



# QUICK TIPS COMMUNICATING EFFECTIVELY

PREPARING TO ENGAGE

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## HOW FREQUENCY ARE YOU COMMUNICATING?

More communication is typically better than less. The human brain needs to be exposed to information 3 - 7 times to commit it to long-term memory.



## HOW DO THEY LIKE TO RECEIVE INFORMATION?

What is your stakeholder's personality preference? Are they D - Dominant, Direct, & Decisive? They typically like straightforward communication. Are they I - Inspiring, Interesting & Impressionable? They prefer friendly, informal communication. Are they S - Supportive, Stable & Steady? They tend to want warm, open & sincere communication. Are they C, Cautious, Calculating & Correct? They prefer logical & detailed communication. Tailor your communications to each style to be more effective.



## WHAT DO YOU WANT THEM TO WALK AWAY WITH?

Walking into an engagement or writing a communication with a clear end goal helps ensure your communication comes across clearly. Tell them what you are going to tell them, tell them, and then tell them what you told them.



## ARE YOU STRATEGICALLY LISTENING?

People give you verbal and nonverbal hints and signals about what interests them, whether they are buying into what you are saying, and how the interaction is going. Before an engagement, remind yourself to watch and listen for those hints and signals and adjust your style based on those data points.