

Goodman
School of Business

Goodman
Group

Brock University



@GSBGoodmanGroup



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GSB Goodman Group

Welcome to Business Breathers

Maximize Your Impact: Tailoring Communication to Your Stakeholders

Jacqueline King
CEO, Everleap

Taking businesses, careers and ideas to the next level

Agenda

- **A Story of Humility**
- **2 Questions to Identify Communication Style**
- **Simple Communication Strategies**





**STRENGTHS
FINDER 2.0**



**The Golden
Rule:**

**Treat others
as you'd like
to be treated**



The Golden Rule:

Treat others
as you'd like
to be treated



How Do Your Stakeholders Receive & Process Information?

WHO
WHEN
WHERE
HOW
?
WHAT
WHY



How will the
story need to
differ?





2 Questions to Consider

Question #1:

**Fast-paced &
Outspoken**

Active
Assertive
Dynamic
Bold



Moderate-paced
Calm
Methodical
Thoughtful

Cautious & Reflective

Question #2:

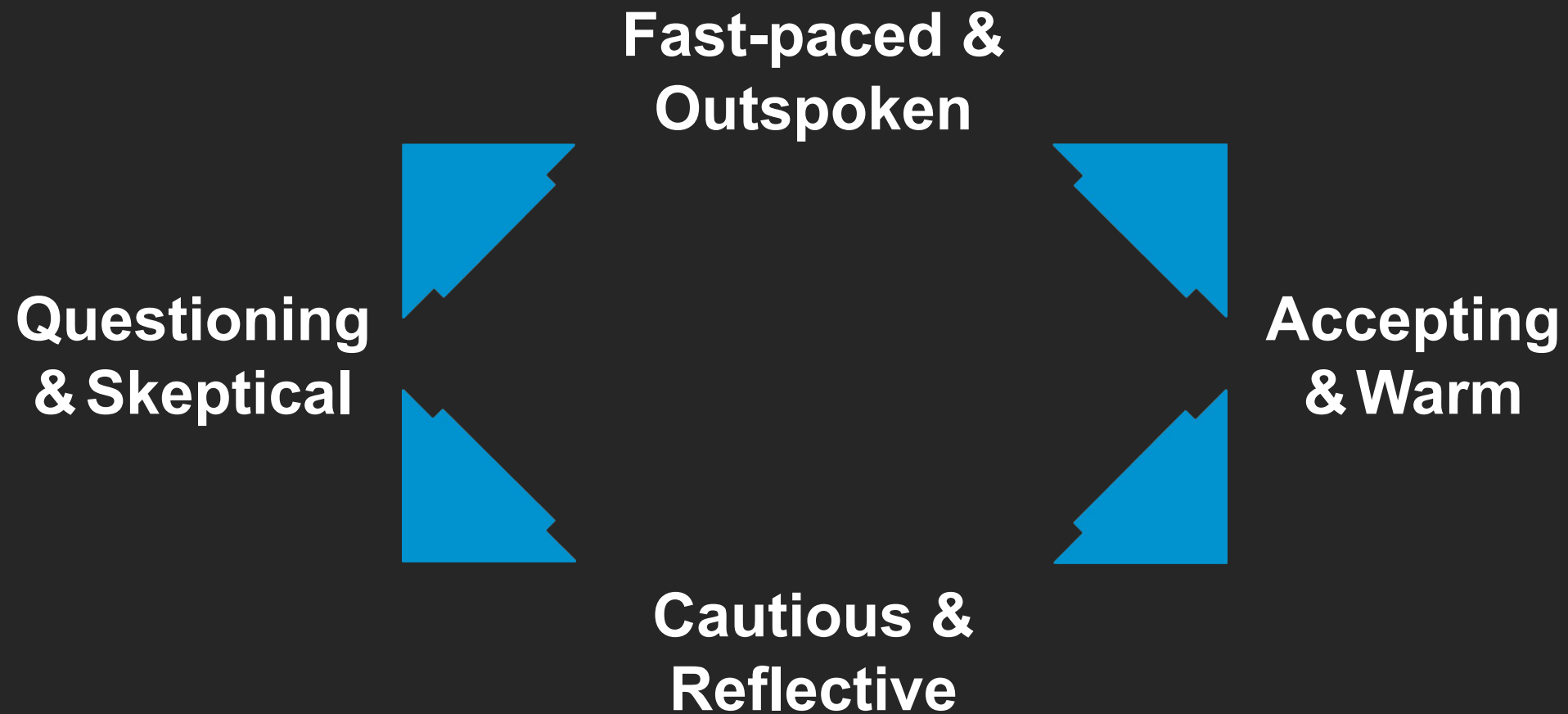
**Questioning
& Skeptical**



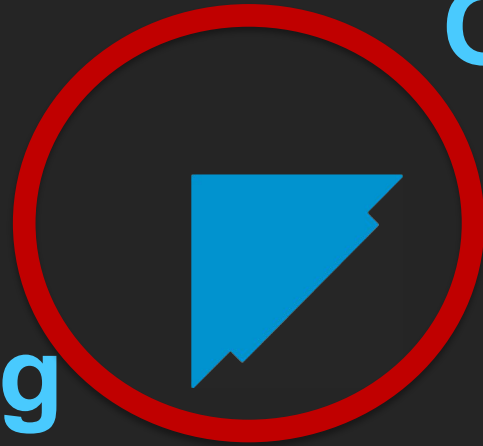
**Accepting
& Warm**

Logic-focused
Objective
Reserved
Challenging

People-focused
Receptive
Agreeable
Empathetic



**Fast-paced &
Outspoken**



**Questioning
& Skeptical**

**Accepting
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Reflective**

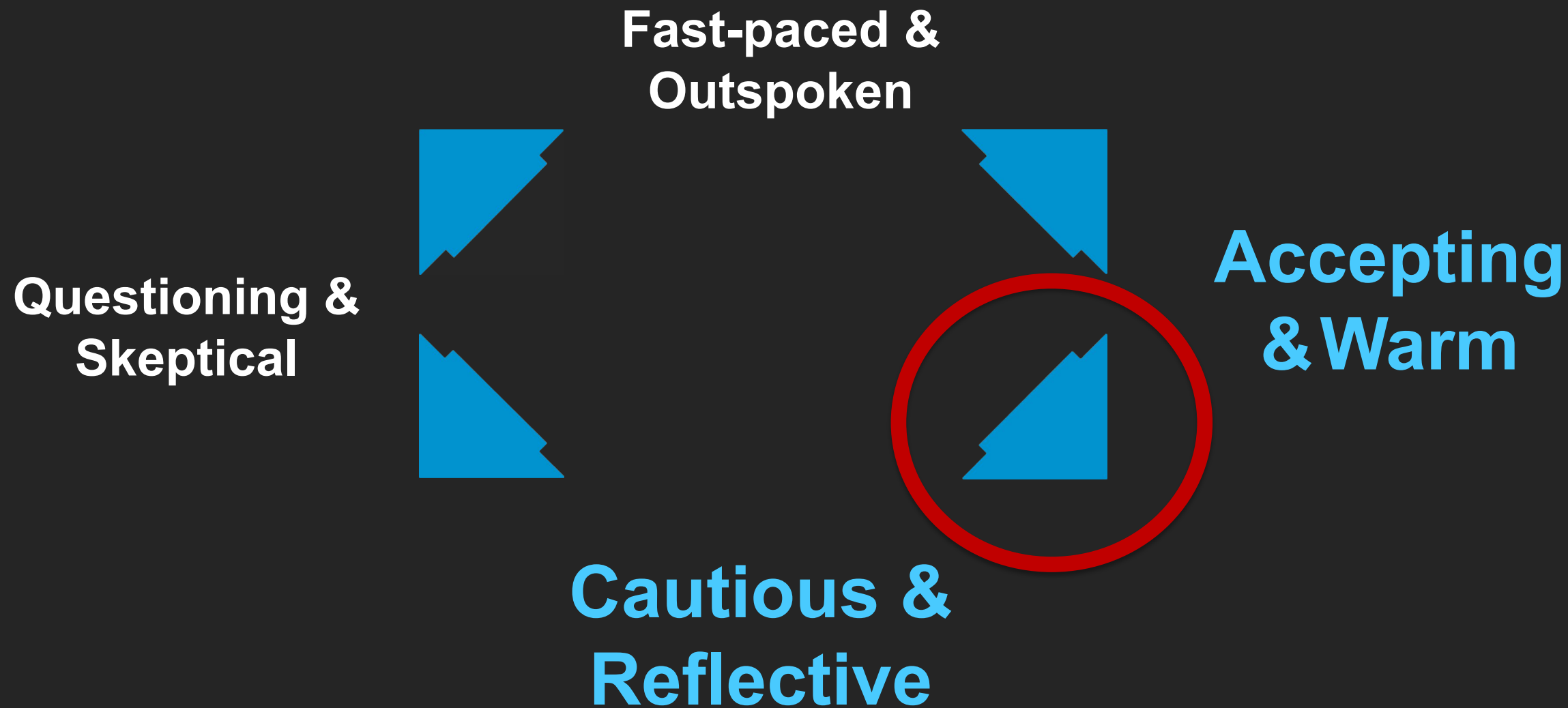
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**Fast-paced &
Outspoken**

**Accepting
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**Cautious &
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**Questioning
& Skeptical**



Dominance



Fast-paced &
Outspoken

Influence



Accepting
& Warm

Questioning
& Skeptical



Cautious &
Reflective



Steadiness



Conscientiousness

Logic-focused
Objective
Reserved
Challenging

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**Fast-paced &
Outspoken**

**Questioning
& Skeptical**



Princess Leia

“Someone has to save our skins. Into the garbage chute, Fly Boy”

Fast-paced &
Outspoken

Questioning
& Skeptical



Dwight Schrute

“Everyone follow me to the shelter. We’ve got enough food for 14 days. After that we have a difficult conversation”

Fast-paced &
Outspoken

Questioning
& Skeptical



Daenerys Targaryen

“You are all small men.
None of you are fit to
lead the Dothraki. But I
am, so I will”



**Fast-paced &
Outspoken**

STRATEGIES

**Questioning
& Skeptical**

- Get to the point
- Don't dive too far into the details
- Focus on facts
- Provide solutions
- Exhibit confidence

**Fast-paced &
Outspoken**

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Assertive
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**Questioning &
Skeptical**

**Accepting
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Michael Scott

“Would I rather be
feared of loved?
Easy. Both. I want
people to be afraid of
how much they love

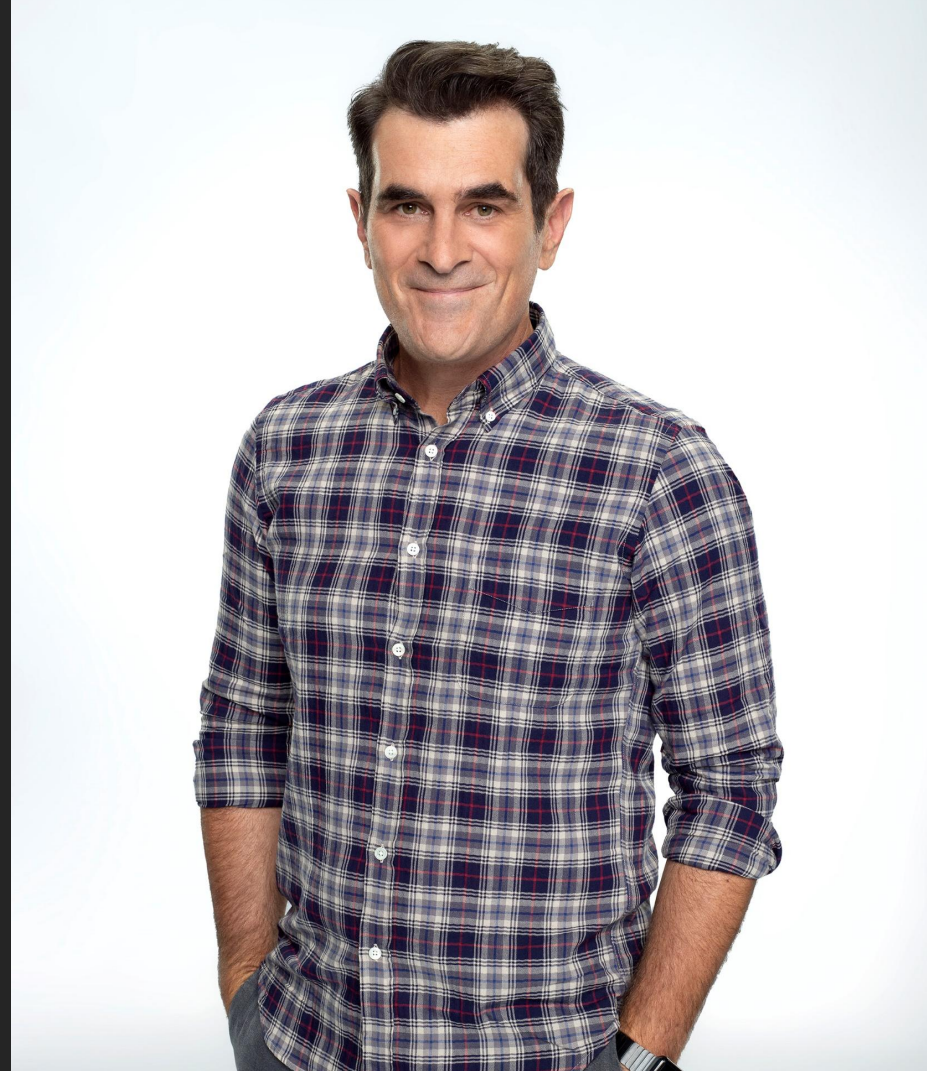


**Fast-paced &
Outspoken**

**Accepting &
Warm**

Phil Dunphy

“It’s going to take more than that to ruin a morning that started out with a whipped cream smile on my waffle”



**Fast-paced &
Outspoken**



**Accepting &
Warm**

Dolly Parton

“If you don’t like the road you’re on, start paving another one”



**Fast-paced &
Outspoken**



**Accepting &
Warm**

STRATEGIES

**Fast-paced &
Outspoken**



**Accepting &
Warm**

- Be open and listen to their ideas
- Keep details to a minimum
- Generate enthusiasm around your ideas
- Share personal stories or anecdotes
- Focus on outcomes rather than processes

**Fast-paced &
Outspoken**

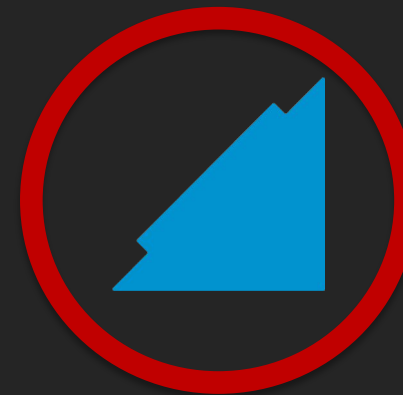
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& Warm**

**Questioning &
Skeptical**

**Cautious &
Reflective**

Moderate-paced
Calm
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Ned Flanders

“Bless the grocer for this wonderful meat, the middle man who jacked up the prices, and let’s not forget the humane but determined boys at the slaughterhouse”



**Accepting
& Warm**

**Cautious &
Reflective**



Princess Diana

“Nothing brings me
more happiness than
trying to help the most
vulnerable people”



**Accepting
& Warm**

**Cautious &
Reflective**



Jon Snow

“They were born on the wrong side of the wall – doesn’t make them monsters”



**Accepting
& Warm**

**Cautious &
Reflective**



STRATEGIES

- Give time to process change
- Create an environment where they don't need to fight to get their opinions heard
- Silence does not necessarily indicate agreement
- Include emotion/feeling in your argument
- Focus on impact to others

**Accepting
& Warm**

**Cautious &
Reflective**



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Objective
Reserved
Challenging

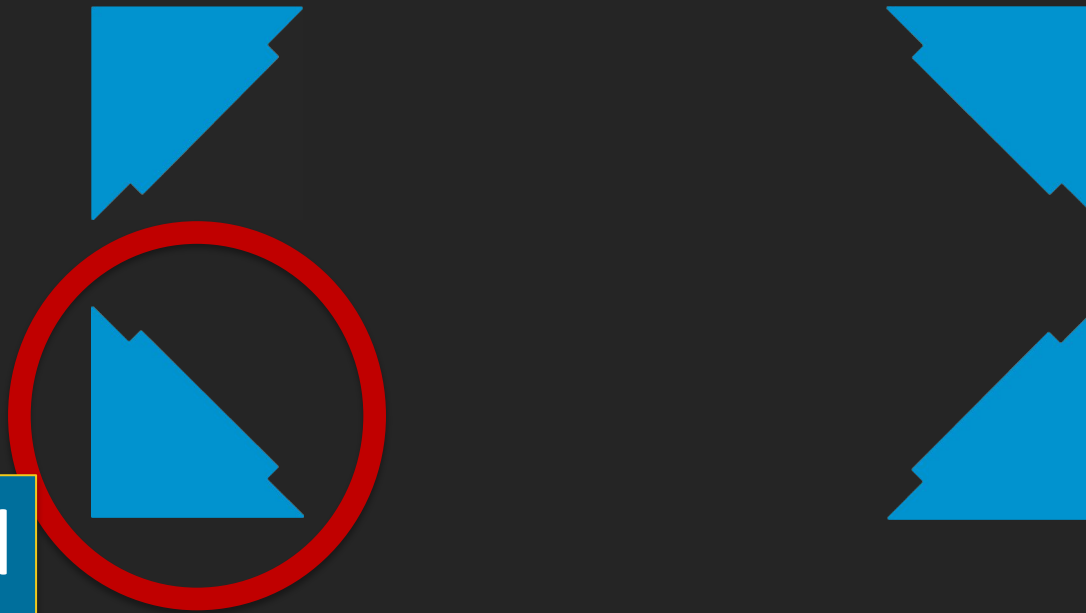
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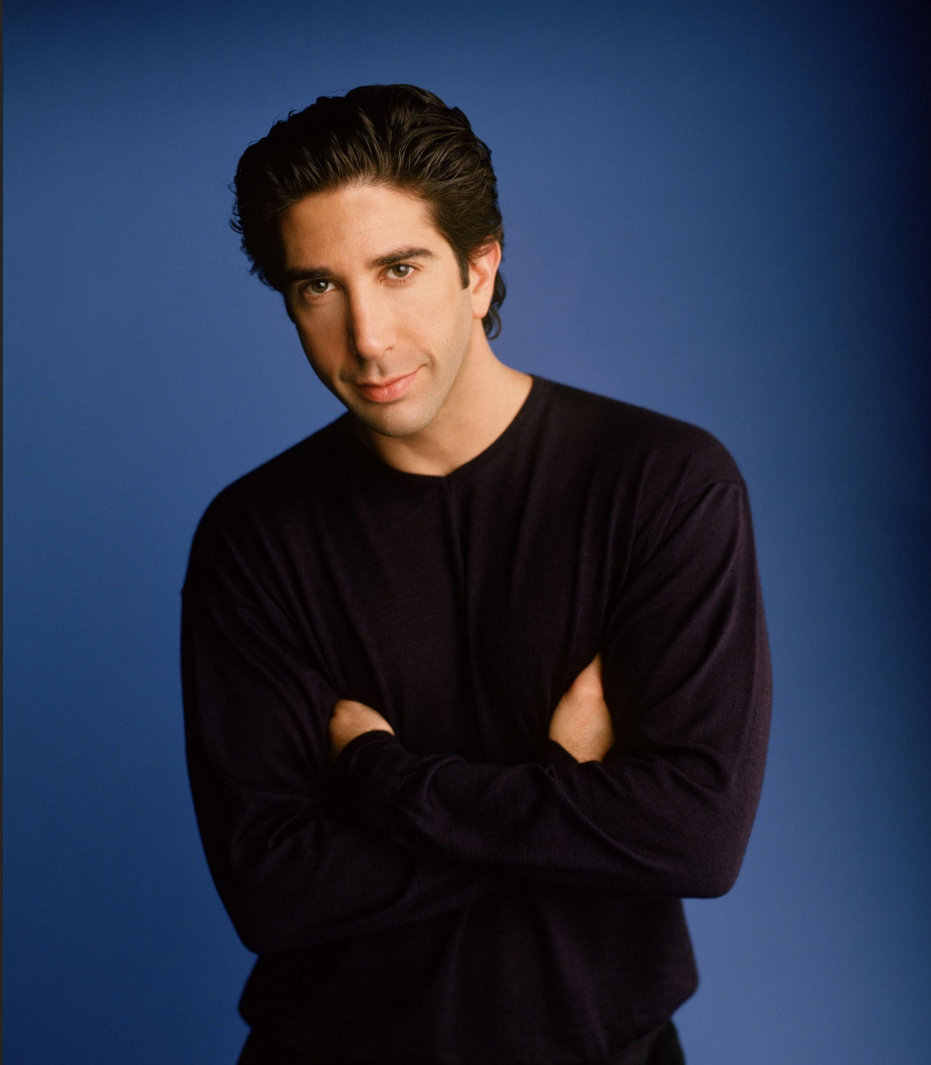
Spock

“Insufficient facts always
invite danger”

Questioning &
Skeptical



Cautious &
Reflective



Ross Geller

“Y-O-U-apostrophe-R-E
means YOU ARE ...
Y-O-U-R means YOUR!”

Questioning &
Skeptical



Cautious &
Reflective



C-3PO

“Chances for survival are
725 ... to 1”

Questioning &
Skeptical

Cautious &
Reflective

STRATEGIES

- Give your conclusions and then outline the process you used to get there
- Come with facts to support opinions
- Build credibility by looking at each side of an issue
- Don't expect immediate buy-in
- Provide some information ahead of time

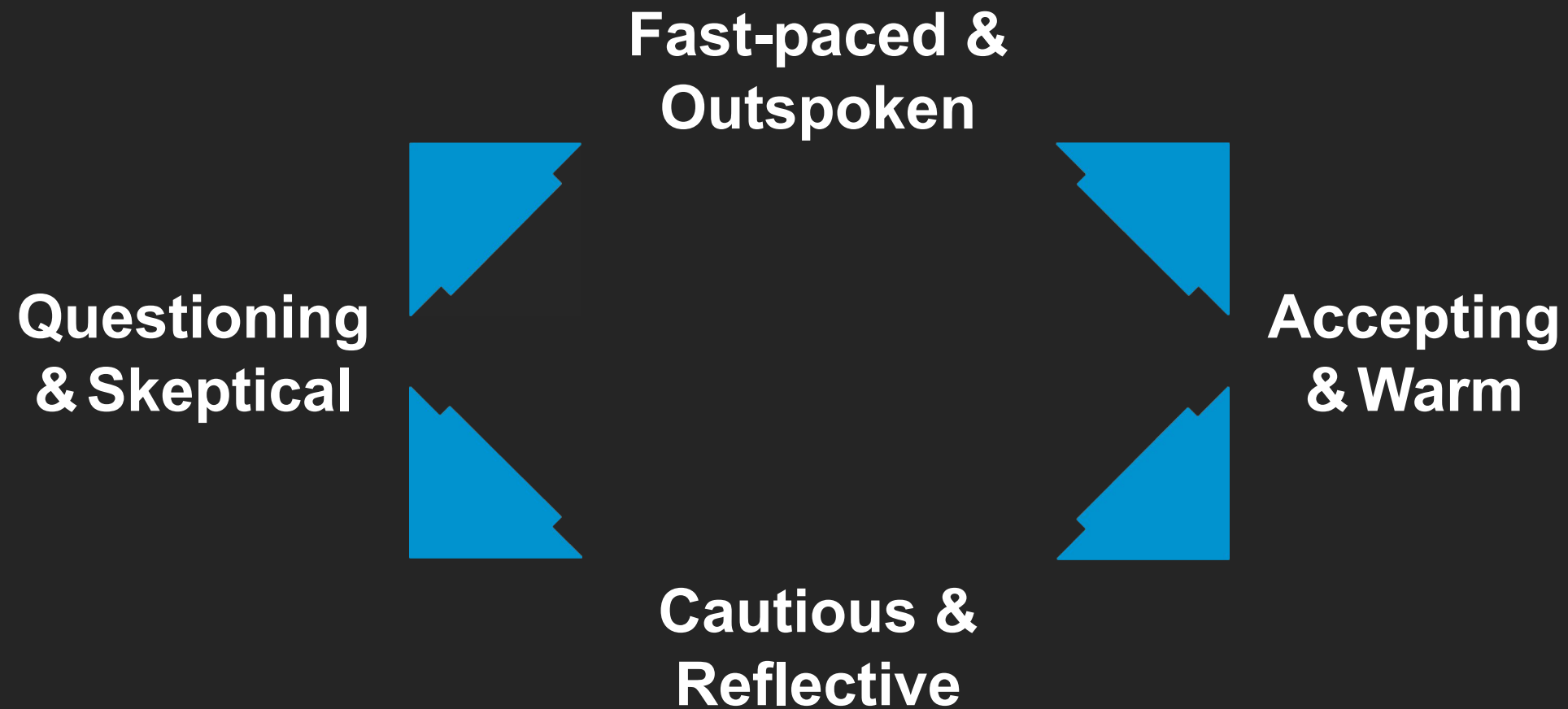
**Questioning &
Skeptical**



**Cautious &
Reflective**

Are People
Really That
Simple?





Dominance

Influence



Conscientiousness

Steadiness

Dominance

Di

iD

Influence

D

Fast-paced &
Outspoken

i

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DC

Questioning
& Skeptical

Accepting
& Warm

EVERYTHING
WORKPLACE®

DiSC®

Si

Cautious &
Reflective

S

Si

CD

C

CS

SC

Steadiness

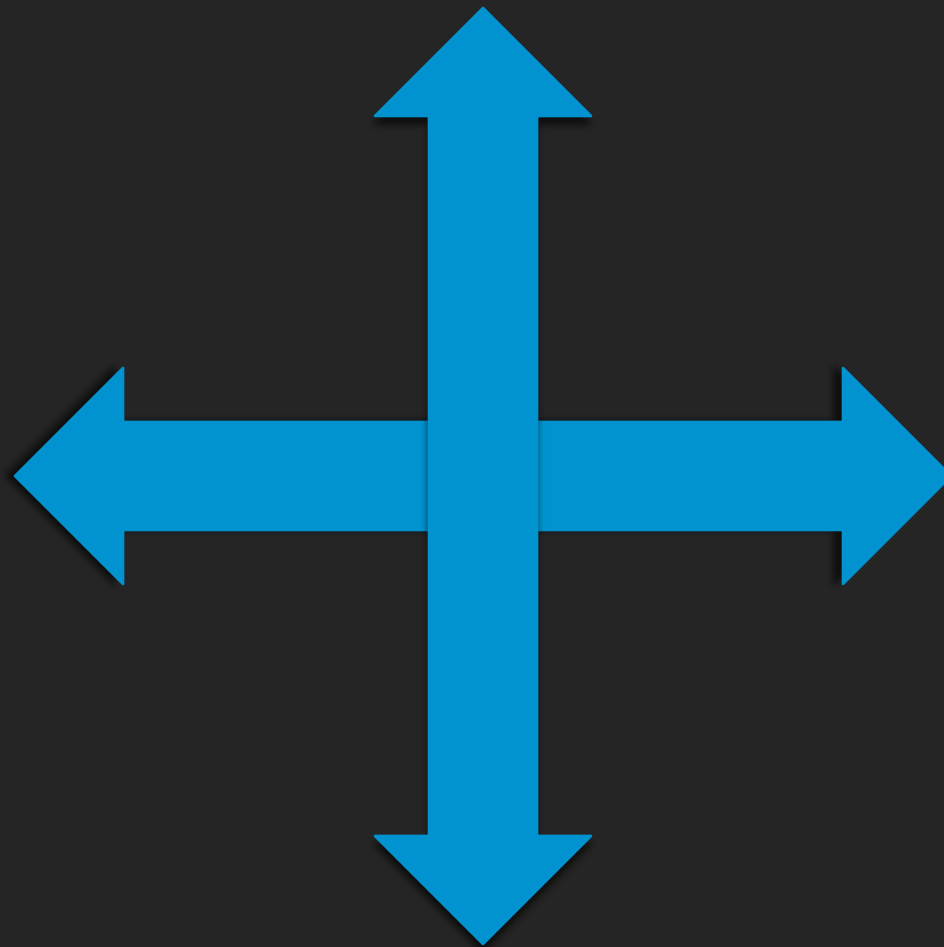
Conscientiousness



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Reflective**



Key Takeaways:

Not everyone
shares your
communication
preferences



Key Takeaways:

There is no
single “best”
communication
style



Key Takeaways:

Use the 2
Questions:

Small changes
to delivery = big
impact for
effectiveness



**Communicate
Like a Boss!**



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Deadline to Register is September 22

Earn Your Non-Profit Leadership Certificate

Learn from Goodman School
of Business professors and
industry leaders.



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Thank you for joining us. Join us next
Wednesday September 23 for
“Small Business Liability, Staying Afloat
Amongst the Chaos”
with Erie Mutual Insurance

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