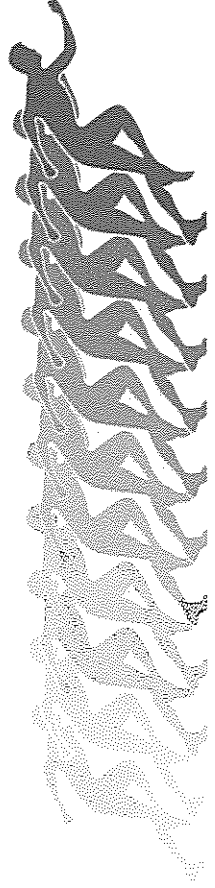


# Leadership & Communication

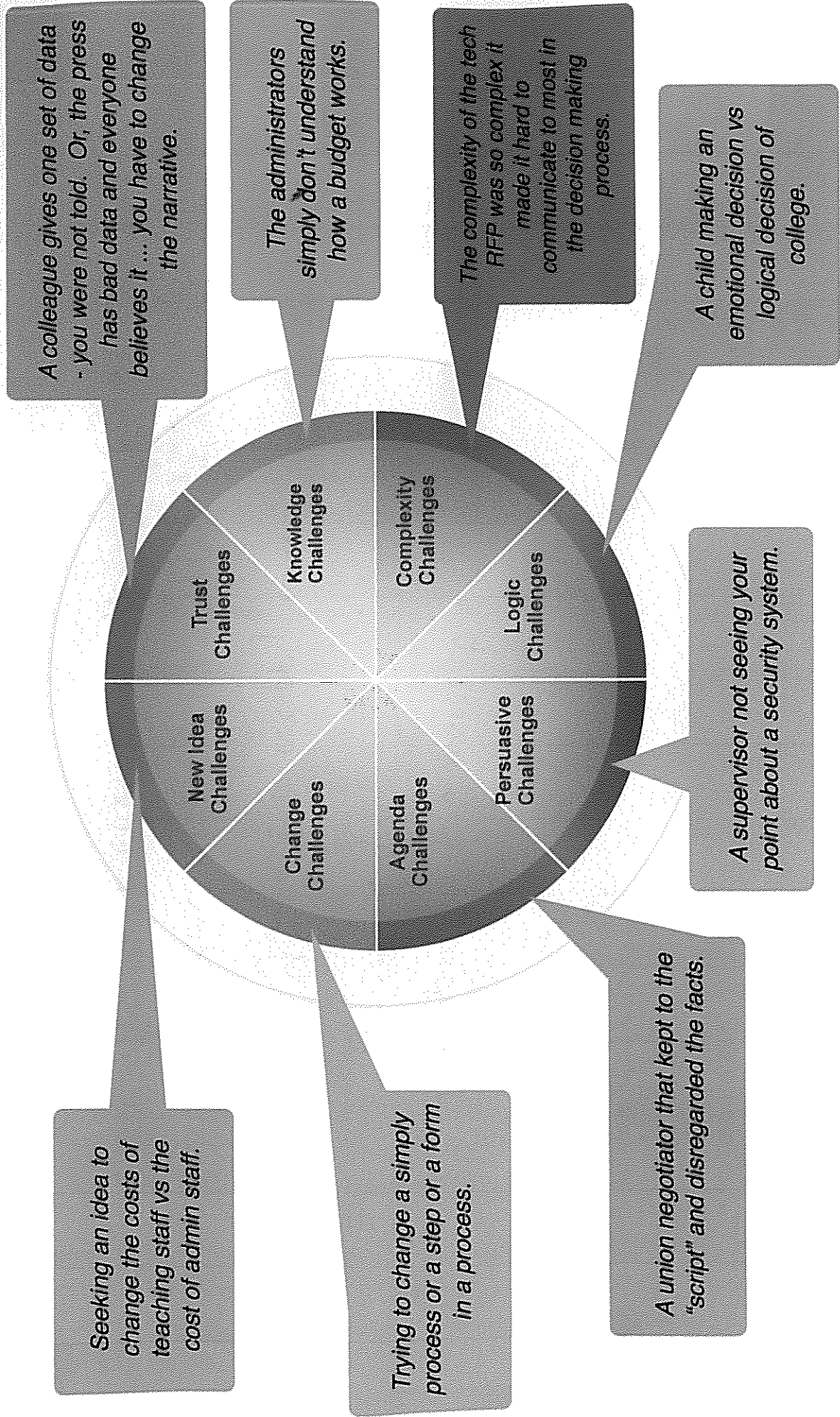
ComfortZone Meetings  
Failure Selling  
Science Art  
Nerves Presentations  
Fear of Failure  
Audience  
Mentoring  
Slides  
Nervous  
Organization  
Talks  
Dialogue  
One Way  
Thinking  
coaching  
Talent  
Professionals  
Colleague  
Conferences  
Structure  
Learning  
Success  
Training  
Questions  
Speech  
Public Speaking  
Practice  
Authenticity  
Friends  
Listen

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# Examples of Strained Communication





# The Story Behind Great Communication

**Remember - no matter the reason for the presentation, you are telling a story you believe should be told!!**

*Before the presentation*

*Know your audience*

*You need to know the goal of your audience - goal association work.*

*Know your material*

*Remember, great stories are told in chapters, but have one plot, with many sub-plots.*

*Don't get lost in the mechanics of the presentation. Make sure no one part captures your entire focus.*

*.5"*

*8" outer margin*

*Body Text  
10 or 12pt  
Justified*

*Study the greatest presenters/speakers (you will see they are great story tellers) - it is how you improve*

*They invoke the intellect - inform them*

*They invoke emotion - engage them*

*They invoke the will - challenge them*

*During the presentation*

*Engage your passions*

*What is your unwritten; unpublished; norm of life - this norm largely predicts how you formulate your stories*

*Engage your audience*

*Don't abuse your role as the "chief" story teller - remember that others have something to add that can enrich the story.*

*After the presentation*

*Provide more building material*

*Provide a builder*

*Make yourself available to coach others - your willingness to present obligates you to be their coach*

**GREAT COMMUNICATION AND THE SOFTWARE OF OUR PERSONALITY**

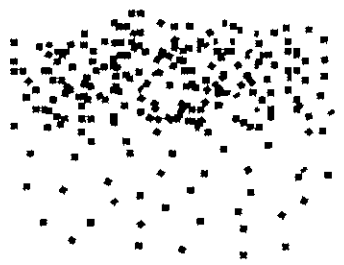
**(GOAL ASSOCIATION WORK)**

<b>ARCHETYPE</b>	<b>RESPONSE</b>	<b>RESPONSE</b>	<b>ARCHETYPE</b>
<b>WARRIOR</b>	Fights to win and be the best and will want to be challenged	Helps others and wants to find a way to help them reach their journey in life	<b>CAREGIVER</b>
<b>INNOCENT</b>	Sees hope and possibility and will want solutions presented	Spots danger and is vigilant and will mistrust if dangers are not exposed	<b>ORPHAN</b>
<b>SEEKER</b>	Seeks to find new solutions and will tire of the same o' same o'	Wants to embrace the past and feel attached to comfortable and known	<b>LOVER</b>
<b>DESTROYER</b>	Wants to move on and let go of the things that are wasteful and useless	Wants to create something tangible and practical that they can incorporate	<b>CREATOR</b>
<b>RULER</b>	Wants to structure life based upon rules and policy and procedure	Wants to live life based upon inward discover and transformational change	<b>MAGICIAN</b>
<b>SAGE</b>	People need to know what they are talking about and are serious about learning	People need to have fun and life is to be enjoyed - learning should be fun	<b>JESTER</b>

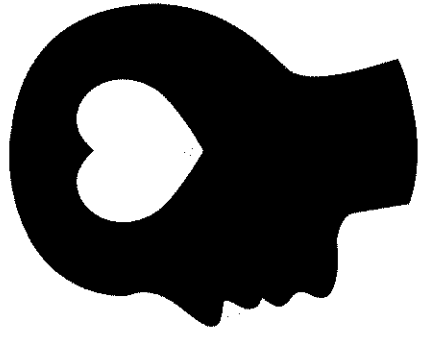
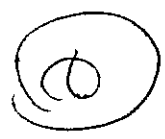
COMMUNICATION AND THE HARDWARE OF OUR PERSONALITY



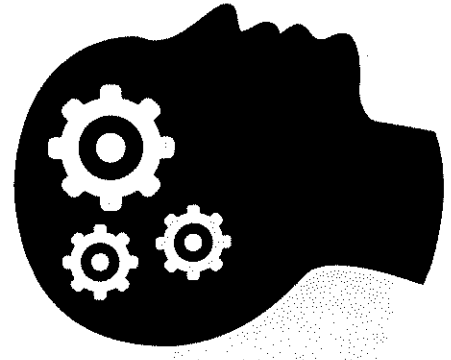
Patterned-Big-Picture Data



Specific Detailed Data



Relational Decisions



Rational Decisions



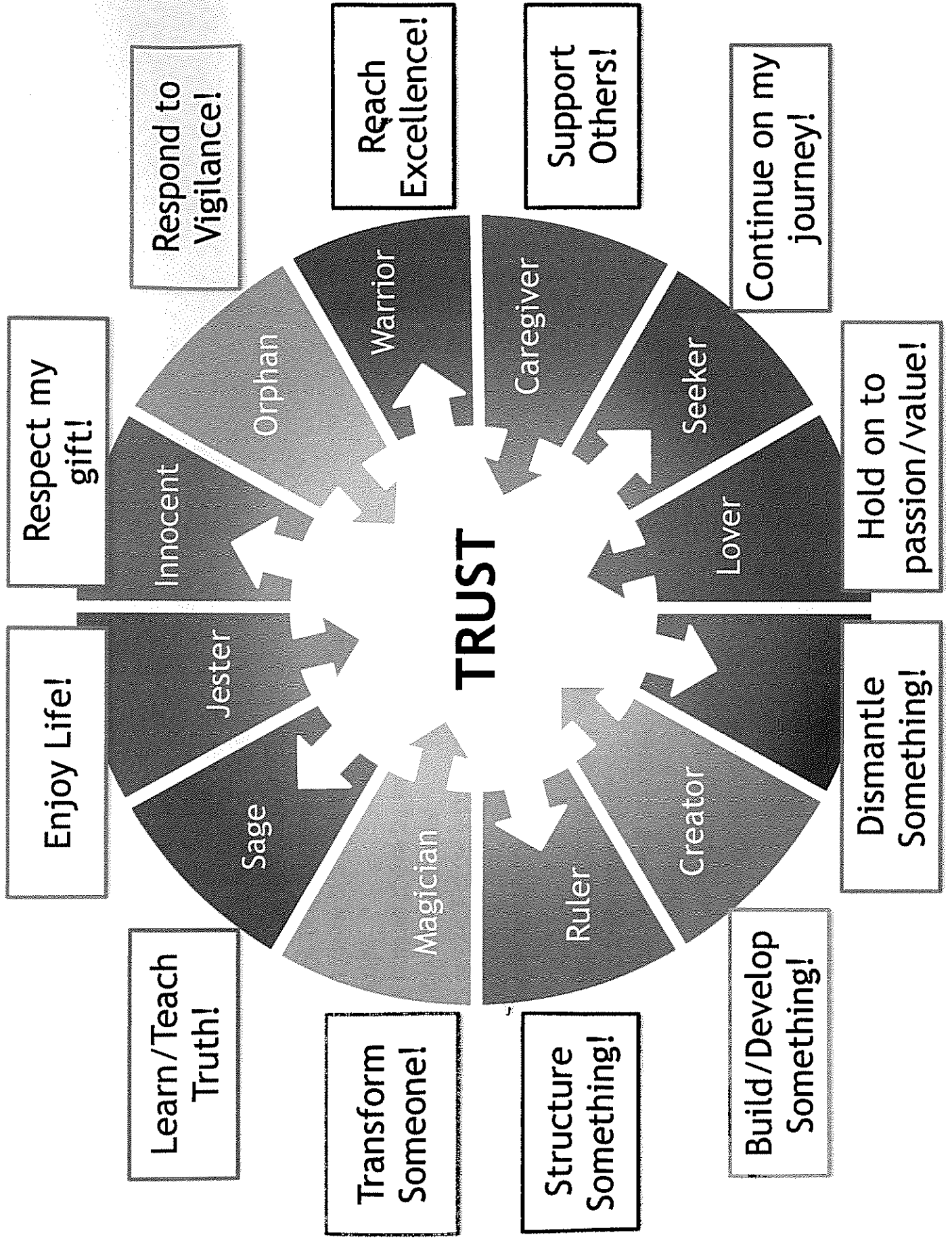
**DICHOTOMY****RESPONSE****RESPONSE****DICHOTOMY**

<b>SENSOR</b>	<p>Needs details. Wants to know what, when, where, and how. Need to see all the back ground and prefers to ask questions to find the information they need.</p>	<p>Need to see the big picture. Wants to know the why behind things and notices patterns. They learn from patterns and from picture form.</p>	<b>INUTITIVE</b>
<b>THINKER</b>	<p>They are analytical in nature and want to approach things in a rational manner. They learn through logical deduction.</p>	<p>They are emotional in nature and want to approach things in a relational manner. They learn through emotional reaction.</p>	<b>FEELER</b>



**GREAT COMMUNICATION AND THE TEMPERAMENTS OF OUR PERSONALITY**

TEMPERMENT	TEACHING PREFERENCES	LEARNING PREFERENCES
<p>NF (12 % of the Population)</p> <p>Sanguine - Blue</p>	<p>Committed to students • Mobilizes students talents • Interaction over lecture • Empathic to class environment • Prefer small groups • Accept all students</p>	<p>Need acceptance • Enjoy group interaction • Prefer cooperation over competition • Learn best in fact-to-face dialogue</p>
<p>NT (12 % of the Population)</p> <p>Choleric - Green</p>	<p>Design curriculum • Stretch student's minds • Teach knowledge over values and attitudes • Can sound impatient • Expect competency</p>	<p>Interested in principles and logic • Enjoy developing own ideas • Need constant success experiences • Exerts standards/bars</p>
<p>SJ (38% of the Population)</p> <p>Melancholic - Gold</p>	<p>Responsible and dependable • Present sequentially • Impatient with disruptive students • Expect time and schedule to be honored • Loyal to the organization</p>	<p>Value responsibility and dependability • Prefer structured class • Need organization • Do well with workbook • Expect teachers to teach and students to follow</p>
<p>SP (38% of Population)</p> <p>Phlegmatic - Orange</p>	<p>Value activity, risk and fun (apt to use drama) • Very spontaneous • Do the unexpected • Entertaining and attractive presentations • Not many in formal education</p>	<p>Entertainer, free spirit • Immediate, short attention span • Need physical involvement • Action team oriented • Thrive on verbal/visual</p>





## FINAL NOTES

### Final thoughts

### Your "What do I work on first":

Radom thoughts:

1. A listening audience has been conditioned to see movement and quick transitions - keep it moving!
2. A listening audience want less than you think you need to bring - keep it to a single thought!
3. A listening audience get more from pictures than from words - keep it visual!
4. A listening audience is moved more by emotion than wisdom (regretfully) - keep it true!
5. A listening audience is sucked in by a pregnant pause - slow your pace!
6. A listening audience wants to laugh - keep it enjoyable!
7. A listening audience doesn't want to just listen, they want to participate - keep them involved!
8. A listening audience wants to know if you are listening to them - stay empathetic!
9. A listening audience loses energy each minute you speak - you must bring them energy with each word you speak!
10. A listening audience needs to know it is okay to be transparent - you must set the example for transparency - don't be afraid to show you're human!