

bites

3Q 2013 | Issue 9 | Brought to you by:



TARGET, COMMUNICATE, GROW!

Purposeful Communication Empowers U And Your Relationships!

“People will forget what you did, they will forget what you said, but they will never forget the way you made them feel” ~ Maya Angelou

I recently delivered a training program for the sales and business development teams of two growing global companies based in Australia, which belong to the same group of companies. The key theme of the program was: “Target, Communicate, Grow!”

While their selling environments were business-to-business, I believe the theme could apply to every individual, in terms of personal branding, network or stakeholder management and relationship building.

Target: To have a targeted communication means to have a purpose. One of the things I emphasized in the training was the need to plan *what one wants to say, why and for whom*. This applies to all forms of communications, whether one is communicating business strategies, or personal viewpoints.

Communicate: To communicate successfully, both the sender and receiver must understand the same message. To achieve this, the sender must ensure the vocal (tone), verbal (words) and visual (body language) are congruent. On the other hand, the receiver must ensure he/she is listening actively and even better, listening empathetically.

Grow: To grow a relationship, one must continuously and wisely invest his/her time and energy in communicating. Think in terms of today’s networking via social media. It’s a give and take relationship, where the network’s life and sustainability depends on the consistent contribution of the members.

Read POWER NOTES: How to Strengthen Relationships by Refining Communication Skills on page 3 for more tips and insights into this theme.

“Target, Communicate, Grow!”

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POWER TOOLS

Recommended by
Elaine Cercado

How to Collaborate in a Circle (literally!)

Research suggests that if you want your knights to work together, you need to sit them at a round table.

Why? It's a matter of environment, a new study from two Canadian business schools suggests: **If people are sitting in a circle, they're more apt to cooperate, while if they're arranged into rows, they'll become more independent and cutthroat**--more of a free-Lancelot, if you would.

"The round table approach may work to foster collaboration for corporate boards, at workplace meetings or at restaurants," Quartz reports. "By contrast, those who sit in an angular arrangement--think Donald Trump's *The Apprentice*--display more maverick, self-centered attitudes.

Source: <http://www.fastcompany.com/3014227/leadership-now/want-to-collaborate-better-work-in-a-circle>

How to Power-up Your Personal Brand

When going for job interviews or sales presentations, power up your personal brand story. Here are some tips how to achieve such:

"The first is **being purposeful with your personal brand stories**. Share the stories that meet the criteria the job requires. There is no point sharing a story on how you bent the rules to deliver great outcome if the job requires a stickler for rules. Pan through all your experiences both work and non-work related to find the stories that meet your purpose.

The second is **use stories to support your hard data**. If you have a figure like 'I improved delivery times by 15%', then support this with a story that shows how it impacted an individual customer. Always use both hard data and stories. The two together create a compelling case for employing you over your competitors.

And third **all your stories must be authentically true**. This is a "VIP," a very important point. In your personal life and in traditional storytelling it might be OK to make up or embellish stories but in business we cannot stress enough that your stories must be authentic. It is simply not worth the backlash on your reputation or credibility in making up or spinning stories."

Source: <http://www.careerealism.com/personal-brand-land-dream-job>



POWER NOTES

How to Strengthen Relationships by Refining Communication Skills

By Elaine Cercado

I have noticed that the subject of “improving communication skills” would always get a “high-impact” rating through all the years that I’ve been delivering management development and sales training programs. Whether the audience is made up of new or experienced professionals and managers, it has remained a favorite skill to learn and re-learn.

While we all communicate everyday at work and home, not all of us are comfortable doing it, and not all of us get the results we desire. Communication is indeed important, as it is the basis of interpersonal interactions. Strong communication skills could result to strong and successful relationships; reversely, weak communication skills could result to disastrous and failed relationships.

In this article, I will share some tips to refine communication skills in the context of the workplace. When these communications skills are applied consistently, the impact to relationships at work is positive for sure. Positive relationships lead to a strong personal influence, a big network, and a successful career at

the personal level. At an organizational or business level, positive relationships could lead to successful projects, higher sales and bigger business.

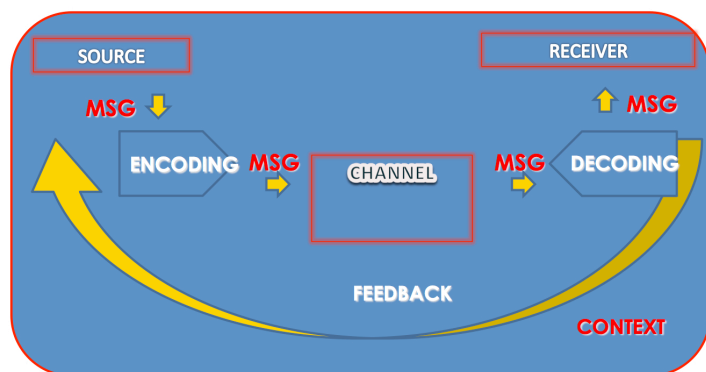
Tip #1: Understand the communication process, know where your gaps are and address them.

In every communication, there’s a source, a channel and a receiver. From the source, there is a process of encoding the message, which is decoded by the receiver. The receiver gives feedback to the source once decoded within the context or given situation. Successful communication happens when both the source and the receiver understand the same message. The illustration below shows the communication process.

If you are the source of the communication, it is important to plan your message. Oftentimes, we start communicating without taking a moment to plan what we want to say, why & for whom. One of the most effective ways to communicate is to KISS-keep it simple & straightforward

Strong communication skills could result to strong & successful relationships; reversely, weak communication skills could result to disastrous and failed relationships.

The Communication Process



POWER NOTES

How to Strengthen Relationships by Refining Communication Skills

(Continued from page 3)

By Elaine Cercado

The highest level of listening is when you can say, "I appreciate and understand how you feel."

(Continued from page 3)

The other effective way is the 3T or 3S – Tell/Say what you will say, Tell/Say it, Tell/Say what you have just told/said.

It is also important to choose the words and the body language that will allow the receiver to really understand your message. When choosing the channel of communication, consider the sensitivity of the topic, the emotional content, the ease of communicating the details, the receiver's preference, the time constraint and the need for immediate answers to questions. Will email or face-to-face be the most effective considering all these? Choose wisely to avoid miscommunication!

Finally, if you are the receiver, listen. There are different levels of listening and you should strive to listen to the highest level – that will be the focus of the next tip. Listening sounds easy – but it is actually a skill that requires conscious, consistent practice to fully develop. Some ways to improve listening skills: do not interrupt, focus, paraphrase, listen to both facts and feelings, and pay attention to non-verbal language. The last will be the subject of tip #3, as understanding non-verbal language can richly empower your communication skills and relationships.

Tip #2: Improve your listening skills to the highest level of listening.

We are used to "active listening" – which is listening attentively, and demonstrating that by asking questions, focusing, avoiding personal opinion, and showing non-verbal responses such as by nodding or using facial expressions. However, if you can tap into the emotions and feeling, and you can show that you understand what the person is going through – without necessarily agreeing or experiencing the same emotions – then you are showing a capacity for

empathetic listening. This is the highest level of listening – when you can say "I appreciate and understand how you feel." When you say that with all sincerity, you are able to connect and raise your relationship to a higher level. As the poet Maya Angelou has said, "People will forget what you did, they will forget what you said, but they will never forget the way you made them feel".

Tip 3#: Master the art and science of non-verbal language.

According to Professor Albert Mehrabian who has pioneered the understanding of communications since the 1960's, we communicate through words, tone and body language. According to Mehrabian, spoken words only account for 7% of communication, while tone of voice accounts for 38%, and body language and facial expression account for 55%. This has become the famous "7%-38%-55% rule" or the 3Vs (verbal, vocal and visual) in communication.

The implication is that if the words disagree with the tone of voice and nonverbal behavior, people tend to believe the tonality and non-verbal behavior, not the words. Hence, for effective and meaningful communication, these three parts of the message need to support each other and be congruent.

If you are the source of the communication, ensure all three components – verbal, vocal and visual – are congruent. Otherwise, you might send confusing signals. If you are the receiver of the communication, learn to understand what is being said – and not being said (the non-verbal language). If unsure, you can validate and confirm by using your questioning skills.

5 POWER NOTES

How to Strengthen Relationships by Refining Communication Skills *(Continued)*

(Continued from page 4)

I've observed successful relationships at work, at home and in the community, one key success factor that is consistent is clear and effective communication. Whether we are communicating at the personal or intimate level, or at the national or international level (i.e. country to country relations), the communication process remains the same. The goal of communicating is as basic as ensuring that the sender and receiver understand the same message, or that they are in synch. Once that connection is made, the relationship takes off successfully. My key message: continuously refine your communication skills for strengthened relationships and successful careers or businesses. Are we in synch?

POWER NEWS

BEST Program Developed & Implemented Successfully in Australia

By Elaine Cercado

BEST stands for **"Building Excellent Sales Teams"**- and it is the name of the sales training and development program designed by DPU for sales and business development teams for two multi-national companies regionally located in Australia.

One of the companies, Marshall Power (MP), is headquartered in Melbourne; while SuperCharge Batteries (SCB) HQ is located in Sydney. RAMCAR Group of Companies owns these two independently run companies.

BEST framework uses the "building block" or multiple-phased model to grow with the needs of the sales and business development team members. With this framework, training and development does not become a one-day event, rather, it becomes a long-term, sustainable and standardized program across the companies. The BEST program phases include:

- *Phase 1 – which is focused on enhancing product knowledge (developed and delivered by internal trainers)*
- *Phase 2 – which is the heart of BEST and it includes business development skills, customer service excellence, basic selling skills and account management process*
- *Phase 3 – which is focused on advanced selling i.e. strategic selling and sales team management*
- *Phase 4 – which are made up of elective and specialized courses such as TTT (train the trainer) and negotiation skills. It also includes optional e-learning for refresher and ongoing learning on best practices.*

Last end-May 2013, the two MNCs signed the agreement that commissioned DPU to provide the entire ADDIE [Analyze, Design, Develop, Implement and Evaluate] services and provide the sales & business development learning solutions.

An onsite study and analysis by DPU senior consultant & MD, Elaine Cercado, was done at the Melbourne and Sydney headquarters last June 2013. From there, BEST was designed, developed and tailored for MP and SCB companies.

The objective of the BEST phase 2 is to teach the skills, process and tools that will help achieve business development, sales and account management activities with repeatable and measurable sales and business results.

Last July 2013, BEST phase 2 program modules were delivered by Elaine Cercado in Melbourne and Sydney, for the first batches of participants from the two companies, which included the state managers, sales managers, national account managers, and business development managers.

An additional "Train the Trainer" module was developed and delivered to both companies, as the first batches were designated to act as trainers for their respective internal sales, business development, and customer support teams, plus sales distributors and channels. These teams, estimated to total to around 400 for both companies, are the ultimate beneficiaries of the BEST training programs and modules.

The evaluation results from the first batches showed the training programs and modules for both companies were rated high in terms of achieving the objectives, skills improvement, content, and facilitation & delivery. Follow-up activities are currently underway.

Training Workshop: Business Development, Basic Selling & Account Management

Melbourne | 22-24 July 2013



POWER EVENT
Building Excellent Sales Teams (BEST) Program
MARSHALL POWER (Australia)

**BEST (Building Excellent Sales Teams) Training Workshop:
Business Development + Basic Selling + Account Management + Train-the-Trainer
Sydney | 25-27 July 2013**



POWER EVENT

Building Excellent Sales Teams (BEST) Program

SUPERCHARGE BATTERIES (Australia)

If you are interested to run similar training program and modules in your organization, such as business development skills, basic selling, customer service excellence, account management process and train-the-trainer, email depower@nu.me.com or call +65 6271 0208.

EMPOWER MENTORING-COACHING PROGRAM MODULES

- **PURPOSE:** *finding your mission & vision*
- **RELATIONSHIPS:** *impacting people positively and valuing diversity*
- **SELF-MANAGEMENT:** *improving time & stress management, balance and emotional intelligence*
- **LEADERSHIP:** *leading those from up, down, side and out*
- **SITUATIONS:** *solving problems and making decisions*
- **FINANCES:** *understanding and building your financial plan*

Program options & schedule

- One-to-one or small group mentoring
- One module may take one to two sessions
- Ideally, one session every week; one session lasts about two hours

To inquire or to book a session, email depowerinu@me.com, subject: EMPOWER Mentoring-Coaching, or call +65 6271 0208.

3Q 2013 CALENDAR

July 2013

BEST [Building Excellent Sales Teams] Programs
Melbourne & Sydney

August 2013

E-Bites Issue 9

September/October 2013

[Empower Series 7] Leadership: Delivering
Powerful Talks
Venue tbc

Email ~~depowerinu@me.com~~ if interested with the sessions above

Watch out for our future plans that include:

- DPU Mentoring-Networking Night
- E-W@W (empowered women@work) and E-L@W (empowered leaders@work): Up-close & Personal (interviews/podcast)

OTHER BITS

Download all past e-bites [empower bites] issues from <http://www.slideshare.net/elainecercado>. (See "Documents")

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www.facebook.com/POWERinUTrainingandCoaching/

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When I woke up, I asked: What are the secrets of success in life?
Found the answers right in my bedroom: Fan said-Be cool. Roof said-Aim high. Window said-See the world. Clock said-Every minute is precious. Mirror said-Reflect before you act. Door said-Push hard for your goals. Floor said-Kneel down and pray!
(Source: Franciskong.com)



e bites [empower bites]

A newsletter published by
de'POWERinU Management Consultants LLP
Registration No. T08LL0335D
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