

How to Communicate Effectively in Difficult Situations

Robyn T. Braley



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Tuff Talk in Tuff Times



**Tips for getting the tuff
talk monkey off your back**

A man in a black t-shirt is shown in profile, shouting with his hands cupped around his mouth. He is standing in front of a red brick wall. The text "CAN YOU HEAR ME?" is overlaid in large, bold, black letters across the center of the image.

CAN YOU HEAR ME?

What Do Ya'll Do?



Doing Business in an Economy

that really, really...

SUCKS



Market Drivers; Five P's



Precedent

Predictability

Power shift

Preparation

The Really Big "P"

Prayer



"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty." - Winston Churchill

Get Ready For The...

JOURNEY
It's a Process

Raising your game requires
Dedication, Discipline, and Purpose



Tuff Conversations

- 1. Loan default**
- 2. Break lease or other contract**
- 3. Change service provider**
- 4. Client downsizing; layoffs**
- 5. Ethics, professional conduct**

Building Strong Relationships



Based on
Values and
Principles

Moves you from
surviving to thriving

Relationship Marketing

- 1. Do you keep in meaningful contact with your circle of reference?**
- 2. Do they feel you offer value?**
- 3. Do they feel you have their best interest at heart?**
- 4. Do you build high trust relationships through consistency, dependability and predictability?**



Relationship Funnel

Know

Like

Trust

Engage



Next Level Relationships

Relevance

Quality experience

Authenticity

Transparency

A diverse group of people of various ages and ethnicities, including an elderly woman, several young adults, and a man with a goatee, all looking towards the camera.

Relationship Influencers

1. Age

2. Gender

3. Geographic origin

4. Level of authority

5. Language, dialect

6. Religion

7. Personality type



Whatz Your Brand?

**Your brand is what others think it is.
Nothing else matters!**

Counsellor Based Negotiation

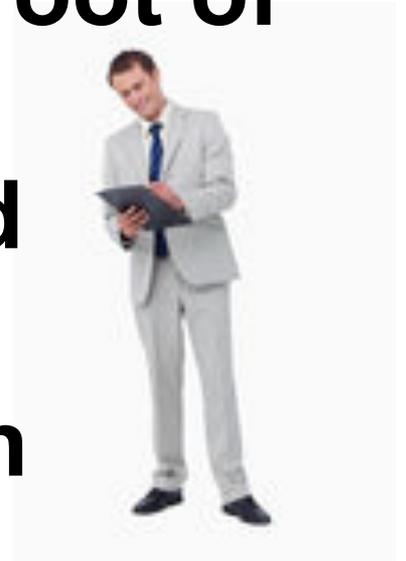
A photograph of three business professionals in a meeting. A woman on the left is smiling and looking towards a man in the center who is looking down at a document. Another man on the right is also looking at the document. They are all dressed in business attire. The background is a bright, modern office setting with large windows.

1. Gather information through asking strategic questions
2. Identify real and/or perceived needs
3. Qualify your ability to meet the needs
4. Propose your solution to their problem
5. Close the deal
6. Provide excellent service



Problem Analysis

- 1. Drill down to identify the root of the problem**
- 2. Identify the indicators and influencers**
- 3. Find a path to a resolution**
- 4. Agree on next steps**



Leaders Demonstrate...

Energy

Passio

n
Enthusiasm

Confidence

Clarity



Clarity; Say what you mean, mean what you say!



Mom's examples of clarity!



- **Religion** - You better *pray* that will *come* out of the carpet.
- **Irony** - Keep crying! I'll *give* you something to *cry* about.
- **Stamina** - You'll *sit* there until you *eat* that spinach.
- **Anticipation** - Just *wait* until we *get* home.
- **Visualization** - When that lawn mower *cuts* off your toes, don't come *running* to me.
- **Being Prepared** - Make sure you *wear* clean underwear in case you're in an accident.



Body Language

Non-Verbal Communication



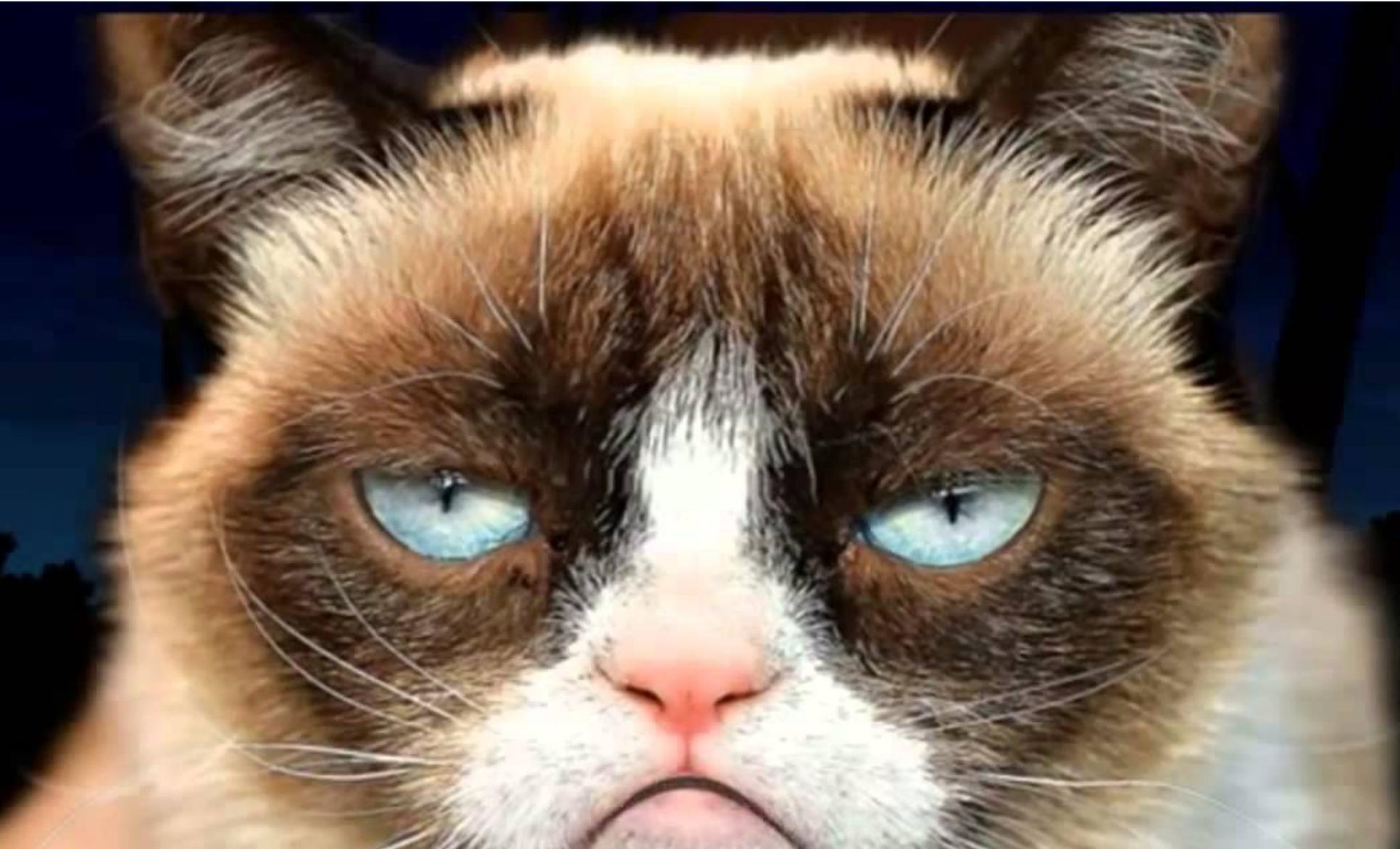
Body Language



What is my body *REALLY* saying!



The Absolute Power of a Smile





- 1. Smiling makes you attractive to others**
- 2. Smiling triggers others to smile back**
- 3. Smiling triggers positive endorphin activity**
- 4. Smiling makes you feel good**

- **Too much eye contact makes you seem aggressive or creepy**
- **Too little eye contact signals lack of interest**
- **Break contact every 5 seconds**
- **Looking down - look overwhelmed, out of your depth**
- **Breaking contact means end of conversation**





Active listening – Can You Hear Me?

- **Begins when you stop talking**
- **Nod *yes* or shake *no***
- **Inject verbal signals**
- **Take strategic notes**
- **Do not interrupt**
- **Observe body language for inconsistencies between verbal and non-verbal messages**



The Listening Triangle

- 1. Look at one eye for about 5 seconds**
- 2. Look at the other eye for 5 seconds**
- 3. Look at the mouth for 5 seconds and keep rotating**





The Vocal Coach

- 1. Tone – timbre of voice**
- 2. Pitch – music term**
- 3. Volume – loud and soft**





Pacing

- **Slow your delivery speed**
- **Match the cadence CBC AM Radio, 770 NEWSTALK, 660News hosts or a TV News Anchor**
- **Pace – even, natural sounding**
- **Maintain high energy level**
- **Control peaks and valleys**



The ***POWER*** of
the ***PAUSE!***
Empty space or
valuable tool?



Verbal Tics - Involuntary

- 1. And, um, but, ah ...**
- 2. I'm not kidding ...**
- 3. As I said before ...**
- 4. Right???**
- 5. Speech impediment**

I'm going to New York

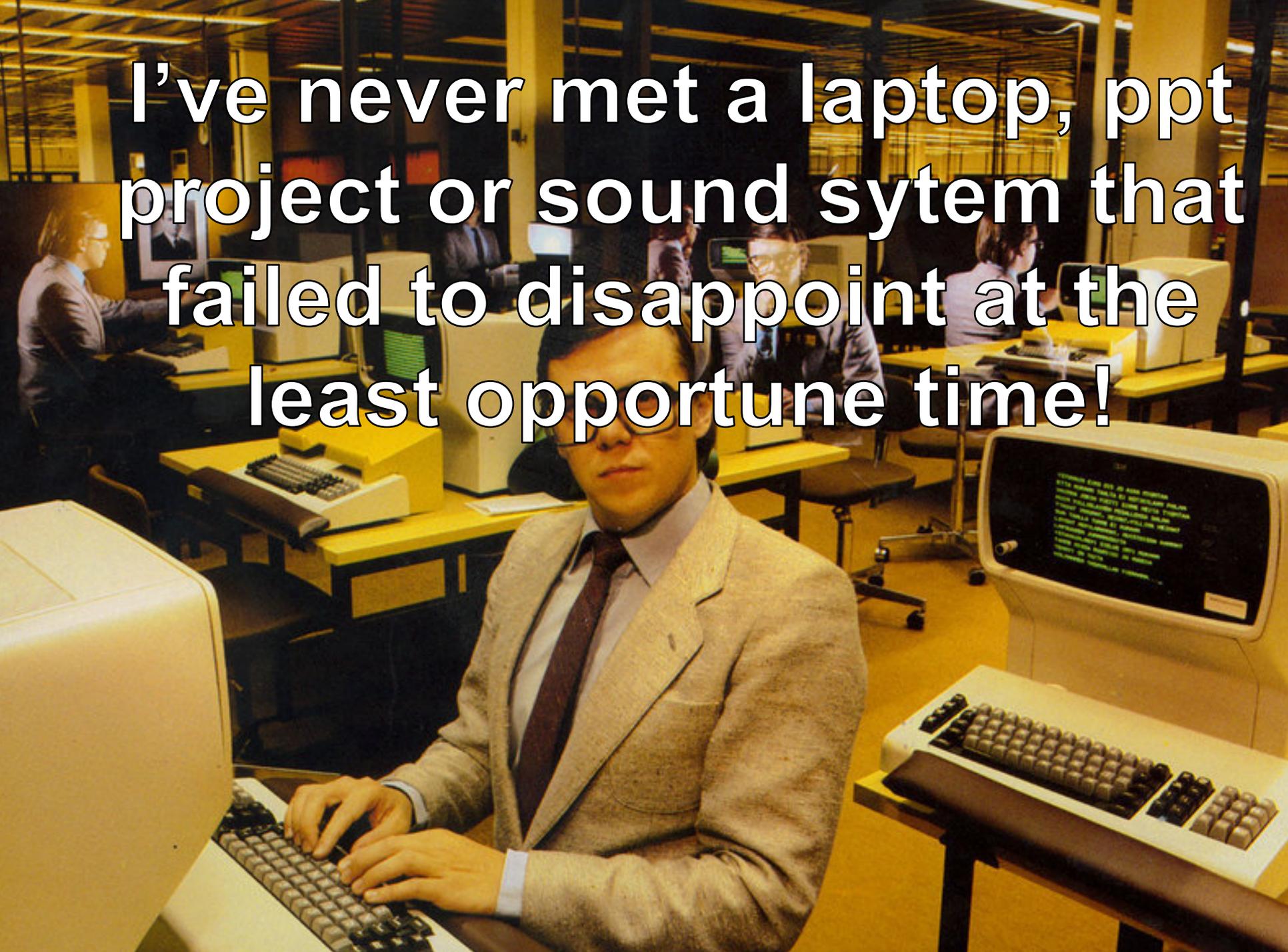




Prep for Tuff Talk

- 1. Get lots of sleep**
- 2. Pay attention to morning routine**
 - Food, clothing, route
- 3. Pay attention to physical signs**
- 4. Eliminate distractions**
- 5. Prepare documents, technology**

I've never met a laptop, ppt project or sound sytem that failed to disappoint at the least opportune time!





Causes of Tense Conversations

- 1. Despair brought by inside or outside forces**
- 2. Stress due to unexpected actions**
- 3. Enjoy the power it brings**
- 4. Negotiating tactic**
- 5. Dependencies**





The Road to Less Stress

- Pinch your thumb against finger
- Pinch a toe against the sole of your shoe
- Breath, baby, breath
- Visualize the end result

Let go! Soar baby





Famous Last Words

- **I TOLD you I was sick!**
- **This SHOULD work!**
- **Don't forget to attach the
wwhhhhhaaaattttt....?**
- **I don't need
INSTRUCTIONS!**
- **Who, me? Rehearse?**





Talking Points

- **Meant to keep you on message (point)**
- **Bullet points, most important first**
- **Subsequent points support first one**
- **Never more than one line per bullet**
- **Do not overthink**
- **Clear and concise. Ditch accronyms**

- 1. Frame the discussion**
- 2. Identify the good, bad, ugly**
- 3. State your case**
- 4. Listen to their response**
- 5. Do they have a point?**
- 6. Are they just *WRONG*?**



Content Tips

- **Speak from personal experience or expertise**
- **Be warm, friendly, genuine and transparent**
- **Allow your humanity, concern, and credibility to shine through**
- **Be warm, cordial. Positive or negative, treat the client as the professional they are**



Whatz in a Name

- 1. Name power – inject wherever possible**
- 2. If difficulty pronouncing, write it phonetically and sound out**
- 3. Write coded prompts**

Glossophobia

People fear public speaking
more than....

- 1. Death**
 - 2. Insects and bugs**
 - 3. Explaining the birds and bees to grade 5s**
 - 4. Looking down from great heights**
 - 5. Open spaces**
 - 6. Closed spaces**
- 



Divide and Conquer

- **The EYES have it!**
- **Divide room into sections**
- **Find friendly faces**
- **Anchor starting point**
- **Linger 3 seconds or less**
- **Adjust for room size**



Performance Options

- 1. Read a script**
- 2. Write short bullet points**
- 3. Memorize your content**



Script Prep 101

- 1. Highlight start points with colors**
- 2. Order information in logical order**
- 3. Link ppt images to ideas**
- 4. Write cues in margins**

Presentation and Production



Context



Wordpress



Twitter



Qik



RSS



Vimeo



Facebook



Designfloat



Delicious



Tumblr



Google



Friendfeed



Blogger



Yahoo Buzz



StumbleUpon



AOL



Yahoo



Mail



LastFM

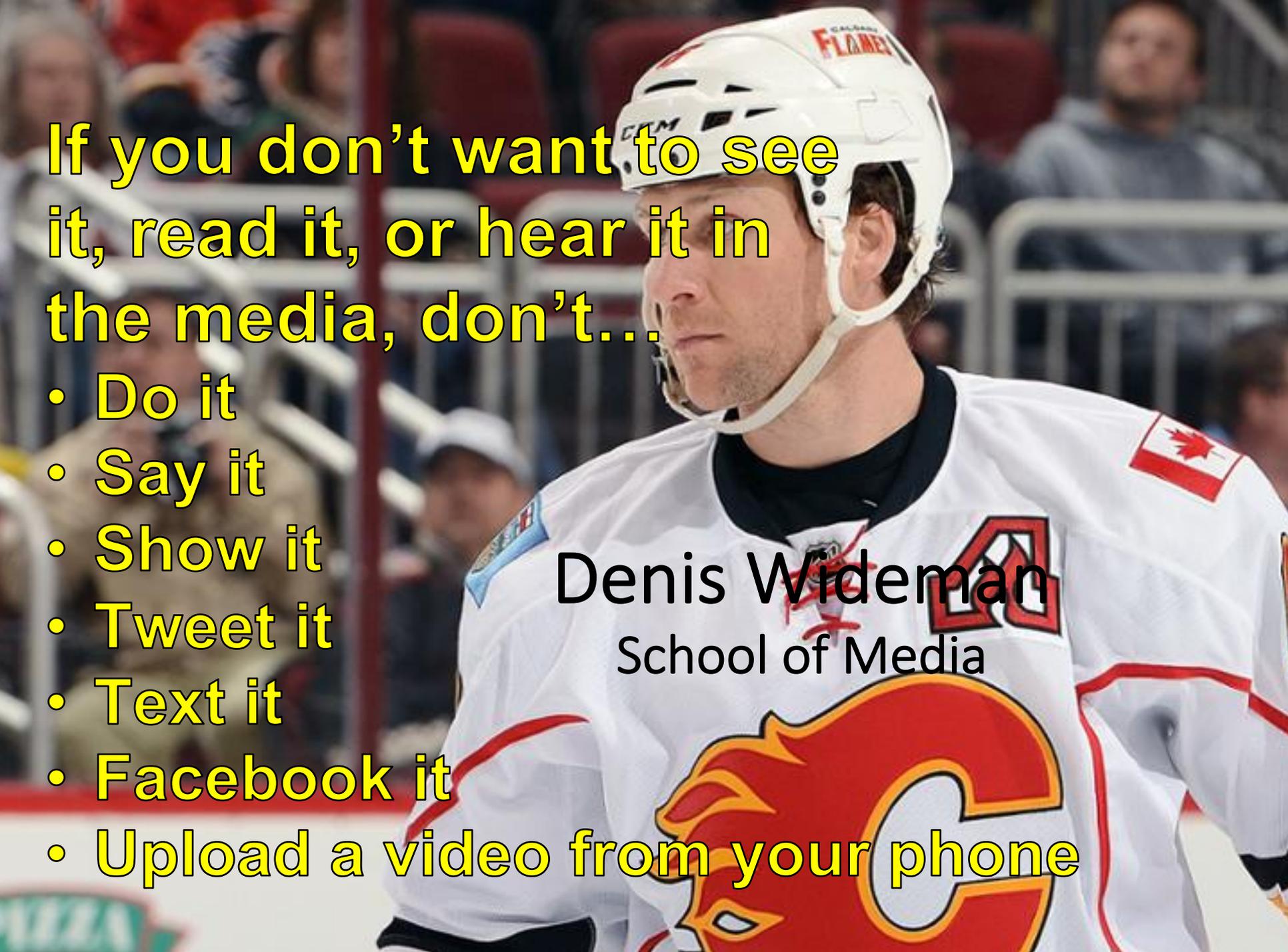


Reddit



LinkedIn





If you don't want to see
it, read it, or hear it in
the media, don't...

- Do it
- Say it
- Show it
- Tweet it
- Text it
- Facebook it
- Upload a video from your phone

Denis Wideman
School of Media



Social Media Policy



- **Integrate into overall marketing strategy**
- **Designate social media manager**
- **Choose a good communicator**
- **Agree on key messages**
- **Understand spontaneity is core**



LinkedIn For Business



- **First impression key**
- **Shape professional brand & ID**
- **Personalize, but not too friendly**
- **Strong photo important**
- **Website and other SM links**
- **Include company, affinity logos**
- **Manage connections**
- **Keep content professional**
- **Guru – Melodie Dodaro**



Achievers never ask permission to dream great dreams. They just dream them. Then they take the first step to make them real. -RTBraley



How do you keep the rats from winning? Stop feeding them. Cut out the cheese! Go on a rat attack. What's your cheese? –

RTBraley





unimark
creative



- Website; www.unimarkcreative.com



- Twitter; @RobynTBraley



- YouTube; Go2 Unimark website, services, videos



- LinkedIn; robyn-t-braley-branding-specialist



- BrandIt Blog; robyntbraley.blogspot.com, marketing
- Growing the Rotary Brand, marketing for not-for-profits



- Unimark Soundcloud, radio/TV interviews with Robyn

- Email; robyn@unimarkcreative.com



- Phone; (403) 280 1093



Keynotes – Robyn T. Braley

Tuff Talk in Tuff Times

Grow Relationships, Grow your Business.

Raise Your Game; Increase the Power of Personal Communication

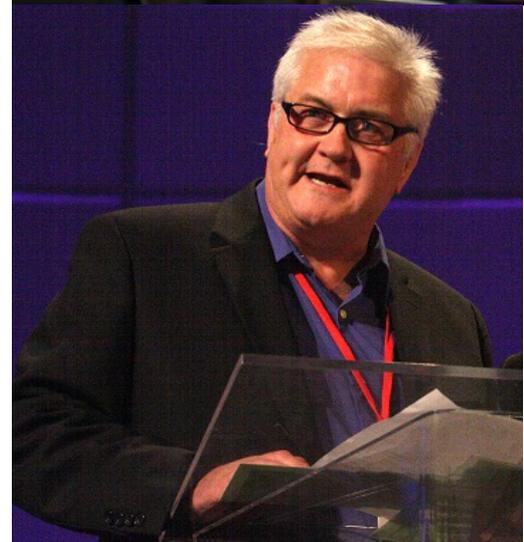
Communicating Through the Media

Being Heard in the Age of Media Convergence

Crisis Communication; When Disaster Strikes

Get the Message Out; Your Future Depends on it.

Also; Branding 101, Grow Your NFP Organization



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