ADAPTING TO OTHER STYLES

- Think about someone you have trouble communicating with.
- Determine which style best represents that person.
- Click on the boxes for the tips you plan to use when communicating with that person.
- Plan your next interaction with that person and used the tips.
- Use the tool again to plan a conversation with another person.

☐ To adapt to People People

Be warm and sincere by:

- ☐ supporting their feelings by showing personal interest when possible
- ☐ assuming they'll take things personally
- ☐ allowing them time to trust you
- ☐ discussing personal feelings – not facts when you disagree
- ☐ moving along in a slower, informal, but casual steady manner
- ☐ showing that you're actively listening

☐ To adapt to Party People

Show interest in them by:

- ☐ supporting their opinions, ideas and dreams when possible
- ☐ being upbeat, stimulating and fast-pace
- ☐ tolerating digressions and not hurrying a discussion
- ☐ trying not to argue – you'll seldom win
- ☐ being enthusiastic, spontaneous and casual
- ☐ explaining how action can enhance their image
- ☐ sparing them the details

☐ To adapt to Planner People

Show yourself to be thorough:

- ☐ supporting their organized, thoughtful approach when possible
- ☐ showing commitment through your actions, not just words
- ☐ being detailed, accurate and logical
- ☐ listing advantages & disadvantages of any plan organized
- ☐ providing solid, tangible evidence
- ☐ adhering to established procedures
- ☐ giving assurances that decisions won't backfire on them

☐ To adapt to Point People

Be efficient and competent by:

- ☐ supporting their goals and objectives when possible
- ☐ keeping your relationship businesslike
- ☐ using facts – not personal feelings – if you disagree
- ☐ being precise, effective and well organized
- ☐ recommending alternate actions with brief supporting analysis
- ☐ getting to the point quickly
- ☐ stressing competitive results and growth opportunities

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BREAKOUT ACTIVITY

- 10 minutes
- A newspaper headline reads:

  "Scientists discover a real-life fountain of youth"
- Adapt the title and news story to your assigned audience and write a short summary: Party, Planner, Point, or People
- Use the adaption technique guide in your workbook to complete this activity (pg. 8)
- Be prepared for a 1-2 minute presentation of your adapted news story.
- As an audience member, be prepared to share your observations.

GROUP	PERSON TYPE	
1 & 5 & 9	People	Prepare the presentation for a "People People" audience.
2 & 6 & 10	Party	Prepare the presentation for a "Party People" audience.
3 & 7 & 11	Planner	Prepare the presentation for a "Planner People" audience.
4 & 8 & 12	Point	Prepare the presentation for a "Point People" audience.

ACTIVITY DEBRIEF

- Raise your hand and share your title and summary for your assigned group

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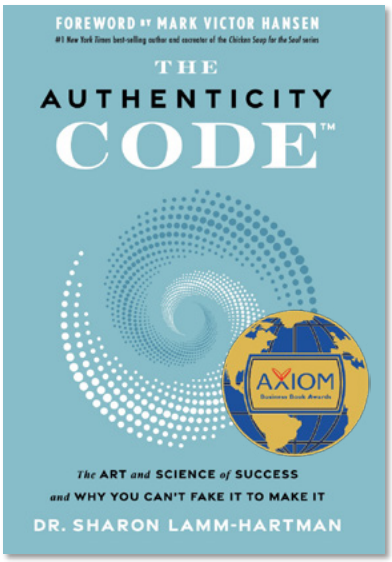
HOW TO STAY CONNECTED

- Follow Dr. Sharon on LinkedIn or join our free Community of Practice on LinkedIn Groups
  - https://www.linkedin.com/in/drsharonlammhartman/
  - https://www.linkedin.com/groups/13841506/
- Buy or share The Authenticity Code™ Book
  - http://amzn.to/3nBRdXF or scan the QR code provided below.



- ***Featured in Forbes, Authority Magazine, CEO World Magazine, Thrive Global***
- ***USA Today, Wall Street Journal, and Amazon Best-Selling book***
- ***Axiom Business Book 2022 Gold Medalist Winner for Best Business Fable***

- Call to learn more about our Authenticity Code™ programs:
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Join the Inside-Out Learning Community of Practice!

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Dr. Lamm-Hartman is an award-winning global executive and presentation coach, leadership development consultant, speaker, writer, and educator. She is the CEO and founder of Inside-Out Learning, Inc., specializing in leadership and personal development. Inside Out Learning is an active member of WBENC and the global Women's President Organization which only 3% of women owned businesses meet their requirements for membership.

With over 25 years of global experience, Sharon has worked across the United States and Europe as well as Beijing, Hong Kong, Singapore, and Thailand for clients such as Boeing, American Express, GE's Leadership Development Center, Exxon, E*TRADE, ARCO Chemical Company, Mobil Oil Corporation, Berlex Pharmaceuticals, Fannie Mae, Arizona Society of CPA's, Volvo Corporation, and the National Reconnaissance Office. She has designed and delivered over 3,000 innovative programs, including many executive presence and presentation skills programs. Dr. Lamm-Hartman has coached thousands of CEO's, executives and entrepreneurs worldwide.

She worked internally at ARCO Chemical in International Training and Development. She knows what it is like to work internally and has a strong client partnership philosophy. For the past 18 plus years, Dr. Lamm- Hartman has been a preferred executive coach for hundreds of Boeing executives with exceptional results, including promotions, developmental job assignments, and saving E-Series. Dr. Lamm-Hartman has also designed and is teaching The Authenticity Code™ Programs, team development programs, and culture-change offsites to thousands of professionals and leaders world-wide. Up to 80% of employees who participated in these programs have achieved a promotion. Sharon has her Top-Secret Security Access and helps executive clients and customer relationships in classified environments. Sharon has consulted on several corporate change efforts, training change agents, and developing effective strategic implementation and communication plans.

In addition to her private practice, consulting, and being on the global lecture circuit, she is widely published. Dr. Lamm-Hartman has served with the Fresh Start Women's Foundation and Arizona State University's Dean's Board of Excellence Mentoring Program. She was the co-founder and first Director of Central Phoenix Women, a networking organization for women business leaders, and wrote a regular column for Phoenix Woman Magazine. She is a regular instructor for WBENC's WeTHRIVE program.

Dr. Lamm-Hartman holds a doctorate from Columbia University in Leadership and Organization Development, a Masters in Industrial and Labor Relations from Cornell University, and two Bachelor degrees. Dr. Lamm-Hartman also trained as a Life Coach with world-renowned author and life coach teacher, Dr. Martha Beck. Dr. Lamm-Hartman is a Certified Executive and Presentation Coach and is certified in the Myers Briggs Type Indicator.

Dr. Lamm-Hartman is an Adjunct Professor of Leadership at Columbia University where she has taught Leadership classes to Doctorate Level students. She also worked as an Adjunct Faculty member at The Center for Creative Leadership teaching courses on Developing Leadership Talent.

Dr. Lamm-Hartman has been quoted on her views of coaching in numerous publications including, Forbes, CEO Magazine, The New York Times, MORE magazine, and Oprah's magazine, 'O' magazine. Dr. Lamm-Hartman has been honored and received awards from the Center for Creative Leadership and the Academy of Human Resource Development for her work and research on personal transformation and leadership development.

Dr. Sharon recently became a best-selling author in the Wall Street Journal, USA Today and Amazon with her book release of The Authenticity Code™. Her book just received the Axiom GOLD Medalist award for best 2022 Business Fable. WBENC buys her book for all WeTHRIVE participants. She was named as one of the top 100 Women to KNOW Across America by the KNOW Women Group in 2022.

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