

A woman with long brown hair, wearing a teal denim jacket over a black top and blue jeans, is smiling and holding a silver laptop. She has a headset with a microphone. The background consists of a red brick wall on the left and a dark wooden door with glass panels on the right.

PRODUCTIVE COMMUNICATION

— Jennifer Oliver Brown —

SpeakingREAL Communications Consulting

BeingREAL

Why does this matter?

- ▶ Positive communication has an incredible ROI; paying long-term dividends in loyalty, output, innovation, engagement, and more.
- ▶ “...the number one factor in job satisfaction is not the amount of pay we receive but whether or not we feel appreciated and valued for the work we do...” -Society of HR Management 2018 survey
- ▶ A Glassdoor survey found four out of five employees (81%) say they are “motivated to work harder when their boss shows appreciation for their work.”
- ▶ US Dept. of Labor statistic: 64% of Americans who leave their jobs do so because “they don’t feel appreciated.” It is expensive and time-consuming to retrain and rehire quality talent.
- ▶ “Next to physical survival, the greatest need of human being psychological survival, to be understood, to be affirmed, to be validated, to be appreciated...” - Steven Covey

Does this sound familiar?

*Are there times that you do NOT feel valued or appreciated at *****?*

- ▶ “...I am never acknowledged as doing a good job or providing excellent care to patients... I understand meetings are to improve the work place but usually negativity doesn't motivate employees.”
- ▶ “It is more about what is not said. Any feedback is better than none.”
- ▶ “We are in a small office and work closely together. It would be very nice to have them interested in me personally once in a while. All work always.”
- ▶ “I feel like my extra effort is over looked...seems hard to be noticed unless mistakes are made.”
- ▶ “I've been left out of office lunches and coffee runs making me feel like the office does not realize I'm there working.”
- ▶ “I'd rather have direct communication when there are any concerns than be *spoken about indirectly*...if I do anything wrong I'd like to be told as soon as possible, so I can fix it.”

Appreciation pays

- ▶ Now that we know this (awareness is half the battle-commit to an appraisal) - what are the implications of OUR communicational skillset?
- ▶ Ask yourself? Do I communicate in a way that affirms, motivates, and promotes confidence and competence? Does my organization?
- ▶ How does this principle show up in ALL areas of my life? Do I communicate in a way that fosters affirmation or reinforces the value found in my partner, kids, family members, and friends?

How do we do this?

- ▶ Address the individual to the degree you can. Global messages of appreciation are less effective.
- ▶ Catch people doing things right and be specific in your admiration and appreciation.
- ▶ **Recognition** is typically geared toward work performance and **Appreciation** conveys that they are person of value.

Five Languages of Appreciation

- ▶ Words of Affirmation - meaningful, use multiple formats
- ▶ Quality Time - undivided attention, spend time taking interest in non-work related conversation, team outings
- ▶ Acts of Service - do something to make their day easier, schedule based on *their* need, supply properly in staff and equipment
- ▶ Tangible Gifts - lunch, gift cards to a preferred vendor, special items from home
- ▶ Physical Touch - handshake, pat on back, hug, virtual high-fives, eye contact, smile

How may I collaborate with you?

Is your communicational skillset impacting your personal and professional life in a positive way?

Call, click, or email for a 45-minute phone/Zoom consultation to discuss your goals. I can answer questions you may have and make recommendations.

I offer private coaching, WOMANSPEAK Circles, and group training based upon your particular needs.

The consultation is my gift to you, and a simple first step in deciding whether we move to the “dating” phase in our relationship:)

You can reach me at:
jennifer@beingreal.me

916-412-1880

www.beingREAL.me



BeingREAL