

Communication Matters

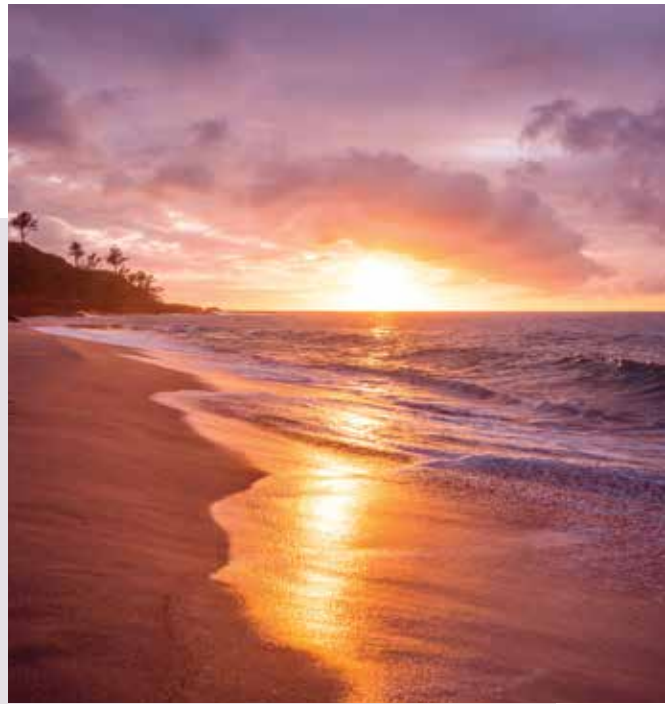
Learning Focus #2

Understanding how you process information and make decisions supports working together

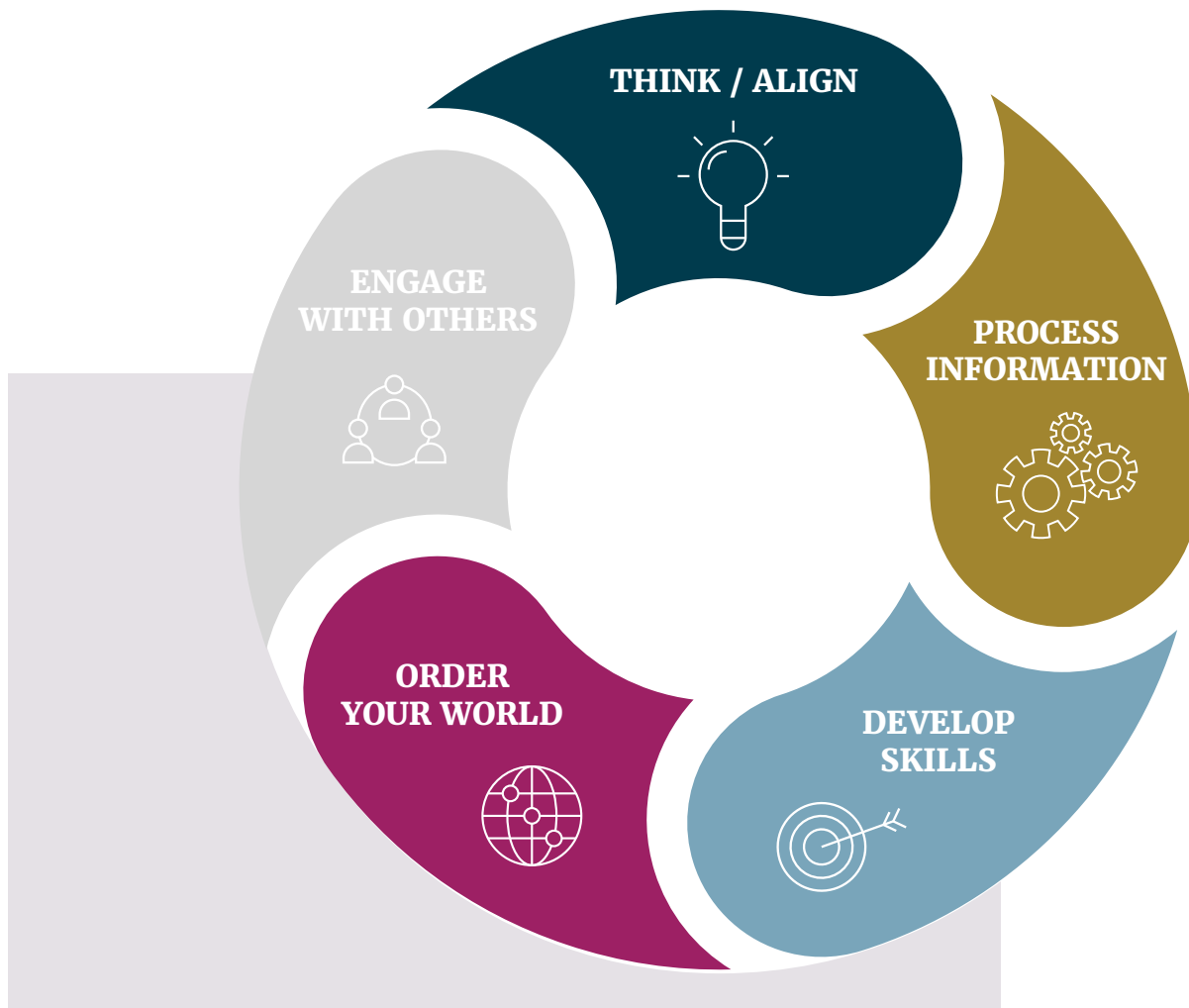
TC&A

“Communicating your best intentions and taking action will lead you to the best of outcomes.”

- Tess Cox & Chelsea Cox Gillman



Being in alignment when communicating with our teams will support good outcomes. Our desire for good outcomes will lead our communication with our best intentions. Our **TC&A Communication Model**® supports strong and healthy communication for every team member.



So why doesn't all of our communication interaction have the best of outcomes when working with others? Why don't we feel good after we walk away, press send on an email, or hang up the phone?

Because communication can be complex and downright hard – It is important to understand there are two different ways people process information. Our communication is impacted by our personality preferences (the Myers Briggs Type Indicator is an effective tool to understanding your preferences and we are happy to take you through the assessment 1:1).

If you are **sensing** in your approach, you notice and trust facts, details, and present realities. You likely will process information focusing on what can be perceived as the five senses (see, touch, hear, taste and smell), looking for practical and traditional experiences.

If you are **intuitive** in your approach, you tend to and trust interrelationships, theories, and future possibilities. You likely will process information by directing energy toward your inner world of experiences and ideas, focusing on the big picture.

An example of the second stage of our Communication Model of processing information within our own TC&A team:

Tess is **intuitive** in her approach – she's a natural visionary and is consistently coming up with new ideas, projects and ways to support our clients. Of course, this keeps working together new and exciting, yet Chelsea's natural preference is to gather all of the facts, data and focus on the details, before she can move forward and execute the ideas; she is **sensory** in her approach.

Our awareness of our differences allows us to be mindful that we each have a different starting place when it comes to processing information in our communication (this is so key). This has been a learned skill. **First we seek alignment, which we discussed in the previous learning focus.** When in alignment, we can slow down and listen to one another with intention, which ultimately allows us to experience greater clarity without getting in the weeds!

Think about your own communication. Are you more **intuitive** like Tess or **sensing** like Chelsea? As you become aware of your communication style, you can feel empowered in your day-to-day interactions and communications. Understanding your communication style preference reduces stress and it is life changing!

Once you are able to identify how you process information between being **sensory** or **intuitive** you can move through the decision-making process with greater ease, which is the next stage in our Communication Model.

There are two styles, we either lead our decision making by **Thinking or Feeling**.

The **thinking** decision style has an approach where logic and reason rule, along with asking questions as a means for making a decision or drawing a conclusion. It's possible, if you lead with the thinking style of your personality you may not consider how your decision is going to impact others, which may feel critical or even tough to others.

Those that lead their decisions with how they **feel** operate in a different way vs. the logical, reasonable or thinking way.



If, you lead with **feeling** you'll find yourself to be more empathetic and subjective in your approach, which can lead you to be more compassionate in your decision-making style. Overall, you may lean more toward accommodating and accepting others to make a decision, rather than relying on logic and reason, like a thinker preference. Here's an example from my own professional experience:

In 2016 my husband Max and I decided to move from New York City to Nashville with the exciting opportunity to open and run a highly sought-after Bed & Breakfast. While we did think about this decision, we both have the same personality preference to lead with our feelings in making a decision. In our communication process of making the decision we talked extensively about the pro's and con's of making a big move. The move required quitting our jobs and choosing a big adventure. This required our being more accepting and seeking happiness, which are both feeling components. In the end, the outcome was not fully what we desired, yet it was a learning lesson in this school of life that we will never regret taking. Had we just relied on logic and reason we likely would be in a very different place in our careers and lives today!

Think of your own work experiences when you are making decisions. Did you choose to be more thinking or feeling? There is no right or wrong answer, yet your outcomes will likely be very different based on your preferences.

Your communication matters, just like who you are matters. It matters because it is a non-negotiable agent in creating effective change and sustaining your energy in your work and life.

As a leader, empower yourself to:

- find alignment
- process information well
- build upon your decision-making abilities
- order your thoughts and
- stay engaged with others

When practicing the above behaviors, you will have greater opportunity to grow, seize new opportunities and address difficult situations. All the while supporting your desires to move your life and work forward.

It's valuable to understand your own processing and decision-making preferences as well as those of your team. You'll find meaning and alignment when choosing how you want to communicate and be in relationship with others. We invite you to join us in the mindset that your intentions + your actions will support you to experience the best of outcomes in your communication.

We are here to support you as you grow in your communication style and always want the best for you.

**With Gratitude,
The TC&A Team**



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Learning Focus #2 Exercise

How do you process information and make decisions to reach common goals with your colleagues?



When processing information with others, do you tend to prefer processing information from a sensory point of view or intuitive point of view?

Sensing	vs.	Intuitive
Concrete		Abstract
Realistic		Imaginative
Practical		Conceptual
Experiential		Theoretical
Traditional		Original

- *Key to Alignment – stay focused on the common goal.*

How can your preference in processing information support the common goal of those that you are working with?

When making decisions with others do you tend to be more thinking or feeling?

Thinking	vs.	Feeling
Logical		Empathetic
Reasonable		Compassionate
Questioning		Accommodating
Critical		Accepting
Tough		Tender

- *Key to Alignment – stay focused on the common goal.*

How can your preference in decision-making support the common goal of those that you are working with?

How can you stay mindful of the preferences of others when they differ from your own?

It's valuable to understand your own processing and decision-making preferences as well as those of your team. You'll find meaning and alignment when choosing how you want to communicate and be in relationship with others. We invite you to join us in the mindset that your intentions + your actions will support you to experience the best of outcomes in your communication.

We believe in your ability to grow in your communication skills!

With Gratitude,

The TC&A Team

