Effective Communication Tools for Consultants, Engineers, and Technical Professionals

Presented by
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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
Context Is Critical

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

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

I’m transmitting at MY frequency..
So what’s the problem?

To what frequency should I be tuned?
I can’t change MY receiving frequency!
Better Communication..It Does Work

Assumes people are NOT “car radios”

At what frequency should I be transmitting in order to be heard?

My receiving frequency Is locked. Since you’ve matched it I can now hear you
Human Communication Is Predictable

The Key is asking the Right Questions

Gather Data + Prioritize Data + Analyze Data + Decisions & Actions

Satellites + Hierarchy + PBSRs (Personal Behavioral Sub-Routines) + Output
Where To Focus To Influence

- Map of the World
- Circle Of Influence
- Focus of Attention
- Emotional and Physiological State
- Action & Behavior
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.”
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!”
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

Gather Information & Set the Right Context

Who Am I Communicating With?

How does the person prefer communication?

Connect With Them.

Establish the right context to open the filters.

Understand Their Map of the World.

Understand their “Filters”, “Priorities”, and “PBSRs”.

Send message

Send Your Message & Check Response

Send your message of influence aligned with their Map of the World and check the response.
Influence: Real Time Feedback Loop

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Difficulty explaining your ideas.
Unable to ask for business.
How to approach subject of contracts.
Can’t control meetings.
When is a client ready to hear you?
Communication Tools For Engineers

Questions