

The Seedling Sheet



10: Communicating Brilliantly

The Essentials

Communicating brilliantly is about understanding: understanding your natural communication style, and that of others. Ask yourself: to really understand and engage in something, do you like to see it? Or do you like to hear it? Or perhaps touch it? People think - and therefore communicate - either through a visual (eyes), auditory (ears) or kinaesthetic (touch and emotion) channel, or a combination of the three. If you are aware of your own communication preference, you can learn to adapt what you say and how you say it so that everyone in your audience, no matter what their natural style is, can engage easily and quickly understand the points you are making. Next time you need to get your point across, think about using all three of these channels as you communicate.

If you do one thing about communicating brilliantly...

...then understand that people have natural 'filters' through which they process the world around them - which includes your communication to them. One such filter deals with the size and level of detail that people like in order to understand something and it can be very useful in business to get a sense of whether the person you are talking with is 'big chunk' or 'small chunk'.



SMALL CHUNK people tend to see the detail, they understand things better when they can see the 'nitty gritty' and are slower to grasp concepts if detail is lacking.



People are rarely either/or big or small chunk, Rather, they are somewhere along this scale and occasionally they can switch depending on the task in hand.



BIG CHUNK people tend to see the big picture, the grand vision - the global view. They like headlines, and disengage quickly with too much detail.

So when planning your communication, try to design it so it appeals to the preference of the person you are speaking to. Ask: What is the key headline here? Or: What detail do I need to provide convincing 'evidence'. If your audience is mixed, think of ways to provide the big chunk headlines (e.g. via Powerpoint) with optional small chunk detail (e.g. handouts). It's all in the preparation!

Want to know more?

The Business Allotment can help you understand how you can deliver brilliant communication, to better engage clients, staff or suppliers. With our 2 hour **Communicating Brilliantly** module, full of tips and tools, you will be more confident to communicate with clarity and purpose, ensuring more people are engaged and persuaded more of the time.

Call Jodie Newman on 07966 482 662 or email jodie@thebusinessallotment.co.uk

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