

Communicating for Influence

How to Improve Workplace Communication for Greater Collaboration

Presented by Trapani Communications

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About Trapani Communications

- Founded in 1993
- Range of communications offerings: strategic communications, project implementation, public relations, marketing and social media support
- Municipal projects:



A wire mesh trash can with a white base, containing several pieces of crumpled yellow and white paper. The scene is set against a light blue background with a subtle gradient. The text is overlaid on the left side of the image.

Companies and organizations,
despite having more resources at their
disposal than ever before, are failing at
influential communication.

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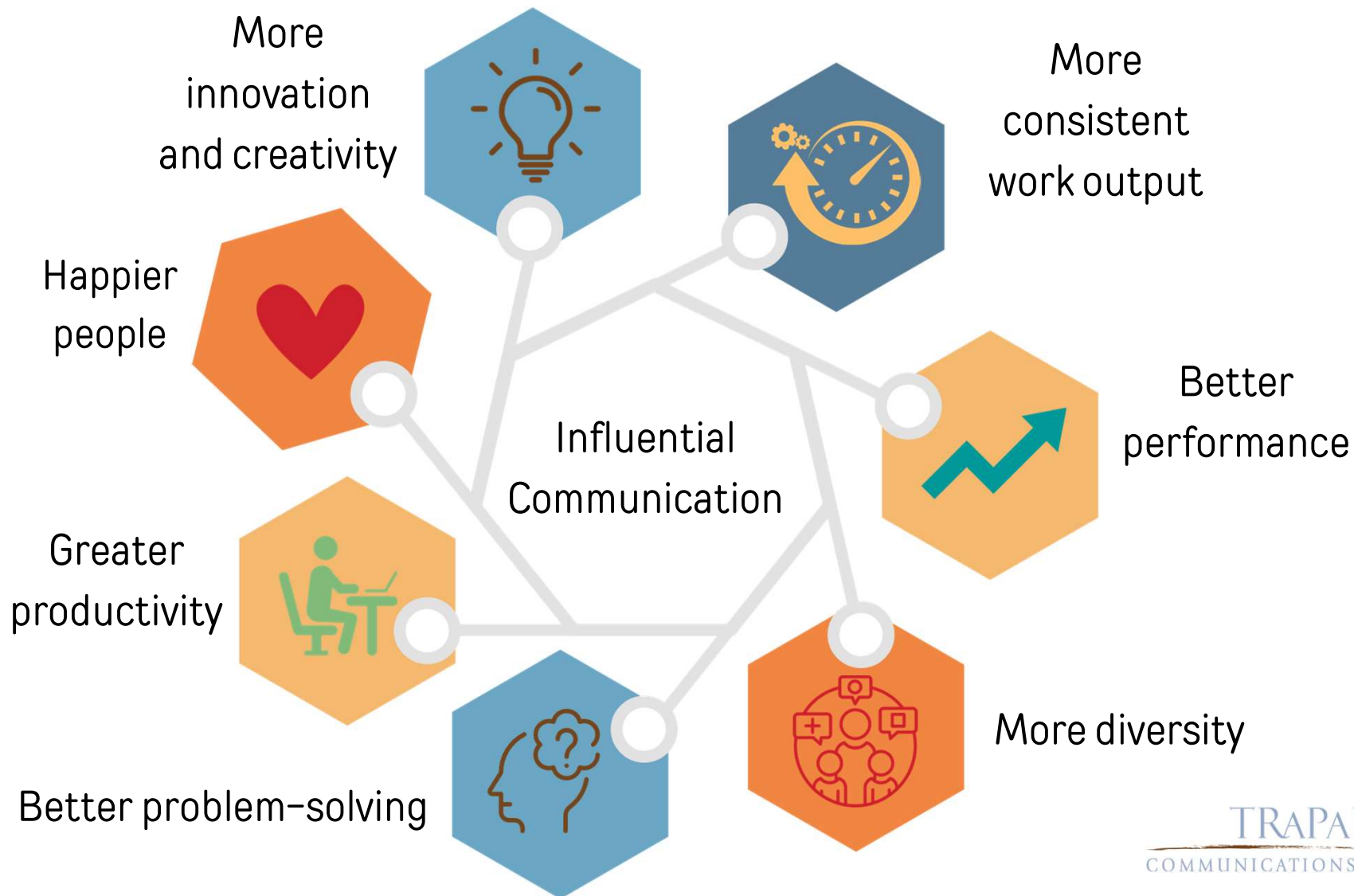
63% of workers believe that at least half of their colleagues need to improve at communicating

Only **13%** of employees agree that their management communicates well

Employees who are better informed are **77% more productive** than those who are less informed

96% of employees want a more empathetic approach to workplace communication

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A young child with light hair, wearing a light blue shirt and dark pants, is sitting on a wooden deck. The child is facing a large, light-colored teddy bear. The child's mouth is open as if they are speaking to the bear. The background is a blurred outdoor setting with a white railing.

Influential
communication is
not about what we
do to others but
what we are for
others.

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A young child with light hair, wearing a light-colored sweater and dark pants, is sitting on a wooden floor. To their right is a large, white, fluffy teddy bear. The scene is softly lit, and the background is slightly blurred, suggesting an indoor setting. The overall tone is calm and intimate.

Motivational

Engaging

Persuasive

Captivating

Honest

Inquisitive

Listen

Humble

Easy to Follow


Relatable

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A man with a large, dark afro, glasses, and a beard is laughing joyfully, his mouth wide open showing his teeth. He is wearing a blue shirt. The background is a solid, light blue color.

Real is bringing our true selves to work every day.

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“If we want to reignite innovation and passion, we have to rehumanize work.”

– Brené Brown

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Let your unique self show

Get vulnerable

Let down your shield

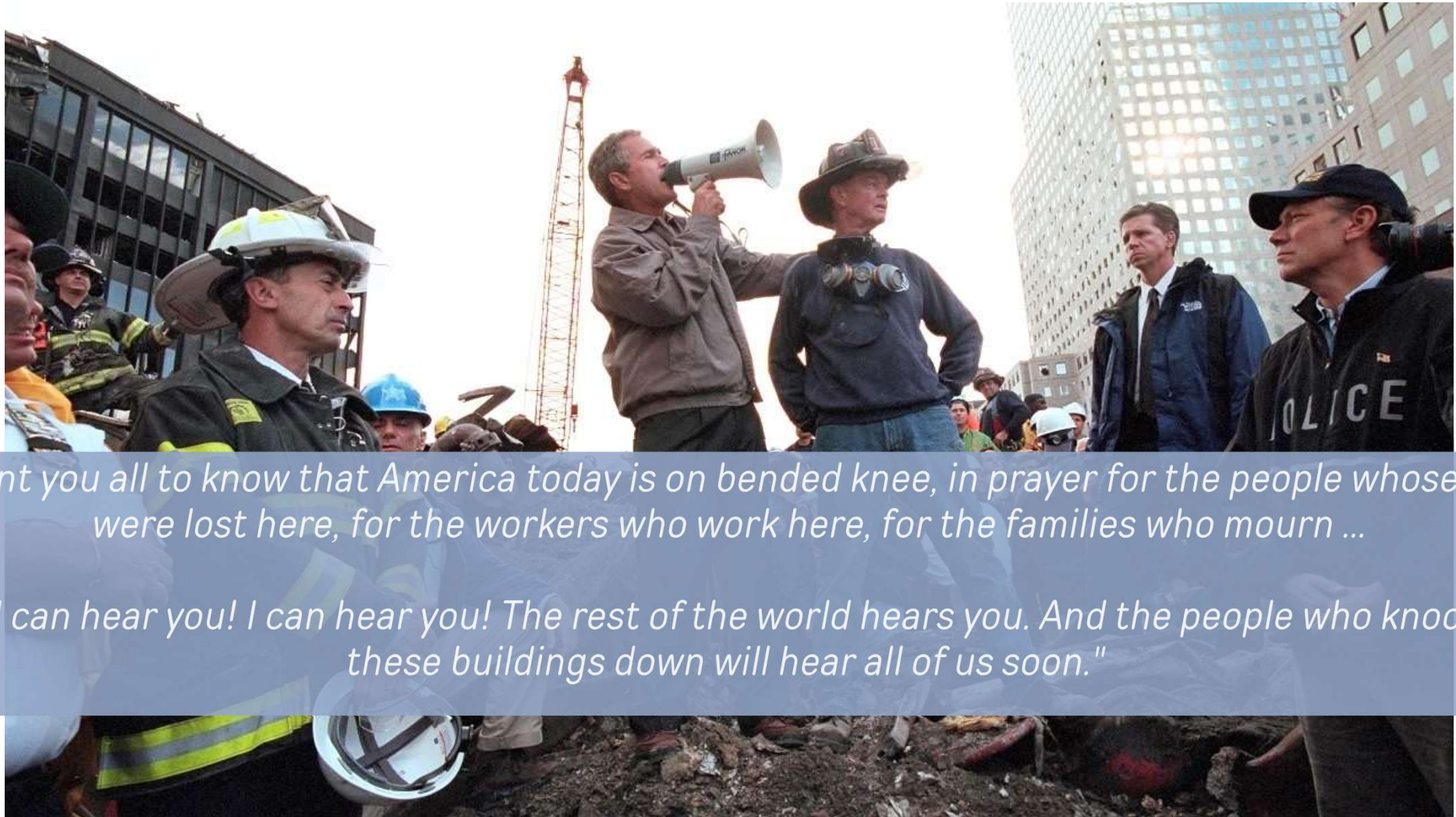
Practice gratitude

Be courageous &
take risks

Be positive

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"I want you all to know that America today is on bended knee, in prayer for the people whose lives were lost here, for the workers who work here, for the families who mourn ...

"... I can hear you! I can hear you! The rest of the world hears you. And the people who knocked these buildings down will hear all of us soon."

A 3D-style illustration of Alice from Alice's Adventures in Wonderland. She has long blonde hair with a black bow, blue eyes, and is wearing a blue dress with a white apron. She is standing with her arms slightly out, looking towards the right.

Alice: Which way should I go?

Cat: That depends on where you are going.

Alice: I don't know where I'm going.

*Cat: Then it doesn't matter
which way you go.*



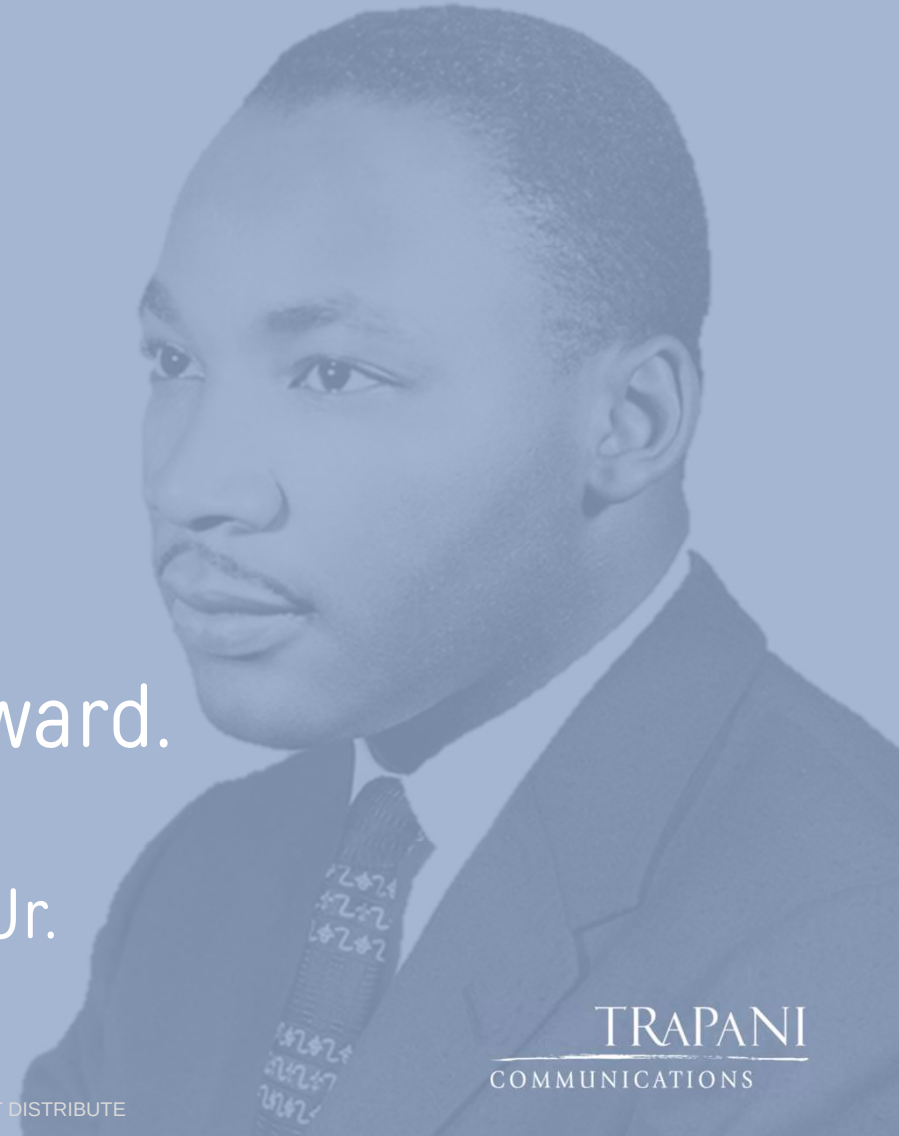
”

If you can't fly then run,
if you can't run then walk,
if you can't walk then crawl,
but whatever you do
you have to keep moving forward.

– Martin Luther King, Jr.

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“For sale: baby shoes, never worn.”



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Four score and seven years ago our fathers brought forth, on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we cannot dedicate—we cannot consecrate—we cannot hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced.

It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.

Abraham Lincoln

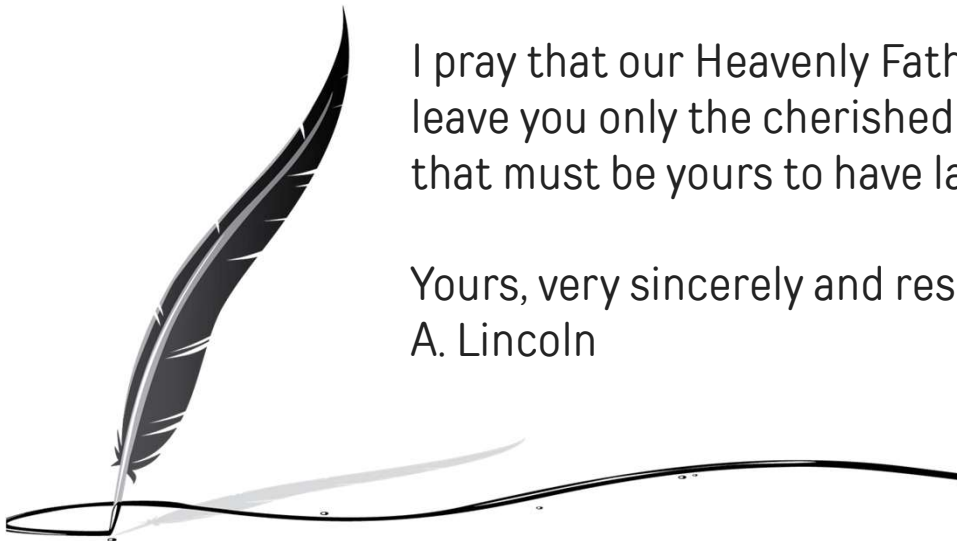
Dear Madam,

I have been shown in the files of the War Department ... that you are the mother of five sons who have died gloriously on the field of battle.

I feel how weak and fruitless must be any words of mine which should attempt to beguile you from the grief of a loss so overwhelming. But I cannot refrain from tendering to you the consolation that may be found in the thanks of the Republic they died to save.

I pray that our Heavenly Father may assuage the anguish of your bereavement, and leave you only the cherished memory of the loved and lost, and the solemn pride that must be yours to have laid so costly a sacrifice upon the altar of Freedom.

Yours, very sincerely and respectfully,
A. Lincoln



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Orwell's rules for writers

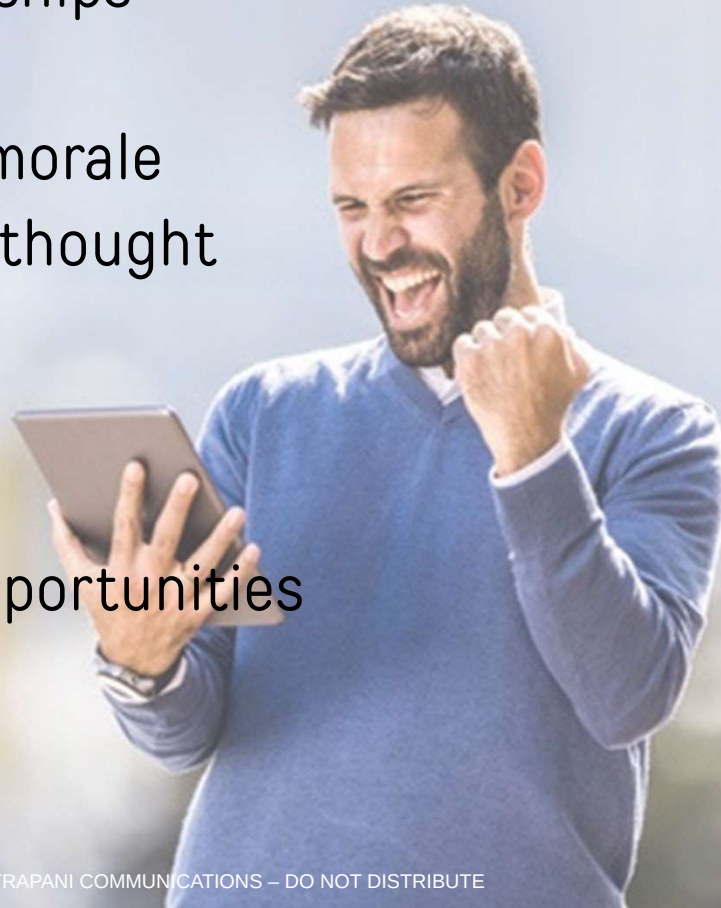
1. If it is possible to cut out a word, cut it out.
2. Never use a long word where a short one will do.
3. Never use a passive when you can use an active.
4. Avoid foreign & technical words.
5. Never use a metaphor that you've seen in print.
6. Break any of these rules to avoid something outlandish.

Words & Phrases to Stop Using

- In order to -- to
- Very or really -- extremely, exceptionally, notably, remarkably
- New -- novel, updated, modern
- Other -- alternate, different
- More -- additional, incremental, greater
- Good -- excellent, decent, worthy
- Best -- perfect, incomparable, leading
- Many/some -- multiple, numerous, thousands, myriad

You'll Get in Return ...

- Better working relationships
- Greater productivity
- Happier people, better morale
- More time for strategic thought
- New clarity
- Less rework
- Career success
- New and unexpected opportunities





How will you communicate differently now?

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Recap: Communicating for Influence

- Clear. Concise. Compelling. Real.
- Be courageous, take risks, get vulnerable
- Don't communicate just to communicate
- Consider your audience
- Know your objective
 - Do. Feel. Know.
- Stick to one key message
- Communicate to inspire

THANK YOU!



QUESTIONS?

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