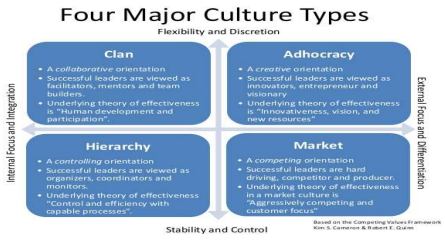
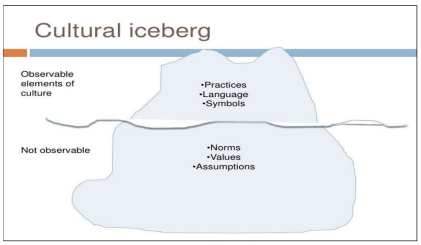
Learning Outcome for this Session

- The ability to clearly convey messages to an audience that avoids confusion and ensures the intention of the message is fully understood (over-communicate) so that real change occurs and lasts.

4 Types of Organizational Cultures/DNA



Organizational Culture: Above & Below Iceberg

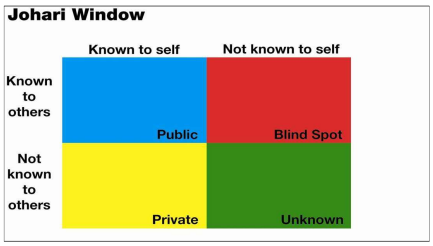


Experience Extraordinary PPAI EXPO

Tool 1: SWOT: Where do YOU start?

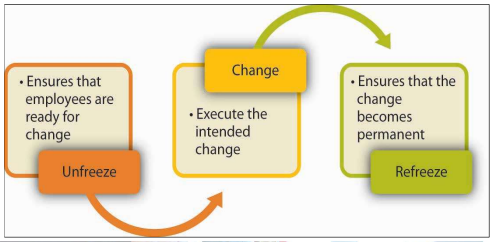
Experience Extraordinary PPAI EXPO

Tool 2: Determine the Blind Spot



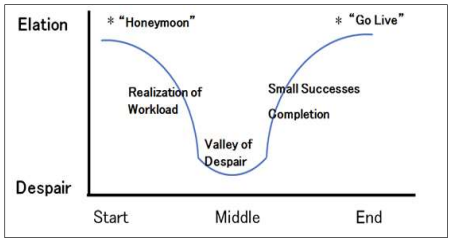
Experience Extraordinary PPAI EXPO

Organizational Change Process (Lewin)



Experience Extraordinary PPAI EXPO

Change Process in Action



Experience Extraordinary PPAI EXPO

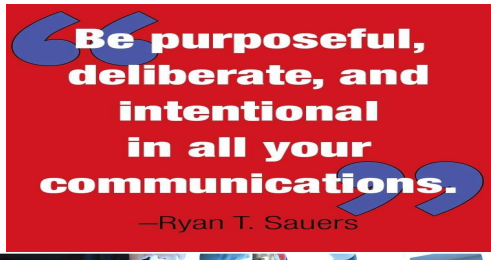
4 P's & Change Process

- **Purpose of Change**
  - Idea/reason for the change
- **Picture of Change**
  - Outcome of how things will look/feel
- **Plan for Change**
  - Step by step strategy to achieve change
- **Part to Play in Change**
  - What everyone will do to contribute to change process

Experience Extraordinary PPAI EXPO

Impersonal/Multitask/Loud/No Attention Span

Overcommunicate and Create Change=



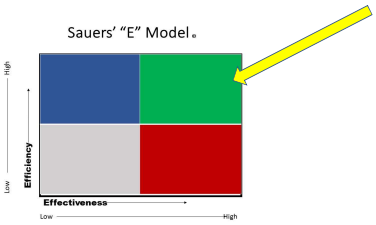
Experience Extraordinary PPAI EXPO

VARK Solutions/Things to Consider

- Understanding/Using Learning Styles to Create Change
  - **Visual**
  - **Auditory**
  - **Kinesthetic**
  - **Reading/Writing**

Experience Extraordinary PPAI EXPO

Efficient & Effective Communication



Experience Extraordinary PPAI EXPO

5 Way Change: Overcommunicate Messages

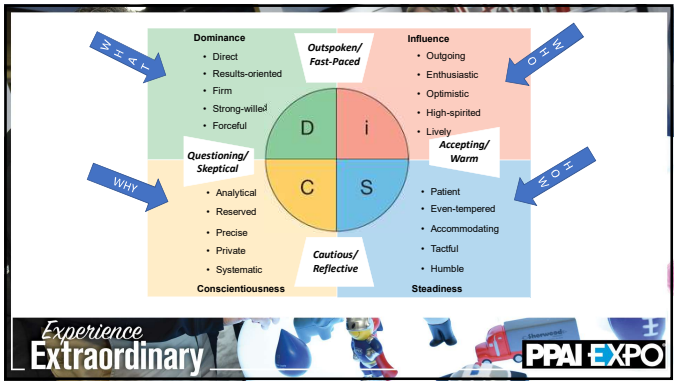
1. State things Simply
2. Cast things Credibly
3. Repeat things Regularly
4. Celebrate them Routinely
5. Embrace them Personally

Experience Extraordinary PPAI EXPO

Things to Consider in Communicating

- WHO?
- WHAT?
- WHERE?
- WHEN?
- WHY?
- HOW?

Experience Extraordinary PPAI EXPO



Change: Real World Application

- Repetition to Redundancy
- *DWYSYWD!*
- Use all Channels...
- Move from *Confusion* to *Clarity*
- 7-8 touches/mentions
- Perception is Reality in Communications
- Don't Assume Understanding!

Experience Extraordinary
PPAI EXPO

Communications Change Process

- Communicate just one message at a time.
- Express your message in clear language.
- Detailed messages need to be written.
- Verbal messages should contain minimal content.
- Provide examples to support your message.
- To Ensure Understanding ask: *"Tell me what you just heard."*
- Ask the receiver to do something in response to the message. *Call for Action!*

Experience Extraordinary
PPAI EXPO

Overcommunicate & Create Change

- Encourage
- Honest
- Inspiring
- Genuine
- Consistent
- Caring
- Competent
- Vision
- Clear
- Listener

Experience Extraordinary PPAI EXPO

Model to Assess: Success of Change

Experience Extraordinary PPAI EXPO

Ryan Sauers: President
Sauers Consulting Strategies

- Twitter: @RyanSauers
- YouTube: @RyanTSauers
- Linkedin: @RyanSauers
- Instagram: @RyanTSauers
- FB: @SauersConsulting
- RyanSauers.com
- Ryan@RyanSauers.com I 678-825-2049

Experience Extraordinary PPAI EXPO