

How to Communicate Like a Leader in Difficult Situations

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JIMGRAY 

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Take on the issue –
it's not going away

- You simply can't ignore, evade or delay communicating bad news, information.
- Preparation pays big dividends.
- Never assume; if you don't know, say so.

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<p>2</p> <p>Make it about <i>them</i></p>	<ul style="list-style-type: none">• Determine the “WIIFM” for your listeners.• Acknowledge their importance, contributions.• Be specific about the problem or challenge. <p>JIMGRAY </p>
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<p>3</p> <p>Utilize the Power of Three</p>	<ul style="list-style-type: none">• We explain and retain information best in “threes.”• Organize your presentation simply, according to Introduction, Body and Conclusion.• Consider a benefit list – of three. <p>JIMGRAY </p>
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<p>4</p> <p>Provide context</p>	<ul style="list-style-type: none">• It's background or perspective from your point of view.• Don't assume your listeners have all the information you do.• Make sure you lay down the context early. <p>JIMGRAY </p>
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<p>5</p> <p>Leave plenty of time for a response</p>	<ul style="list-style-type: none">• Remain calm; listen attentively and respectfully.• Provide your listeners with time and "space."• Use "you" far more than "I" – also effective, "we" and "us." <p>JIMGRAY </p>
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It's What You Say –
and *How* You Say
It

- If you're not passionate, your listeners will never be.
- Eye contact is essential; it binds and bonds you with your clients and prospects.
- Inflect down – not up.

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Never interrupt

- Be straightforward, honest, firm.
- Aim to listen far more than you speak, whether you concur or not.
- Make sure your body language is consistent with your message.

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<p>8</p> <p>Find common ground</p>	<ul style="list-style-type: none">• Correct any false or biased information immediately.• Establish what you can agree on.• Repetition and consistency are critical in all forms of challenging communication. <p>JIMGRAY </p>
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<p>9</p> <p>Be Risk Averse</p>	<ul style="list-style-type: none">• Never be definitive unless you're absolutely certain.• An effective protective phrase: "From what I understand."• Prepare for the 20 most difficult questions that could be asked. <p>JIMGRAY </p>
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<p>10</p> <p>Conclude on a positive – or as positive as you can get</p>	<ul style="list-style-type: none">• Leave plenty of time for the wrap-up; it's not the time to rush.• Know that relationships can be solidified and enhanced in challenging times.• Commit to communicating like the leader you are. <p>JIMGRAY </p>
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