

# Misunderstand me right!



Kelly Odell

Astrakan Strategic Management Training AB

Why is communication so  
difficult?

"Send reinforcements,  
we're going to advance."

"Send three and four-pence,  
we're going to a dance."

What color is this page?

What do cows drink?



# Direct vs. Indirect Communication

“How are you going to work today?”

“Are you really going to wear that?”

“Your mother doesn’t work here?”

“That was interesting”

“The meeting was pretty good.”

High context communication is abstract, understated and indirect.

Low context communication is straightforward, clear and direct.

# Workshop

What are the greatest challenges for successful communication in your organization?



# Reactive communication

Stimulus → Response

# Proactive communication

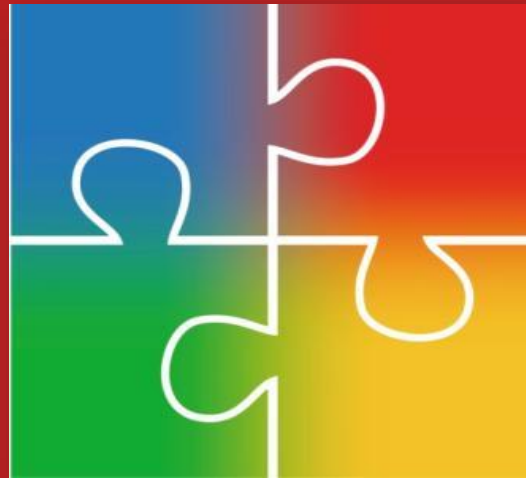
Stimulus + Reflection → Response

“Conflicts are not a problem,  
the problem is lack of conflict  
resolution.”

# You might perceive yourself like this?

Fact oriented  
Knowledgable  
Systematic  
Diplomatic  
Thoughtful

Encouranging  
Cooperative  
Good listener  
Calm  
Loyal



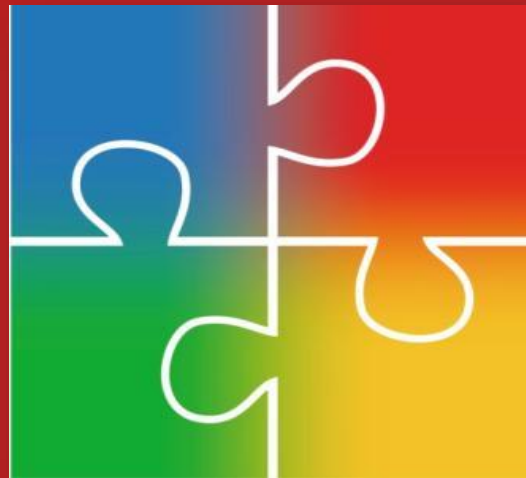
Powerful  
Energetic  
Creative  
Goal oriented  
Strong willed

Lively  
Self-confident  
Generous  
Inspiring  
Open

# How others might perceive you?

Pedantic  
Obstinate  
Indecisive  
Suspicious  
Reserved

Passive  
Worrisome B  
Slow  
Oversensitive  
Stubborn



Stident  
Dominant  
Authoritary  
Impatient  
Insensitive

Unrealistic  
uninhibeted  
Egotistical  
Talkative  
Poor judgement

Which color is easiest for you to  
communicate with?

Why?

Which color is most difficult for  
you to communicate with?

Why?

# Workshop

1. What can you do with your communication style to improve your communication?





# Turn off the voices in your head



# Successful communication fundamentals

1. Listen; real presence, care
2. Resolve conflicts
3. Always be honest but not brutal.
4. Be clear but don't nag.
5. Encourage and give genuine compliment



It is ok to remember the past  
and plan for the future as long  
as you don't forget to live in the  
present.