COMMUNICATIONS SUCCESS

BUSINESS IN THE SOUND
BITE GENERATION
Sound Bite Communication.....

- Sound bites are used to summarize the position of the speaker, as well as to increase the interest of the reader or viewer in the piece.

.......Less Means More
PRESENTATION GOAL: PROVIDE...

Insight into the phenomenal way technology has forever changed our business communications and how the new leadership expectations transform our personal style.
Technology has transformed our workplace and our ability to communicate effectively has not kept up with the pace of change. This workshop provides insight into the root causes of some of our communications challenges. We explore the two impact areas:

- Written Communication
- Meetings/Conference Calls
STEP UP TO MANAGE THE VIRTUAL WORKPLACE

- Sound Bite Communications
- It’s A Virtual Business WORLD
- Filters: What Impacts Business Communications
- History Lesson: The Shrinking Words
- Get the “WRITE” Message
- Conference Call Strategies
PFS managers and staff have a tough communications role in the organization. While communication of our complex detailed issues has been a real challenge in the past, the new communications styles driven by technology has condensed our time and format for delivering our message forever. The biggest message take away for our Revenue Cycle peers is: adjust to the new world of communication but learn quickly how to still get the results you are responsible for….while the style of business communication has transformed, the responsibility message stays with PFS.
YOUR BUSINESS AUDIENCE:

- CFO
- DOCTORS
- CLINICAL MANAGERS
- YOUR STAFF

What is the Bottom Line???
What’s the Bottom Line!!!!

“I only have a few minutes:
Don’t Be Misled by Our Paper World….

…………Communications have gone Virtual

STILL A MIX OF THE OLD AND THE VIRTUAL WORLD

BUT THE STYLE IS VIRTUAL
SOUND BITE COMMUNICATIONS:

- TECHNOLOGY TRANSFORMS IT ALL

REGARDLESS OF GENERATIONAL DIFFERENCES OR COMMUNICATION STYLES;

YES!!!!!! TECHNOLOGY TRANSFORMED OUR BUSINESS WORLD AND IT ALWAYS HAS.....

A LITTLE HISTORY LESSON.............
Technology Transforms Business Communications

Year 1858
Before Transatlantic Cable
10 Days to Deliver Message from North America to Europe

AFTER: 10 Minutes
CHANGE: FILTERS in FLUX

Other Factors Impacting Our Communication

FILTERS: THESE CHANGES ARE HARD WIRED

......AND HERE TO STAY
Communication in a Sound Bite Generation

- Tools to identify:
  - Difference in Communication Styles

Tips on identifying listener needs.
Different Communication Styles

No one Style is Perfect

The More Style Diversity on The Team:
- *Tougher Communication Challenges but…. *
- *Stronger Outcomes *
- *Stronger Team *

How Each Style Impacts Business Communications

How to Use the “Sell Assessment Tool” With Your Team
SOUND BITE COMMUNICATIONS

- **BOOMER**
  - Value Experience
  - Value Collaboration
  - Story Tellers - History
  
  “Let me tell you the history behind this….”

- **GEN X**
  - Value Technology
  - Value Independence
  - Dislike Meeting
  
  “Just tell me what I need to do!”

GENERATIONAL DIFFERENCES IN COMMUNICATION

BOOMER VS. GEN X

(….and next: The Millennials)
THE SHRINKING WORD

Getting the Message “WRITE”

CONCISE MESSAGES WIN !!!!!!!
SOUND BITE COMMUNICATION

• Three Words
• Three Sentences
• Three Paragraphs
The Elements of Sound Bite Written Business Style

- Vocabulary Tips
- Average number of words
- White space
- Bullets
- Q & A
- Top five, ten
- Graphics (New and Old)
The Conference Call
Love/Hate Relationship
Virtual Workplace

- Getting work groups together for a face to face meeting (in an increasing virtual workplace) is often impractical and would delay the project timelines significantly.
- The ability to schedule common blocks of virtual meeting time has advantages to the organization and the team members.
- The ability to multitask, cut travel and maintain smooth transitions in the schedule (no running to meetings) usually guarantees “buy in” for most team members consenting to participate.
Virtual is Our Present & Future

- With over 13 million working from home at least one day per week the workplace is transforming into a virtual workplace. Even if you work in an office, your work is primarily virtual with email, efax, and conference calls replacing the old face to face format. Social networking is re-engineering the workplace DNA and business likes the results of fewer travel dollars spent on meetings and other travel.
- Many presentations are primarily shifting to virtual formats such as WebEx and Skype.
The Conference Call PARADOX
The Higher Your Accountability =
The Less You Love the Conference Call Format
Effectiveness and Productivity: Participants should be able to count on conference calls that run smoothly with no interruptions and clearly accomplish the objectives set. Otherwise these meetings are just a virtual façade resulting in a complete waste of everyone’s time.

Missed Deadlines: If there are even a few of the assessment behaviors in place (particularly the out of control multi-tasking and distractions), projects run in a disorganized manner. Assignments and agreements are misunderstood and important deadlines are missed.

Power imbalances: The entire outcomes of projects or decisions can be diverted when the participants are not invested in the outcomes of the conference call. The interpretation of the issues/decisions can be changed by a few savvy group members wise enough to take advantage of the apathy of others to get their own agendas in place.
Misunderstandings:

- If we do not fully understand something in a face to face meeting, it can often be picked up from our visual cues. It is harder to gauge this in a conference call setting. It is much more visible if you have to interrupt to ask questions. Thus, it results in not only missed deadlines, but damage to key performance outcomes.

Negative Results Without Tools
Morale: There can be some bad feelings between teams and workers. It might be hard to get results or even get the teams to communicate outside the calls. People can lose confidence in the value of their participation on the team and even withhold information to avoid criticism or blame. Obviously their buy in to the project or goals vanishes every time a conference call passes and misses the mark.

Negative Results Without Tools
Vicki DiTomaso, CPAM, System Director for Lee Memorial Health System in Fort Myers, Florida (and AAHAM National First Vice President) summed up the drawbacks of the conference call format for the key stakeholder:

“I do find the calls somewhat frustrating. I find that for the same reason, buy in is not as great in these types of settings. I believe it is the lack of human interaction without the body language cues that we would get from face to face meetings. In other words, while watching a facilitator or speaker, I might pick up on their passion by watching them lean forward and draw in the audience.”
“On the telephone, I find that is lacking, and sometimes you can even hear participants continuing to type away on their computer, saying to me they are not fully engaged. You have no visual cues, you can never tell when someone in the group is going to speak, so I find we talk over each other quite a bit. Then, there will be dead silence while everyone is waiting for someone else to speak.”

“When you need volunteers to take on a task, it doesn't seem as successful as it is when everyone is in the same room and you can make eye contact which usually prompts that person to volunteer. You are working on a deadline, trying to get consensus, and someone puts you on hold and the dreaded elevator music is playing over top of the remaining speakers...seems to happen every time.”

Vicki DiTomaso,
In Real Life….. Parody

- Can you match these participant behaviors to the top ten Offenders?
- Do you recognize one of your colleagues?
- Do you recognize yourself?
- What would you add?
Define a Clear Leader for the Call

Prepare Format of the call
- PLAN: Number of participants (Bezo’s Rule)
- ID Players: Introduce all call participants
- Be tech savvy: know technology in use
  - Distribute a timeline agenda in advance
  - Request that participants in the same site gather in a conference room
Bezo’s Rule of Meetings

- **Virtual or Face to Face:**
  
  Effective Meetings should have a limited number of participants:

  *Limit to the number of people two pizzas would feed.*
Predetermine the following and distribute with the agenda:

- Ground Rules for the call
- (use the list below for Participant Call Etiquette)
  - Purpose of the call
  - Decisions to be made
  - Assignments to be allotted

**NOTE:** Make sure all call participants know exactly what’s expected of them. Make sure assignments are completed. Instruct participants who will present information to divide their comments into sections requiring no more than five minutes each.
Predetermine the following and distribute with the agenda:

- Ground Rules for the call (use the list below for Participant Call Etiquette)
- Purpose of the call
- Decisions to be made
- Assignments to be allotted
During the Call

- **Structure the call**
  - Speakers should announce the beginning of each section and ask for questions from the audience upon completion
  - Monitor the discussion.
  - Close the meetings with clear next steps.
  - Confirm assignments and distribute minutes
  - Close the meetings with clear next steps including next meeting schedule and get consensus/commitments
Participants Checklist:

- Conduct a first meeting to establish the ground rules and orient members to the goal, the outcomes expected of each participant and their participation checklist:

  ✓

  Note: Send out the Participant Checklist prior to the first meeting and discuss the benefits of concluding business more effectively using a checklist and ground rules.
STEP UP TO MANAGE THE VIRTUAL WORKPLACE

Need More?
Self Assessments
Generational Communication Reading List
Writing Tips Reading List
Conference Call Templates

Or…..just to share your experiences and tips:

Send requests to: judyveazie@yahoo.com