

WHY DO WE FAIL IN COMMUNICATING?





Topic Outline

- ☐ What is Communication?
- ☐ Importance of Communication
- ☐ Wiio's Laws of Communication
- ☐ Why Do We Fail in Communicating?

What is Communication?

- ❑ *“Communication is the process to exchange information or share ideas.”*
- ❑ *“The Art of sharing information, ideas, emotions with others and getting understanding”*
- ❑ *“Communication is the act of conveying intended meanings from one entity or group to another through the use of mutually understood signs and rules.”*



Importance of Communication

- ❑ Develop Understanding
- ❑ Develop Deeper Knowledge
 - ❑ Socrates: *"Speak, so that I may see you"*
- ❑ Develop Synergy and Competence as a Team
 - ❑ As servants, we try to do this periodically (1st week of service in Egypt)
- ❑ Acquire Experience
 - ❑ Without communication you are like a small saving box, while with it you become like a bank acquiring valuables from others (Confessions?)
- ❑ Maturity and Personality Development
- ❑ Getting Closer to Others
- ❑ Set Expectations
- ❑ Develop / Improving Comfort and Security



Wiio's Laws of Communication

- ❑ *"Communication usually fails, except by accident."*
- ❑ *"If a message can be interpreted in several ways, it will be interpreted in a manner that maximizes damages"*
- ❑ *"There is always someone who understands your message better than you "*
- ❑ *"The more we communicate, the worse communication succeeds"*

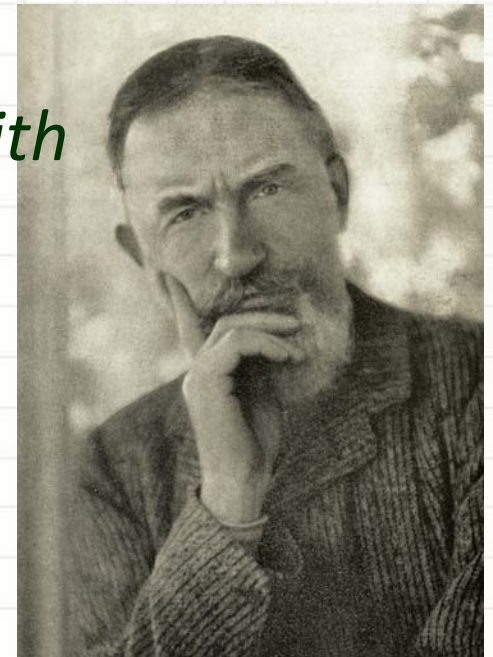
Osmo Antero Wiio (4 February 1928 – 20 February 2013) was a Finnish academic, journalist, author and member of the Finnish Parliament. He is best known for his somewhat facetious laws around communication.



Wiio's Laws of Communication

- ❑ *"In mass communication, the important thing is not how things are but how they seem to be"*
- ❑ *"Importance of a news item is inversely proportional to distance²"*
- ❑ *"The more important the situation is, the more probably you forget an essential thing that you remembered a moment ago"*
- ❑ **George Bernard Shaw** *"The problem with communication ... is the illusion that it has been accomplished."*

George Bernard Shaw (26 July 1856 – 2 November 1950), was an Irish playwright, critic and polemicist whose influence on Western theatre, culture and politics extended from the 1880s to his death and beyond.



So...

Communication is a big a challenge but WHY?
....why is this apparently simple area so difficult to
get right?

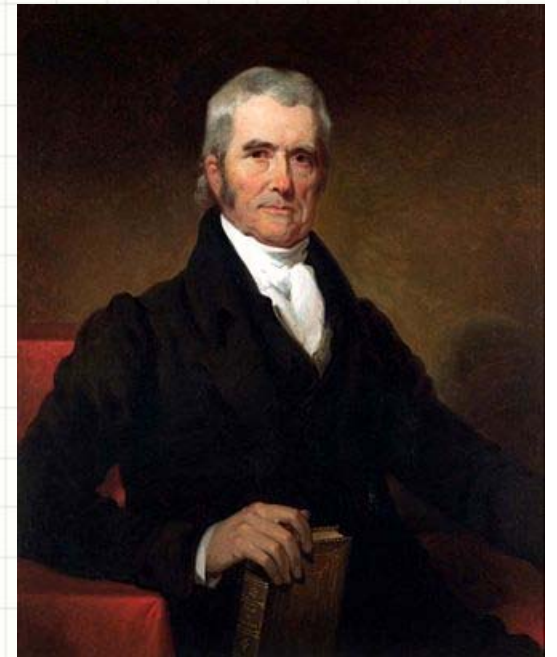


One Way Communication

- ❑ We tend to focus much more on what we want to say than listening and trying to understand the communication we are receiving.
- ❑ John Marshall *“To listen well is as powerful a means of communication and influence as to talk well.”*



John Marshall (September 24, 1755 – July 6, 1835) was the fourth Chief Justice of the Supreme Court of the United States (1801–1835).



Lack of Concentration

- ☐ Have you been in a situation before where you speak and the “response” is completely unrelated
- ☐ Communicate disrespect



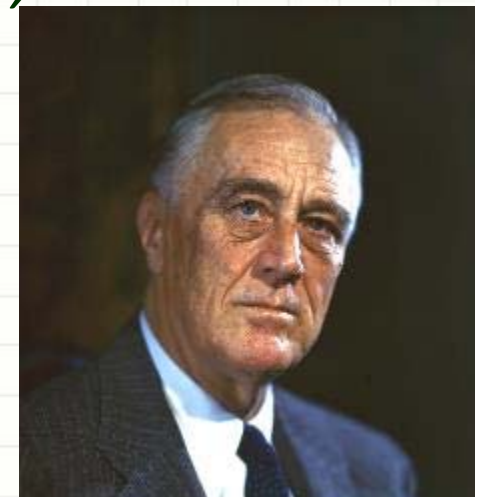
Interruptions



Timing

- ❑ Sometimes we get the message right but we deliver it at the wrong time and the other person simply is not receptive.
- ❑ The more important the message the more important it is for you to ask “Is this a good time?”
- ❑ Rushing something that needs proper consideration. (i.e., to ensure that you get a poor result.”
- ❑ Franklin D Roosevelt *“Be sincere; be brief; be seated.”*

Franklin Delano Roosevelt (January 30, 1882 – April 12, 1945), commonly known as FDR, was an American statesman and political leader who served as the 32nd President of the United States from 1933 until his death in 1945.



Assumptions

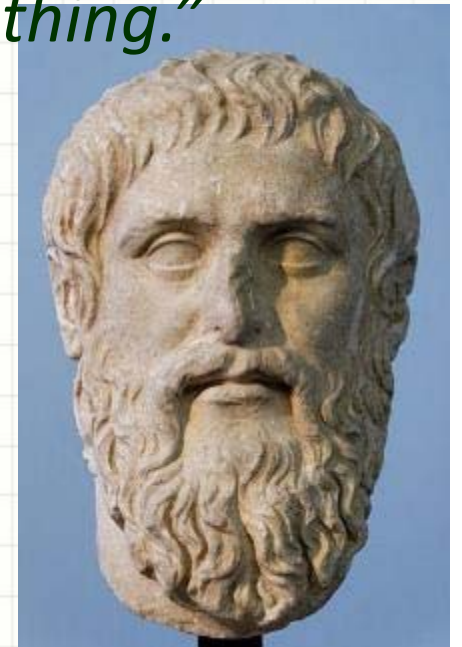
- ❑ When we begin our communication assuming that the other person is in the same 'place' as us, and has full knowledge of the things we know, then we tend to dive-in in the middle and this only leads to trouble.
- ❑ So take the time to make sure they have got the relevant information first.

Don't assume your partner knows about everything you expect in a relationship. Let him know. A relationship should be based on **communication**, not on **assumption**.

Me First

- ❑ It is natural to start with our own needs, preferences and styles but if we are seeking to sell, persuade or influence then it is much wiser to start with them!
- ❑ Ask yourself: “Where are they now and where do we want them to end up?”
- ❑ **Plato** *“Wise men talk because they have something to say; fools, because they have to say something.”*

Plato (428/427– 348/347 BC) was a philosopher in Classical Greece and the founder of the Academy in Athens, the first institution of higher learning in the Western world. He is widely considered the most pivotal figure in the development of philosophy, especially the Western tradition. Unlike nearly all of his philosophical contemporaries, Plato's entire work is believed to have survived intact for over 2,400 years.



Fighting to be Right

- ☐ We have invested in our position / idea and we want the other person to adapt to it.
- ☐ Not really interested in listening to the other
- ☐ If we push our ideas, it is only natural that they will push back; this causes resistance and wastes a lot of energy and emotion.
- ☐ Start with a genuine enquiry, ensure you have all the facts first, then shift to decisions.
- ☐ This may work if you have the power in the relationship, but there is always a price to pay. This can be in the form of resentment, failure to win 'hearts and minds'.
- ☐ Lack of humility (Pride)
- ☐ A balance personality affects and is affect by others

Values

- ❑ Don't assume that what is top of your priority list naturally has the same importance for the other person.
- ❑ What is urgent for you may just be chore for them. Find out before moving forwards as this can also lead to disappointment and frustration. How many times have we ground to a complete halt because we are reliant on the contribution of someone who doesn't realize or share its urgency
- ❑ **Dan Quayle** *"Verbosity leads to unclear, inarticulate things "*

James Danforth "Dan" Quayle (born February 4, 1947) is an American politician and lawyer. He was the 44th Vice President of the United States from 1989 to 1993 under President George H. W. Bush. He was also a U.S. Representative (1977–81) and U.S. Senator (1981–89) from the state of Indiana.



Language

- ❑ Many people use words loosely, and some people say, for example “I feel this..” when they mean “I think..”
- ❑ The first is emotionally or intuitively based, and the latter a result of deductive reasoning.
- ❑ If we assume that they are using the word the same way as us there is more scope for confusion.
- ❑ Words like “Soon” might mean 5 minutes to one person and within the month to someone else.



Intent

- ❑ We tend to assume that the purpose of communication is to reveal or share information, but there are certainly occasions when it is used to quite the opposite effect.
- ❑ Just think of every interview you ever heard with any politician being asked a tough question. So you need to decide whether the other party is actually sharing your aims and agenda or has a completely different one.



Complexity

- ❑ People fail when they use language to try to impress, to leave loopholes for themselves, and to avoid accountability.
- ❑ More successful communicators cut through the complexity that obscures ideas and priorities and instead use clear language that drives action.



Insensitivity

- ❑ Careless, insensitive, “hot” words offend and sidetrack people from hearing the primary message and accomplishing key goals. Persuasive leaders use sensitive phrasing.

Examples of Inappropriate Verbal Communication

- Rude
- Swearing
- Offensive language

- Slang
- Comments about age/ gender etc.



Anger or Frustration

- ❑ Effective Communication and anger are hard to coexist



Deviation from Original Objective

- ☐ You may start on a topic and end up talking about a completely unrelated subject (SS lessons)
- ☐ The other party doesn't get anything



Being Too Sarcastic

- ❑ Even by looks or moves or gestures

The awkward moment when your sarcasm is so advanced that people actually think you are stupid.



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We Know Memes

Interrogation Style

- ❑ Especially when trying to know a person for the 1st time
- ❑ Christ and the Samaritan Woman



Why Do We Fail in Communicating?

- ❖ *One Way Communication*
- ❖ *Lack of Concentration*
- ❖ *Interruptions*
- ❖ *Timing*
- ❖ *Assumptions*
- ❖ *Me First*
- ❖ *Fighting to be Right*
- ❖ *Values*
- ❖ *Language*
- ❖ *Intent*
- ❖ *Complexity*
- ❖ *Insensitivity*
- ❖ *Anger or Frustration*
- ❖ *Deviation from Original Objective*
- ❖ *Being too Sarcastic*
- ❖ *Interroaation*