



Stakeholder Engagement and Communication

Wendi Watkins – November 2013
Independent Audit and Risk Services Limited

How's this for communicating?

Statement:

Chris hit the clown with the balloon on his
head

Where is the balloon ?

How's this for communicating?

Chris hit the clown with the balloon on his
head

Possible interpretations:

1. On Chris' head ?
2. On the clown head ?
3. In Chris's hands

How's this for communicating?

Newspaper Headings:

Two Sisters Reunited After 18 Years at
Checkout Counter

Hospital is sued by seven foot doctors

Red Tape Holds Up New Bridge

What is Communication?

- Communication is basically a two-way transfer of information between a sender and a receiver.
- The transfer can be verbal, written or non-verbal.

How do you become good at it?

- Reading a book is not going to get you there.
- Coming to a great conference is not going to get you there.
- Information alone does not get us there.

How do you become good at it?

- What gets us there is taking that information and turning it into action.
- By working on your communication.
- The key to good communication and stakeholder relations comes down to how much you want it.

It takes work

- It doesn't come naturally.
- You have to be prepared to want to know where you could improve.



Effective Communication

- In order for us to be successful in our lives and work we need to be effective with other people.
- The better we can connect the better influence and impact we have and the more successful we are going to be.
- The more value we can be.

Exercise

- How effective is your communication?
- When was the last time you took a close look at how you are perceived?
- Mark 'Never', 'Sometimes' or 'Always' as we talk through each element of effective communication.

Edit your work



Never deliver bad news by email



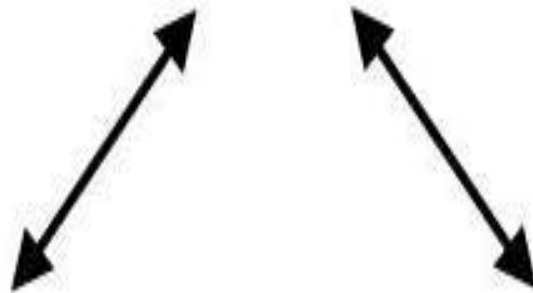
"You should check your e-mails more often. I fired you over three weeks ago."

Don't avoid difficult conversations



Be Assertive

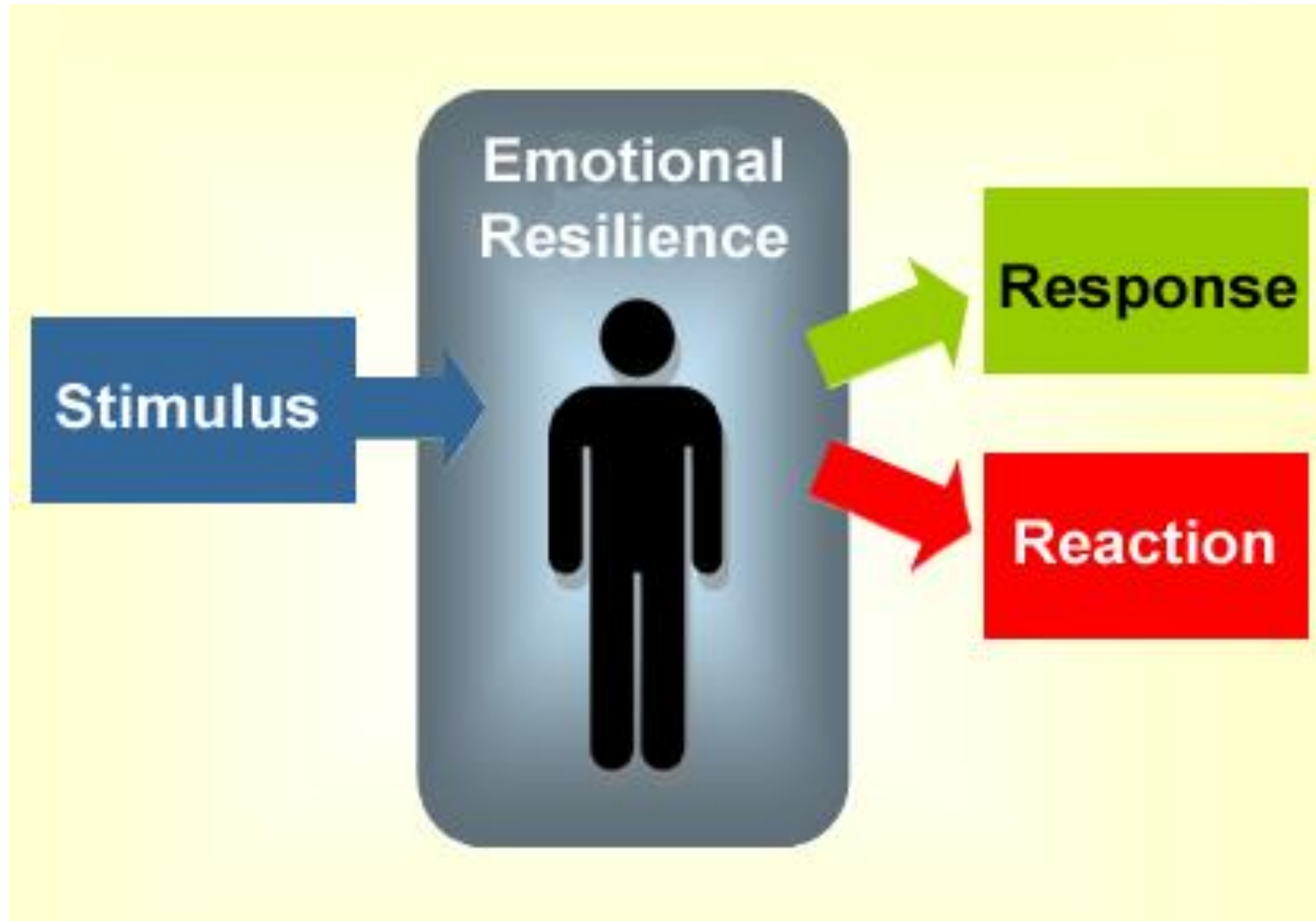
Assertive = Good



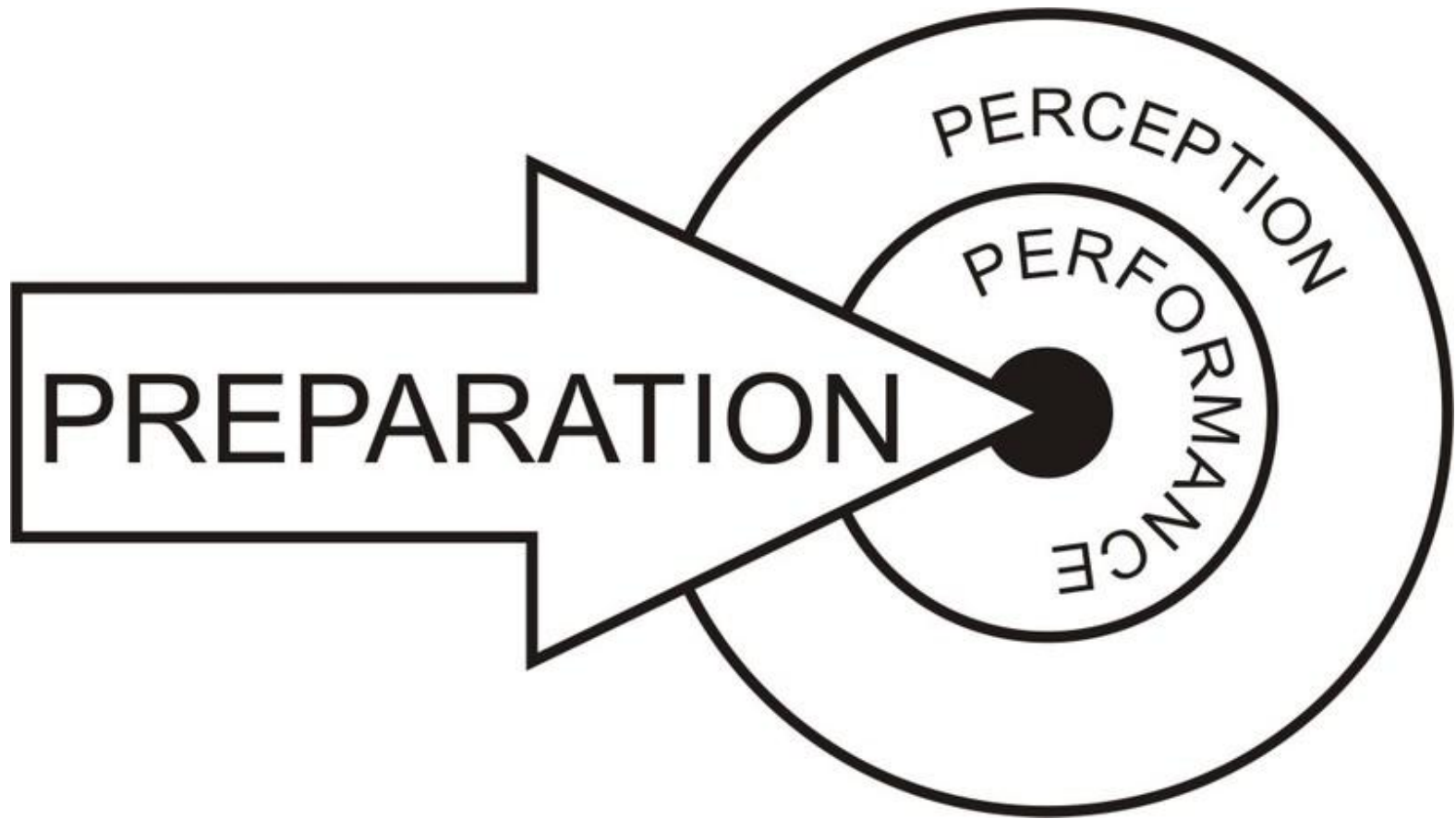
Passive = Bad

Aggressive = Bad

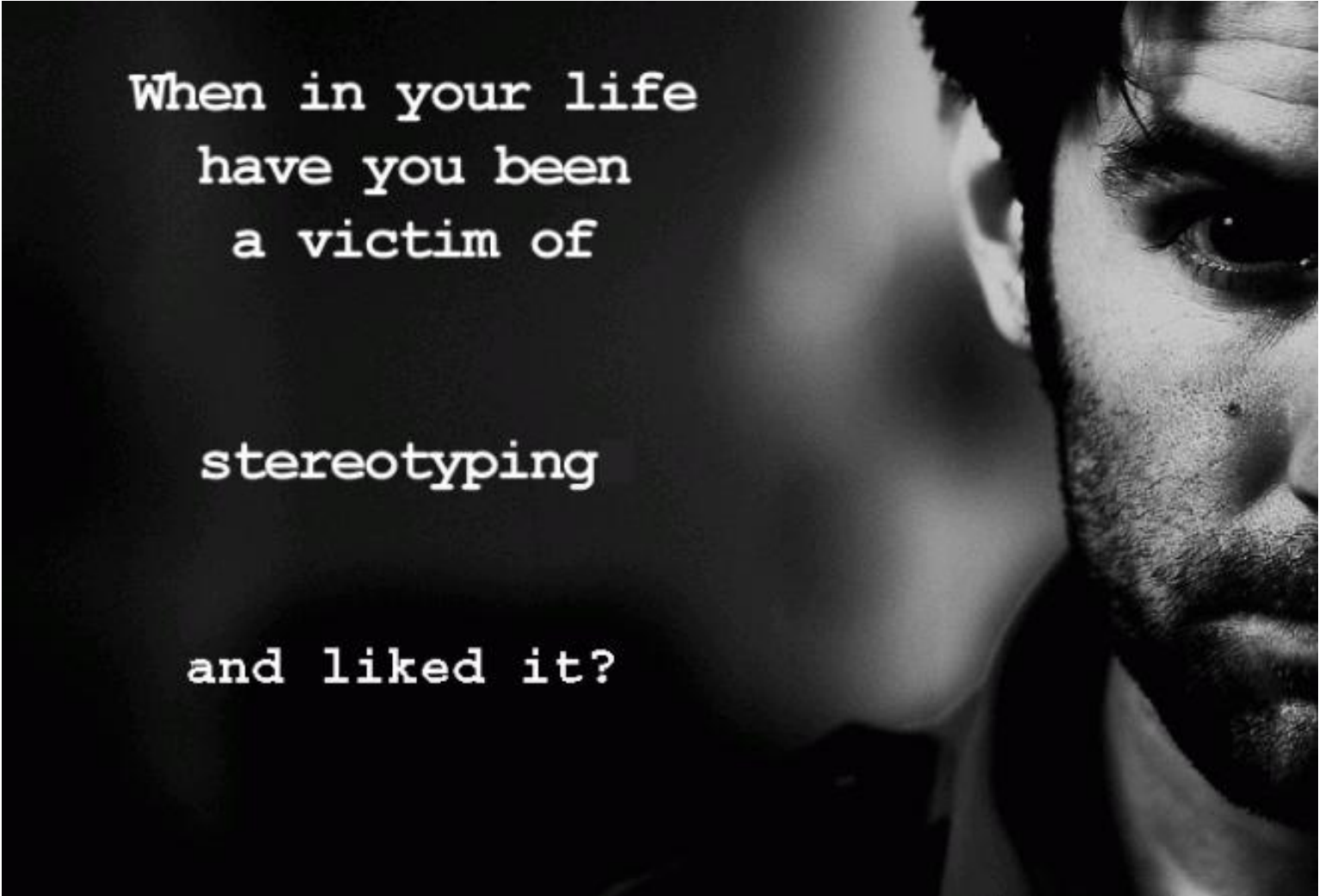
Respond – don't React



Prepare thoroughly



Keep an open mind



When in your life
have you been
a victim of

stereotyping

and liked it?

Check for understanding



Show enthusiasm

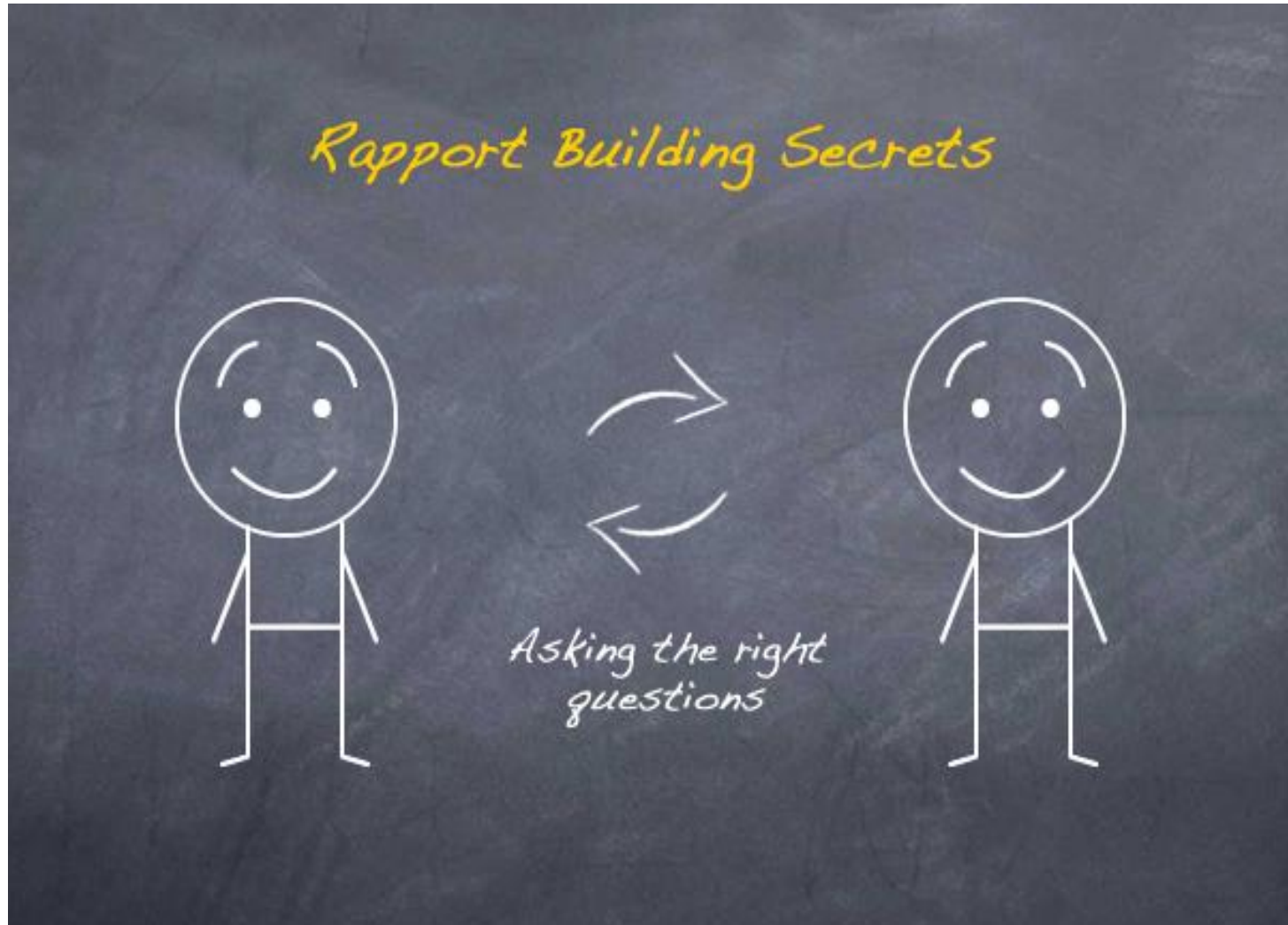
Nothing GREAT
was EVER achieved
without enthusiasm.

-EMERSON

Stop Fidgeting



Build rapport



Get to the point



Avoid fill in words

ah

so

You know?

like

um

Maintain eye contact



Active listening

- Most of us have received very little training in listening.
- Be committed to finding out your weaknesses,
- and being a better listener!

Exercise

- Identify your poor listening habits.
- Find the sheet marked 'Listening Skills'.
- Mark the scores as we go...

Exercise

- Identify your poor listening habits.
- Find the sheet marked 'Listening Skills'.
- Mark the scores as we go...

Exercise

- Identify your poor listening habits.
- Find the sheet marked 'Listening Skills'.
- Mark the scores as we go...

Exercise

- Identify your poor listening habits.
- Remedies...

Top 10 Body Language Mistakes

- Body language is the unspoken communication.
- Non verbal is another important part of sending and receiving messages.
- Often more is understood by accurately reading a person's body language.

Exercise

- Identify your body language mistakes.
- Find the sheet marked 'Body Language'.
- Mark the scores as we go...

Exercise

- Identify your body language mistakes.
- Find the sheet marked 'Body Language'.
- Mark the scores as we go...

Exercise

- Identify your body language mistakes.
- Reasons we might do these things...
- Habit, Taught, Social Conditioning, Lack of self-confidence, self-esteem, assertiveness.

Exercise

- Identify your body language mistakes.
- Create an action plan.

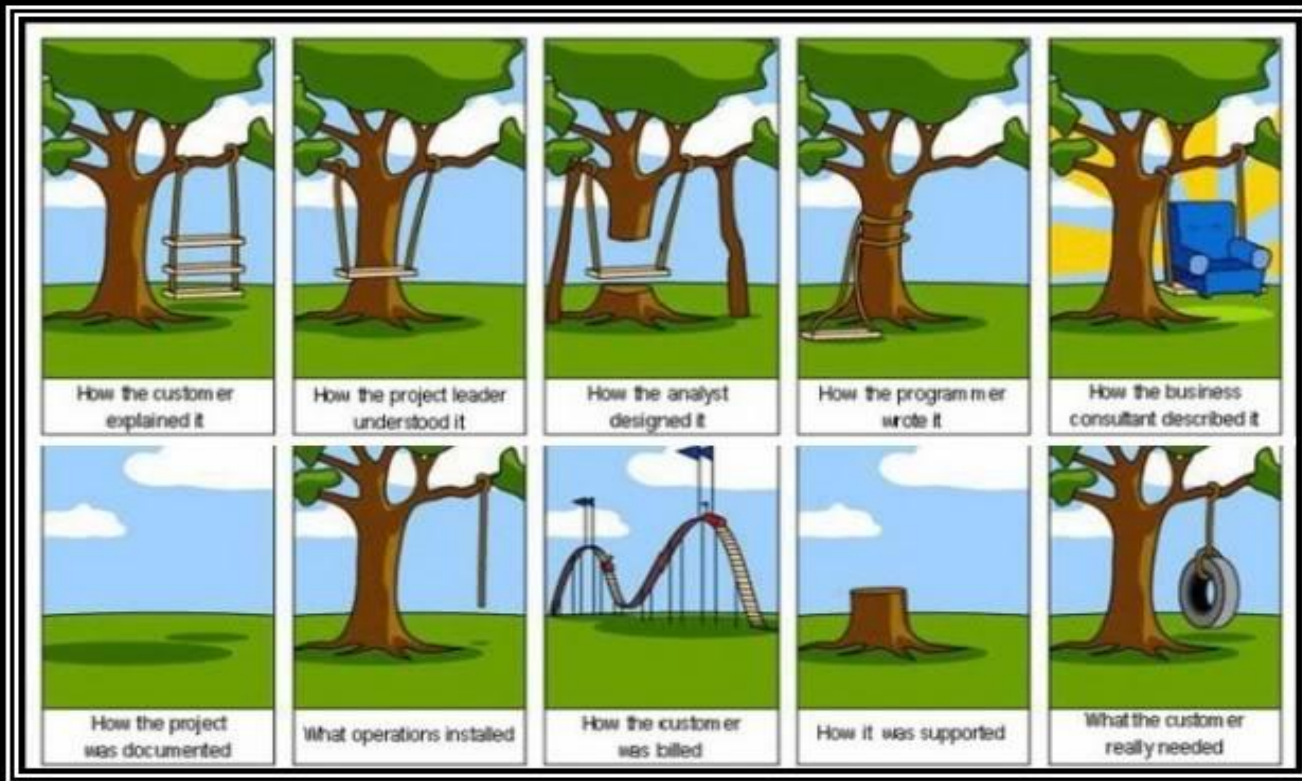
Self Esteem

- Not often discussed however so relevant and the first foundation building block.
- Do you know your significance?
- Do you feel you have a place?
- Do you feel your life matters?

Exercise

- Identify your self esteem rating.
- Find the sheet marked 'Self Esteem'.
- Take ten minutes and score the sheet.

Stakeholder Engagement



COMMUNICATION

sometimes people really should talk more

Understand who's your customer

Don't Assume You Know Your Customers' Wants or Needs

Embrace your customers for what they do, rather than what you think they're doing. Stay objective and allow the data to provide the insight.



Don't be absorbed in your own issues



Look ahead



Be prepared to challenge

**I
T TAKES
MONTHS
TO FIND A
CUSTOMER...**

...seconds to lose one

Be willing to lead

- What does leading mean – do you have to be the boss?
- Do you need permission?
- Do you need a label / badge?

Be prepared to own the advice you give

- You have to earn the right to be a partner.
- Own advice you give your business partner.
- Own the mistakes you make.
- Own responsibility for getting it right.

Some key principles

- Know why you want to consult.
- Good stakeholder engagement is a strategy.
- Know your customer well enough.
- Know what outcome you hope to expect.

Some key principles

- Values based engagement.
- When communicating create both:
 - Interest
 - Importance.
- Be available.

Some key principles

- Use tools to allow stakeholders to be heard.
- Make a point of remembering names.
- Don't do all the talking.
- Answer the phone.

Closing points

- Everyone makes communication mistakes from time to time.
- Key is to think about your audience's needs.
- Above all remember it's a two-way process.

Closing points

- However you define success, communicating well is the key to getting there.
- Make a decision to improve your communications.
- Comes down to how much you want it.