

# **Effective Communication Tools for Consultants, Engineers, and Technical Professionals**

Presented by

Steven Cerri

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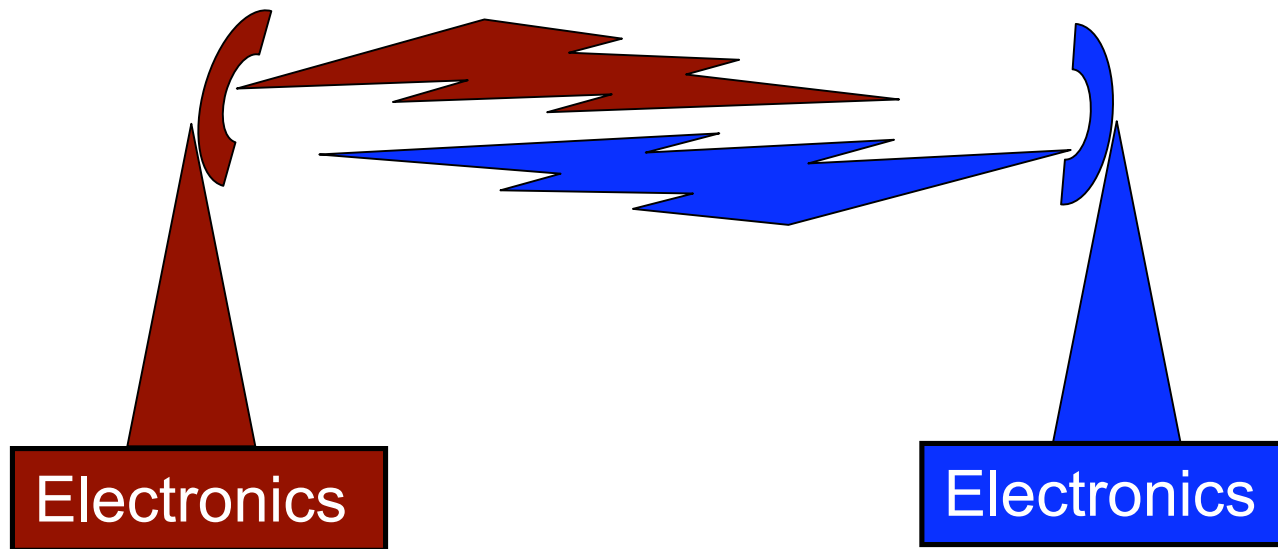
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# The Messages

- **Why are you here tonight?**
  - What do you hope to get out of and from this presentation?
- **Why am I here tonight?**
  - B.S (Aeronautical Engineering), M.S. (Geophysics), MBA
  - Built companies (Space, software, systems engineering, & printers)
  - Coaching, training, consulting (14 years)

# Communication Is Real Time



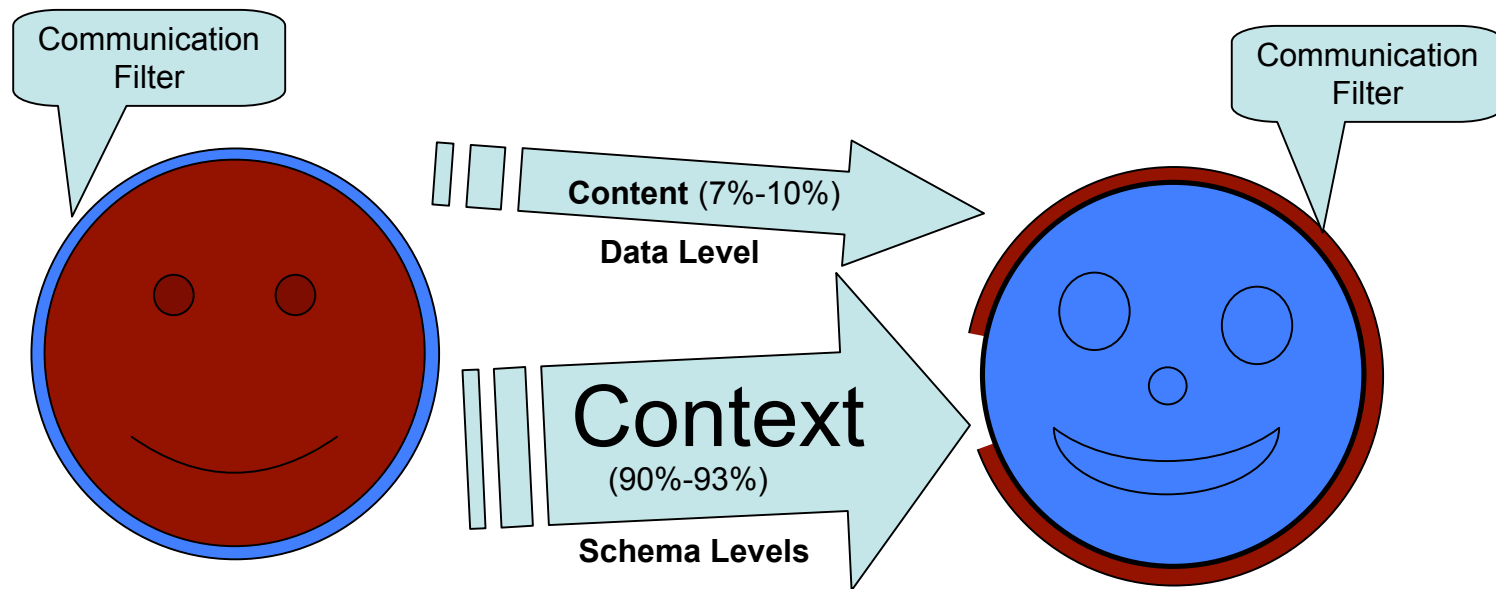
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# Context Is Critical

*(Real-Time Database Transfer With Filters Open)*



**We are most comfortable with those who communicate the “way” we do.**

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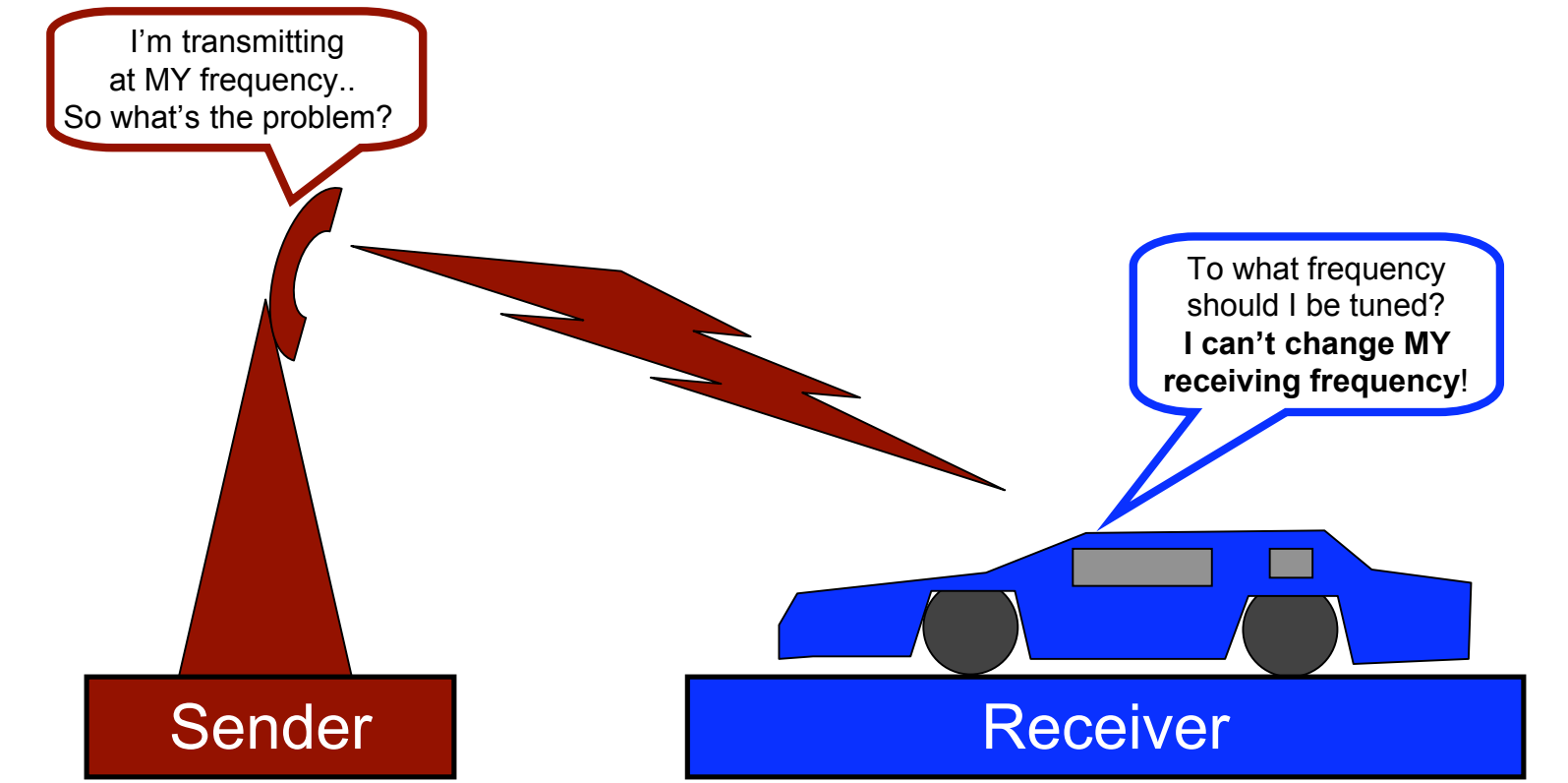
# Is Effective Communication Enough?

Are there differences between these and if so what are they?

- Influence = **move someone to take action**
- Persuasion = **move someone to agree**
- Effective Communication = **heard with open filters**
- Communication = **send your message, ready or not**

# Typical Communication..Doesn't Work

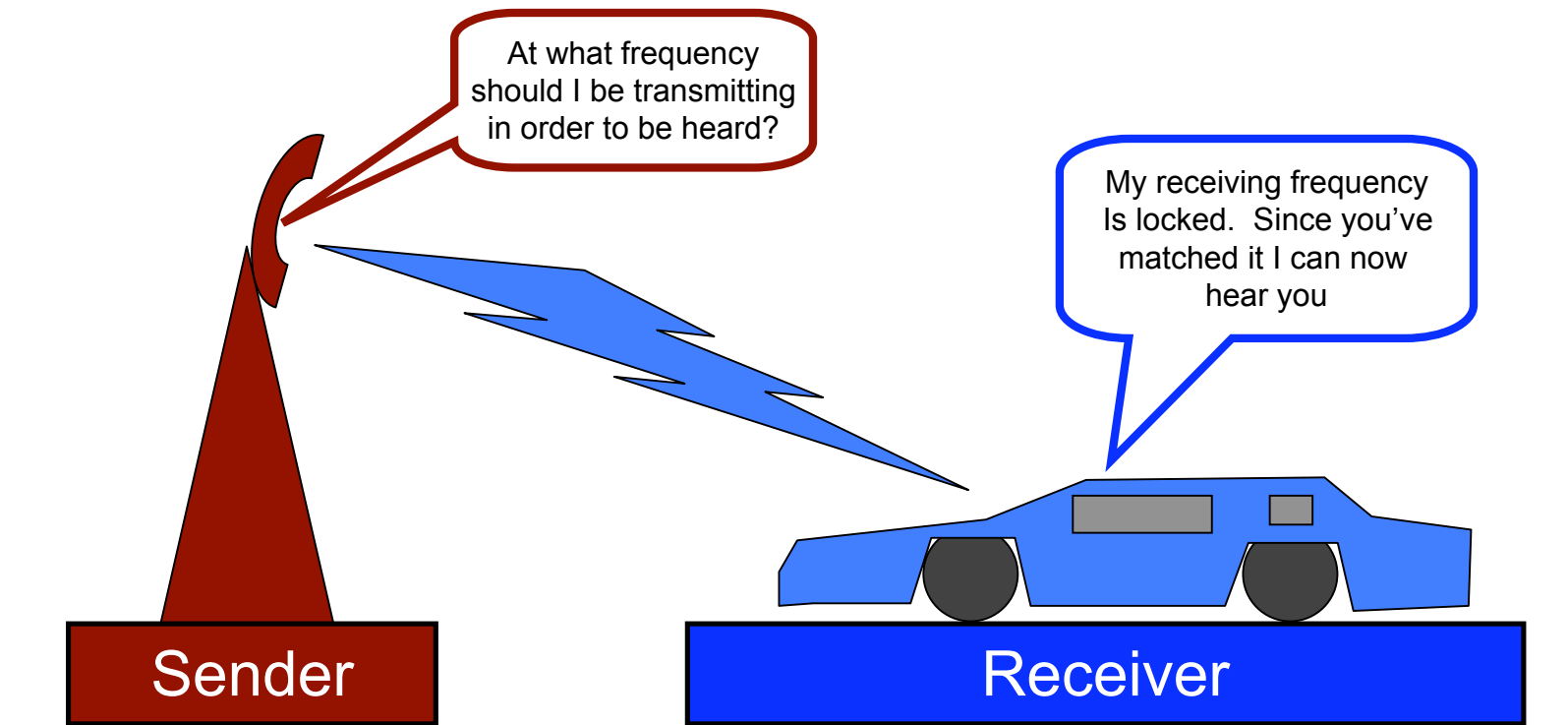
Assumes people are like “car radios”



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# Better Communication..It Does Work

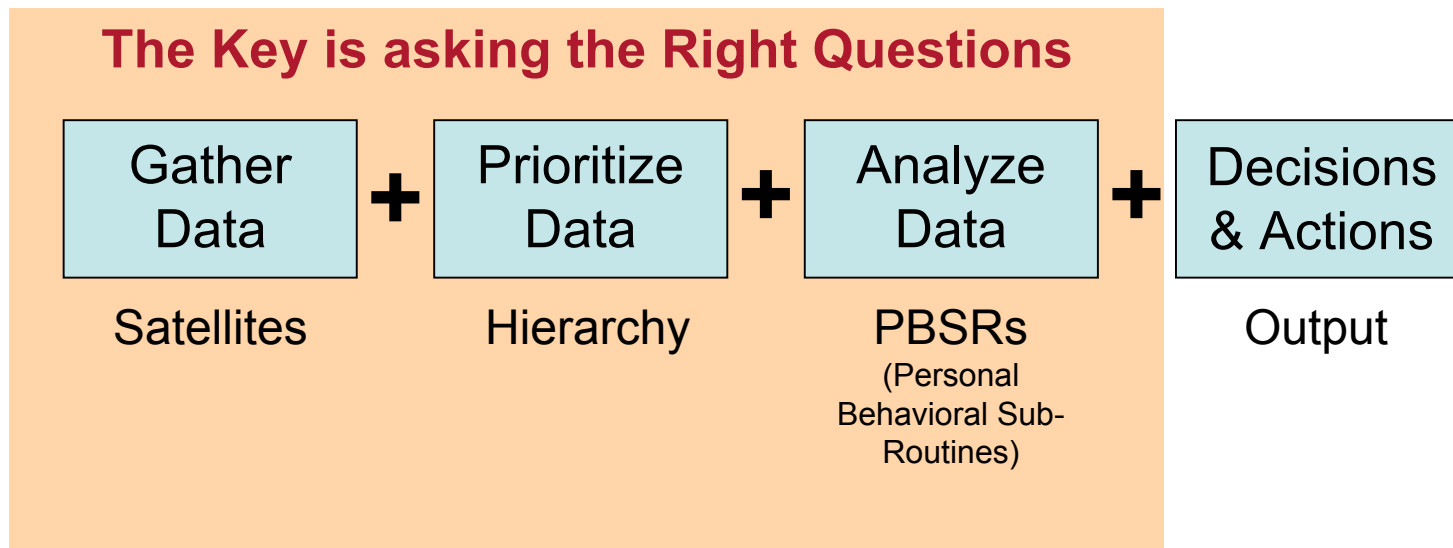
Assumes people are NOT “car radios”



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# Human Communication Is Predictable



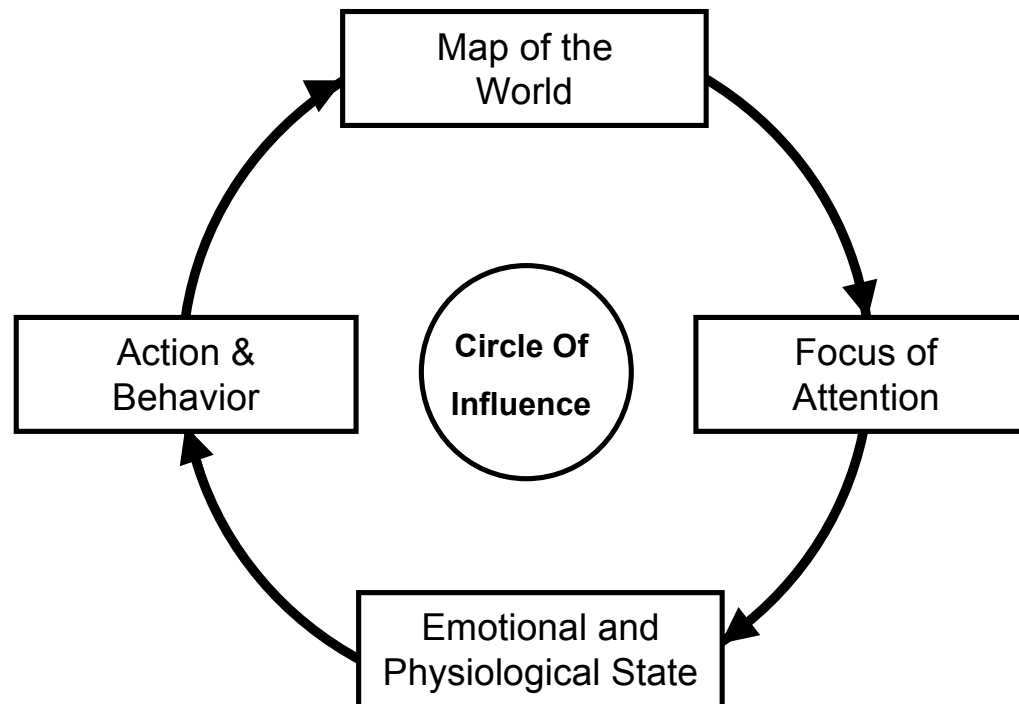
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# Where To Focus To Influence



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# Communication/Influence Pitfall #1

“My ideas are an extension of me, of my identity, and therefore, I must fight for my ideas. An attack on my ideas is a personal attack on me.”

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## Communication/Influence Pitfall #2

“What I say is more important than...How I say it.

I’m paid for being right, for providing correct information. How I say anything is less important than what I say. Data Rules!”

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## Communication/Influence Pitfall #3

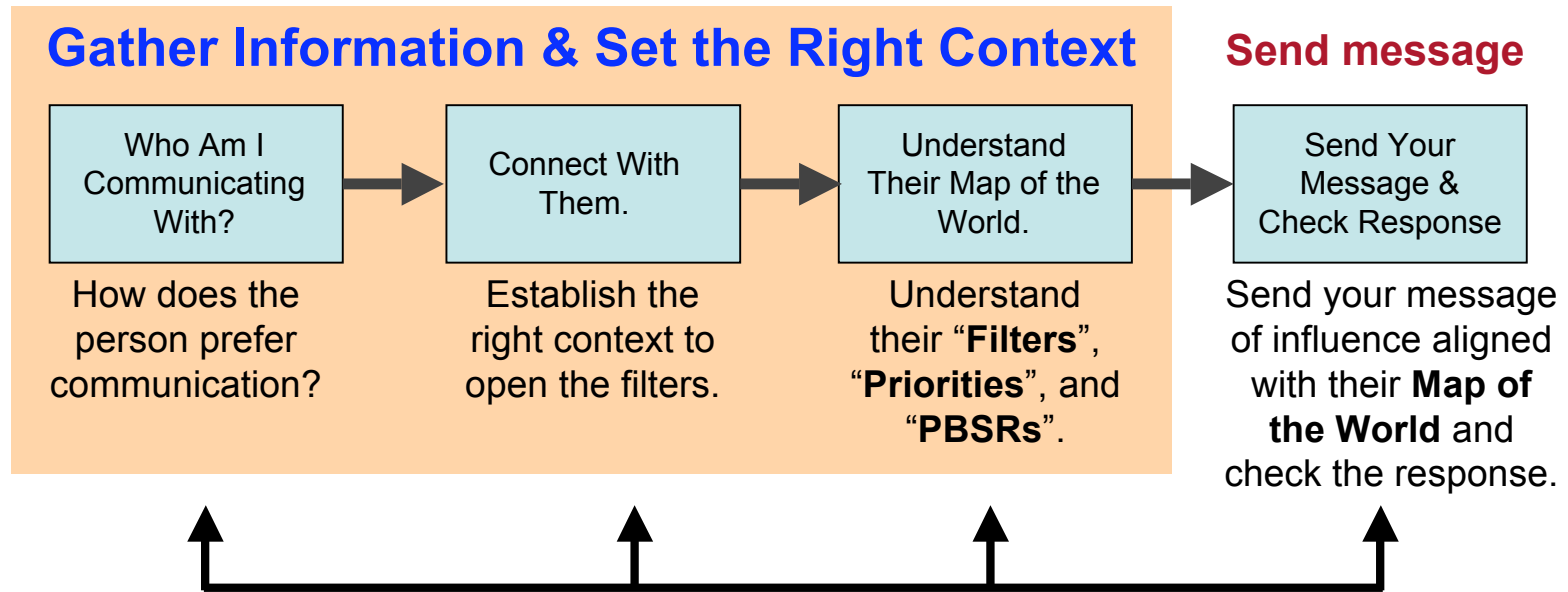
“I don’t want to change myself just to talk to non-technical people. They have something to learn from me. They can come up to my level.”

# Communication/Influence Pitfall #4

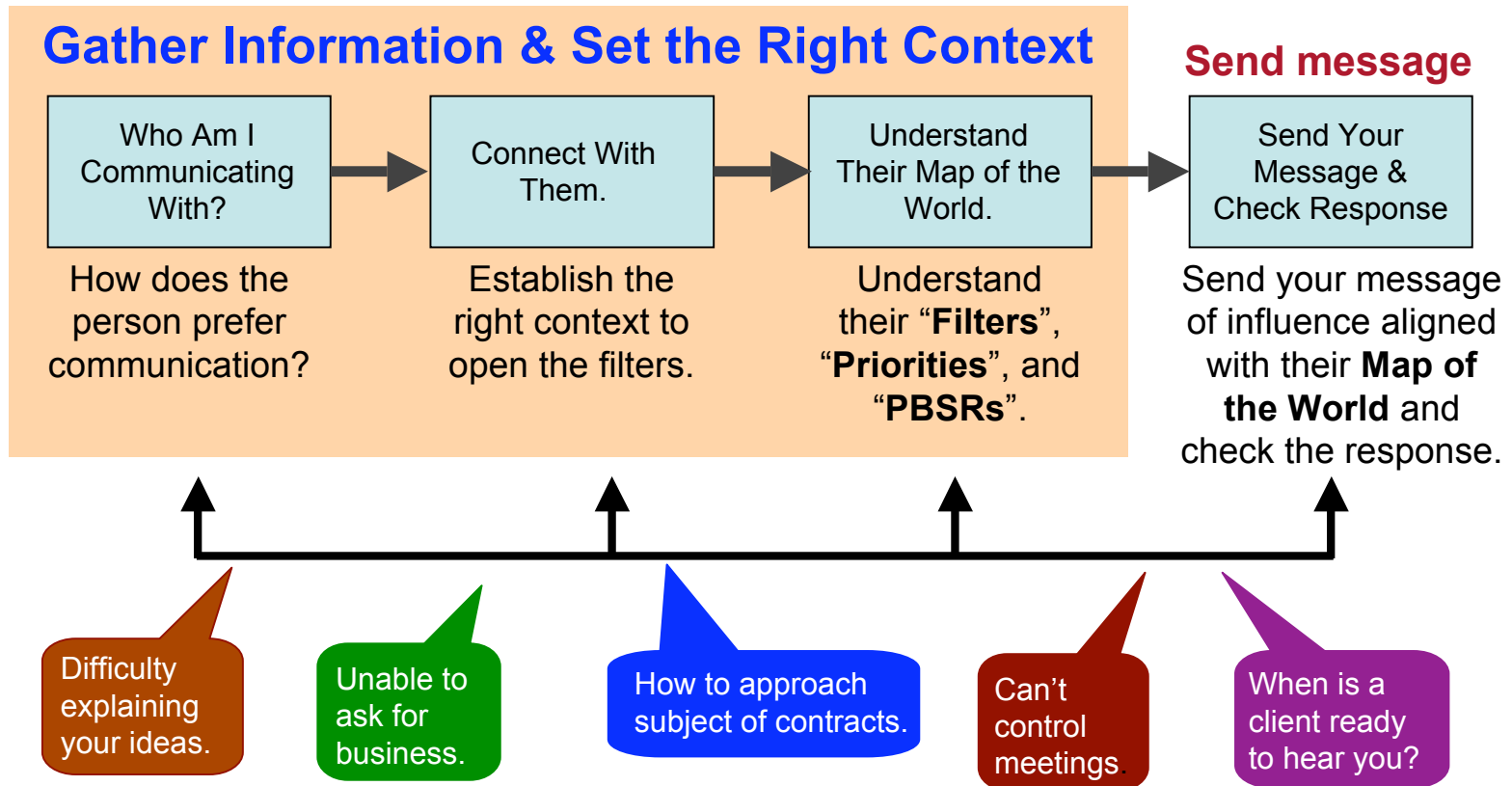
“What got me here...  
will get me there.

Being a good engineer is all I  
need to be successful in this age.”

# Influence: Real Time Feedback Loop



# Influence: Real Time Feedback Loop



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# Communication Tools For Engineers

## Questions

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