

COMMUNICATING WITH **IMPACT**

A LEADER'S GUIDE TO COMMUNICATION

"Apply this process and increase the impact of your communication."
Mark Sanborn, New York Times Bestselling Author of *The Fred Factor*

COMMUNICATING
WITH **IMPACT**



Effectively Communicate Ideas and Achieve Greater Results
A powerful six-step process for presentation & speaking skills,
media training, and tools for interpersonal communication

PATRICK DONADIO, MBA, CSP, MCC

Patrick J. Donadio, MBA, CSP, MCC

What is your biggest
**Communication
Challenge?**

Write on Handout

**Goals/
Action
Ideas**



ACTION IDEAS

Grab a Pen...

**Write down ideas you can use
tomorrow to improve your
communication skills!**





ACTION IDEAS

**Rate yourself on
each IMPACT Principle**



**Almost
Never**

**Almost
Always**

1

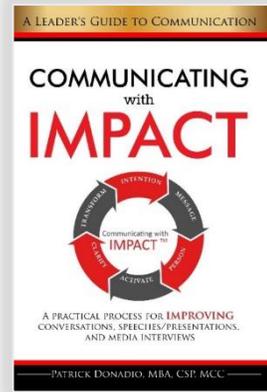
2

3

4

5

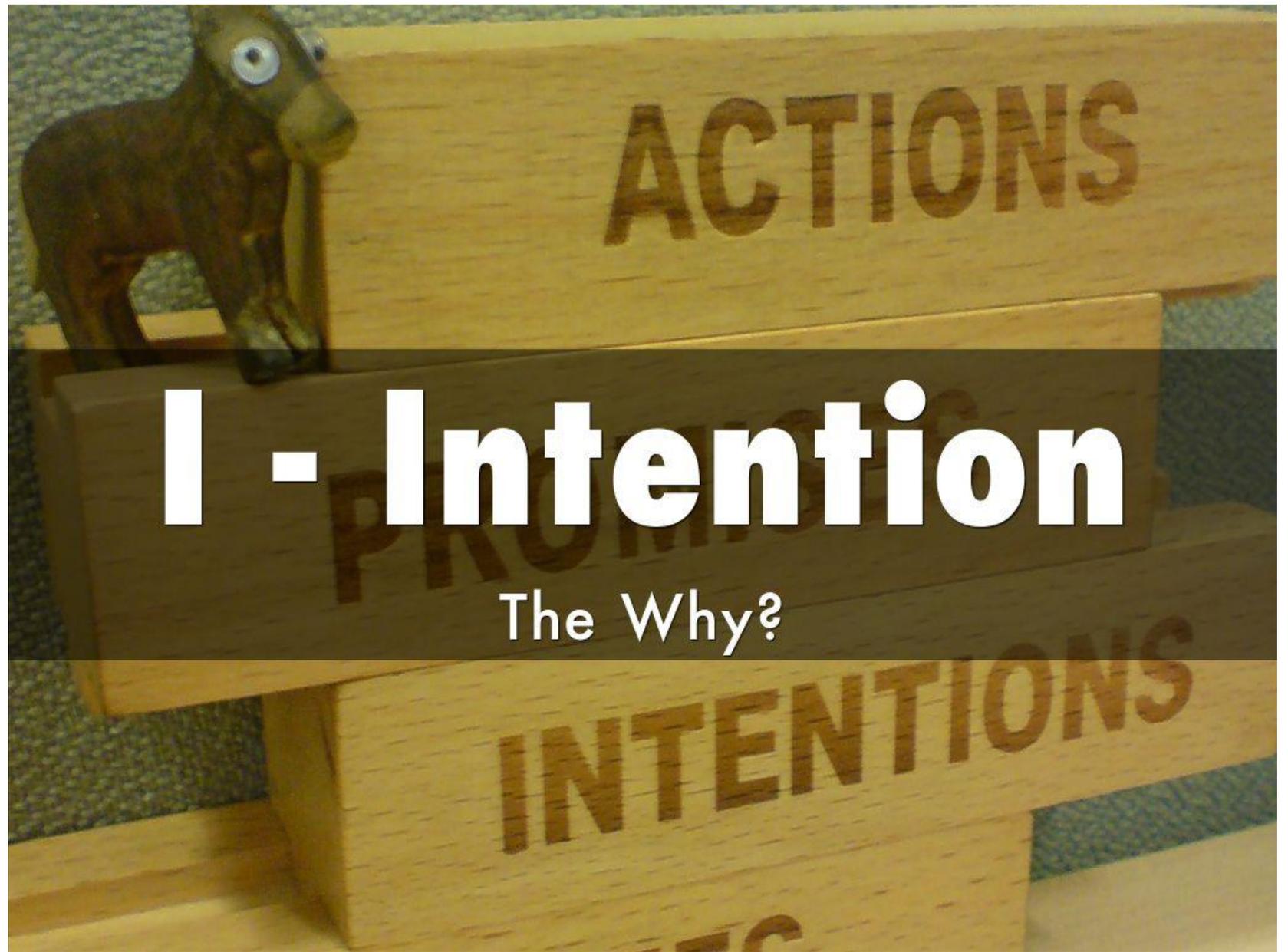
IMPACT Principles



Plan the Message

Activate the Message

I	Intention Why Communicate?	A	Activate Engage the Receiver?
M	Message What is the Message/ Method?	C	Clarify Message Understood?
P	Person Who is the Receiver?	T	Transform Achieve Your Intention?



I - Intention

The Why?

I-Intention

I – Intention (Why?)



What is the Intention/Outcome?

LFI Model

I-Intention

Organize
Your
Thoughts

- Talk About _____ (Message)
- To _____ (Person)
- So they will _____
(Activate - Think/Feel/Do)
- By _____ (Date) (Transform)

Can you have multiple Intentions?

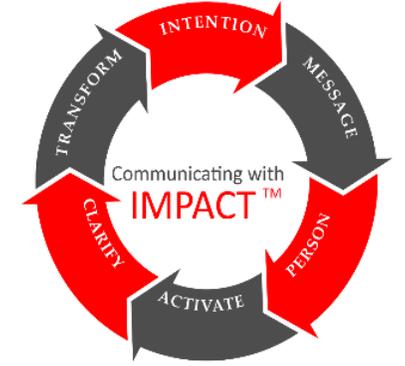
I-Intention

Intent
Before
Content

During Change... Share the Big Picture

*“If people understand
the **Why**, they’re
more likely to
accept the **How.**”*

- Patrick Donadio, MBA



**On a scale from
1 (Never) – 5 (Always)**

Evaluate
Each
Principle

**How do you rate on
this Principle?**

M - Message

What Message will Achieve Your Intention?

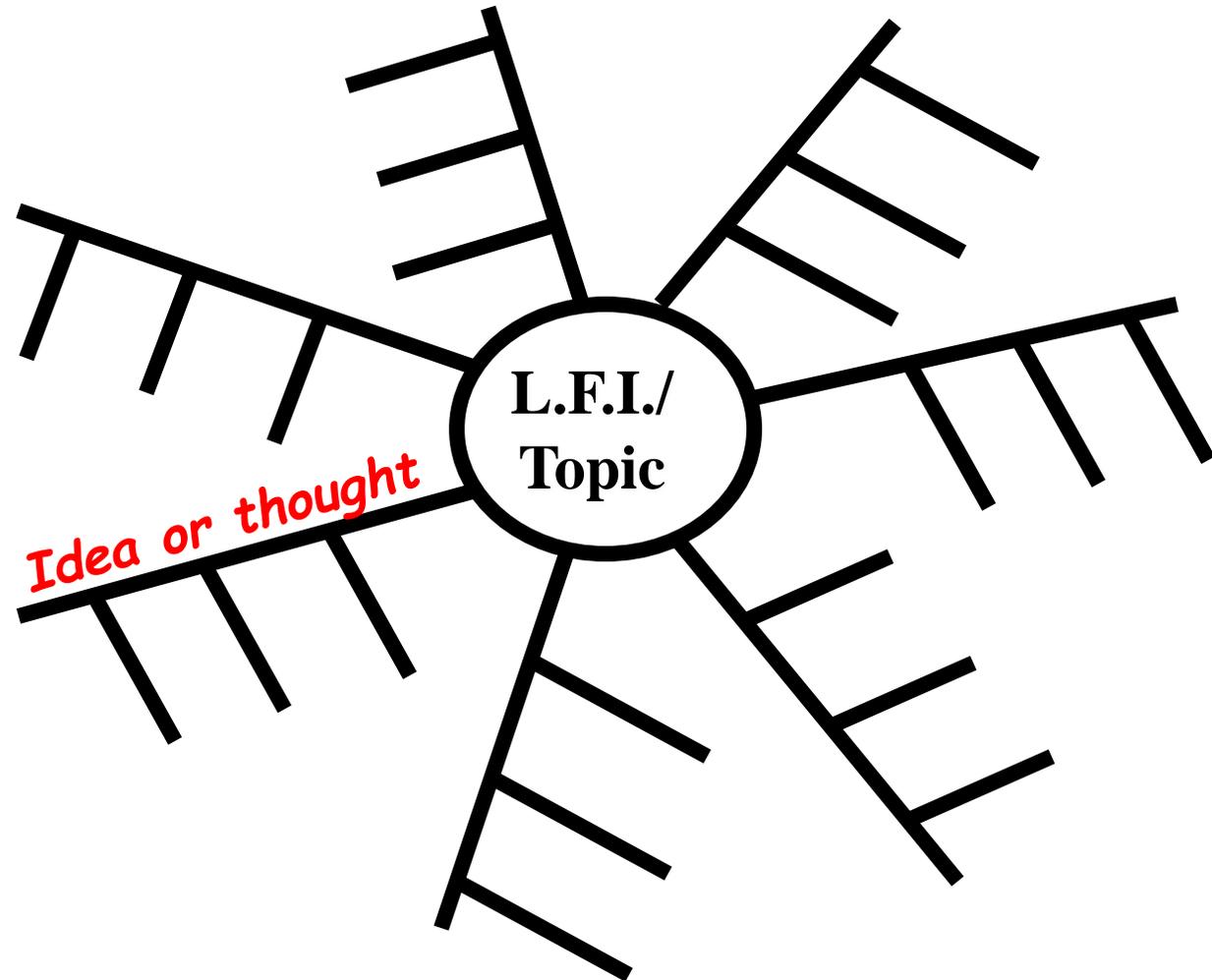
M-Message

M – Message
(What?)

What is the message and which method(s) will you use?

Plan What to Say...

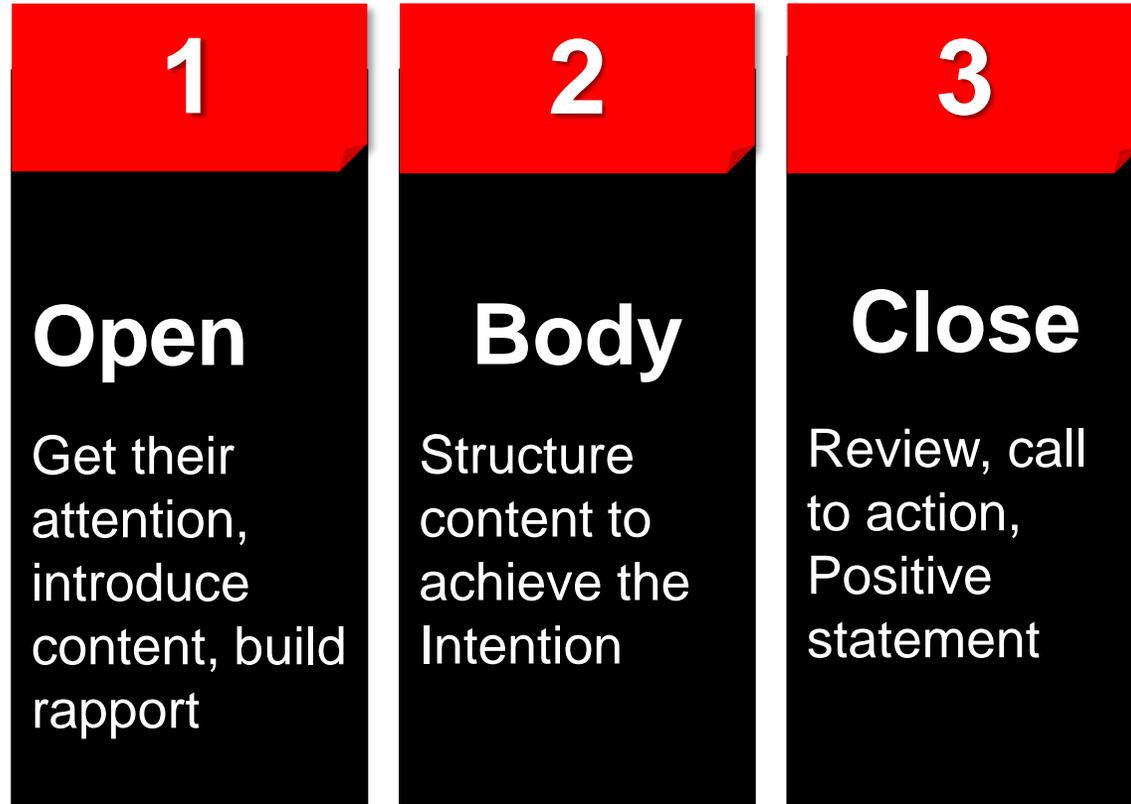
A Non-Linear
Approach...



Message Management

Use Structure:

**Be Clear
and
Specific**



Articulation Methods

M-Message

- **Spoken Word** - *In-person, Presentation/Speech, Telephone, Video, etc.*
- **Non-Verbal** - Gestures, Facial expressions, Body language, etc.
- **Written Word** - *Letter, E-mail, Text, Social Media, Blog, Website, etc. (Linear Communication)*

Which
Method
Should
You Use?

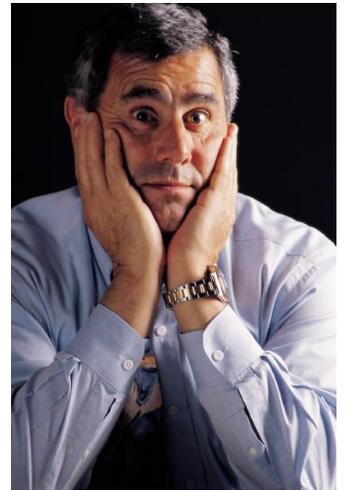
Interpersonal Communications

M-Message

Which 2 carry most weight:

- Words?
- Voice?
- Non-Verbal?

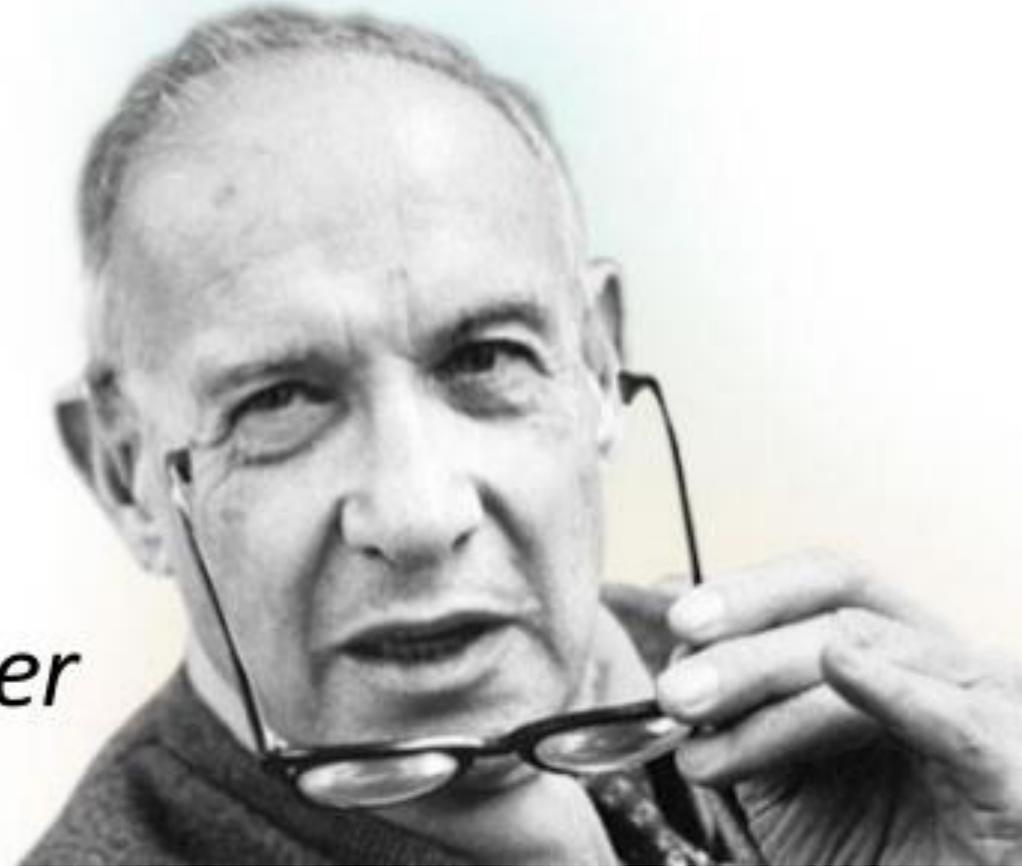
Remember
this before your
next
Conversation



Peter Drucker

“The most important thing in communication is hearing what isn’t said.”

– *Dr. Peter F. Drucker*



Website Advertisements

M-Message

- Tired of cleaning yourself? Let me do it.

Written Word

Linear
Communication

- Dog for sale: eats anything and is fond of children.

No Feedback!

M-Message

With E-mail/Texting you may:

Written Word

Miscommunicate how you feel

Linear
Communication

**Misinterpret what other people
mean**

No Feedback!



**On a scale from
1 (Never) – 5 (Always)**

**Evaluate
Each
Principle**

**How do you rate on
this Principle?**



P - Person

Personalize the Message to the Receiver

P-Person

P – Person

(Who?)



Who is the Receiver?

How will you personalize the communication to him or her?

P-Person

Know the Golden Rule?



Platinum Rule[©]?

P-Person

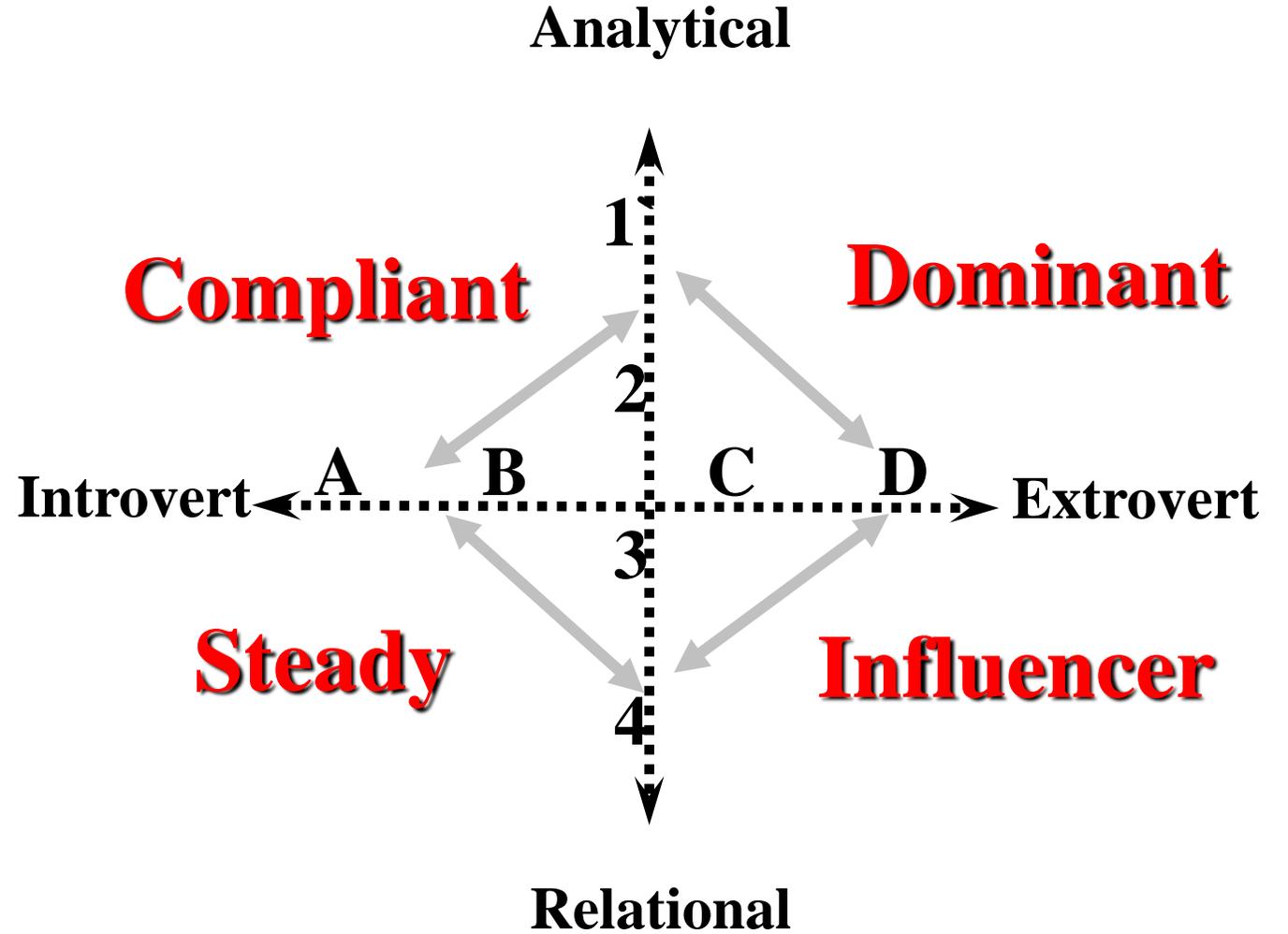
Platinum Rule[©]

Personalize
the Content

"Treat others the
way they want to
be treated."

P-Person

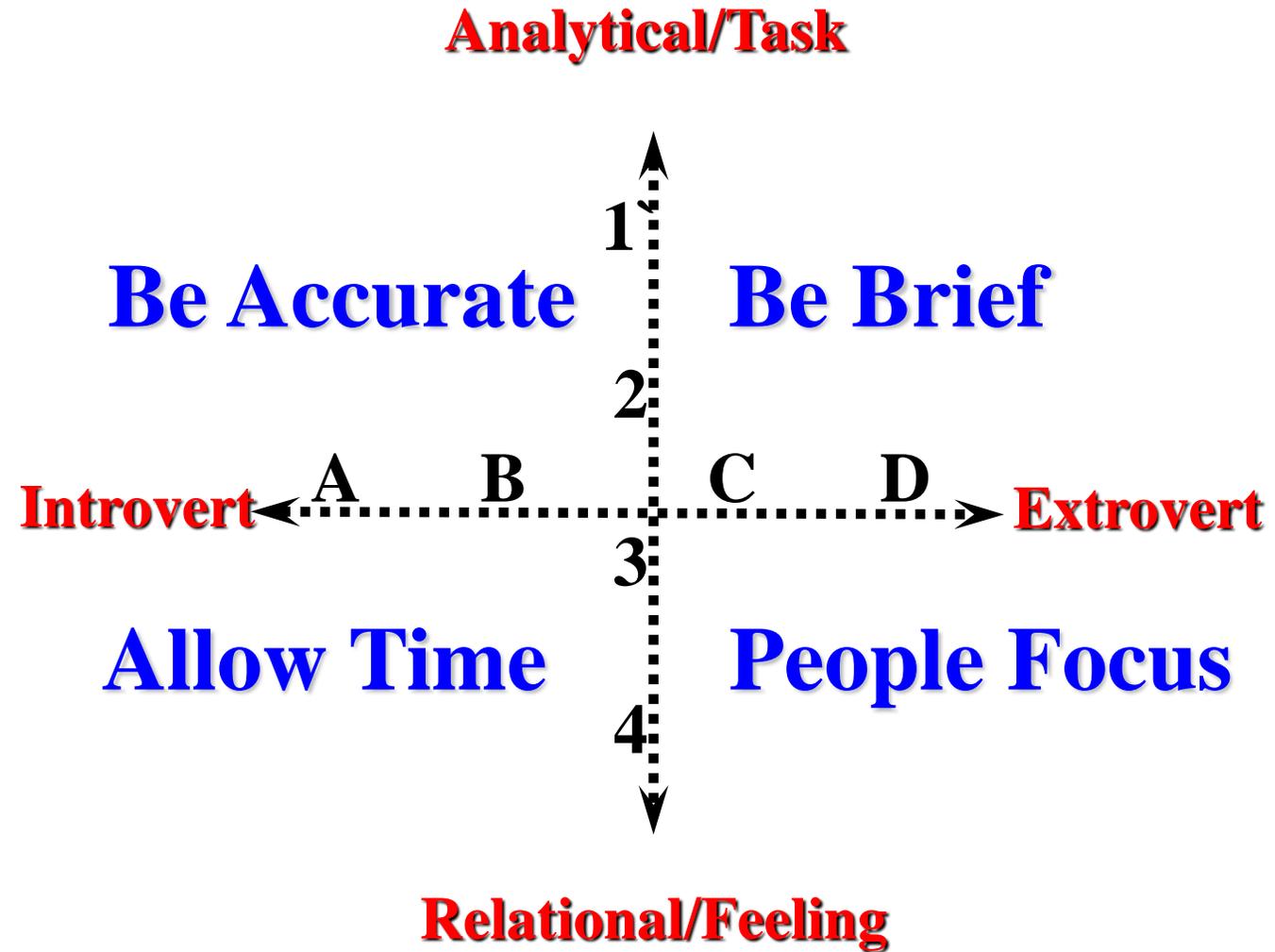
Four Communication Behavioral Factors*



P-Person

Personalize the
Content

Especially
during times of
Change



P-Person

Communication Style Guide

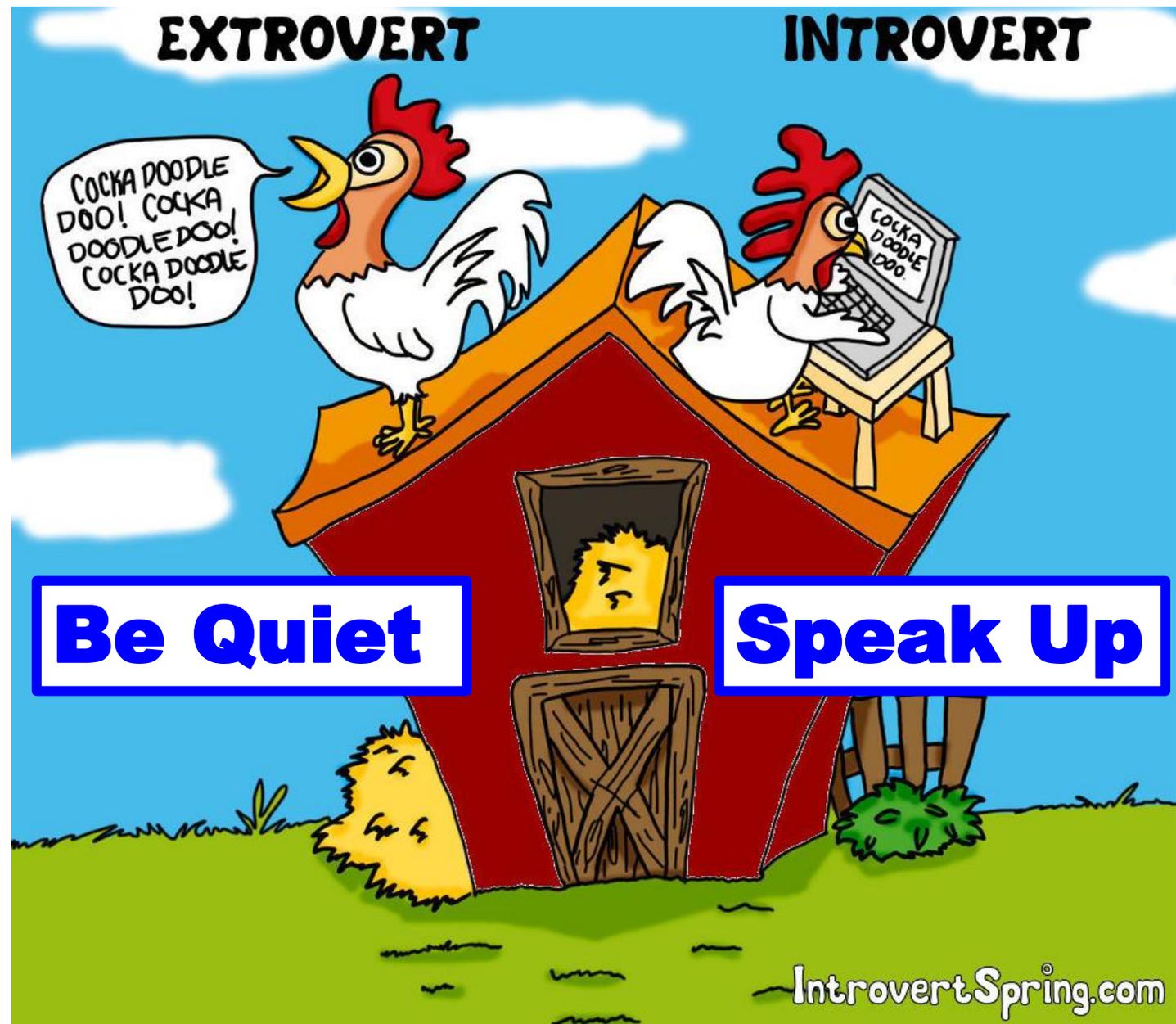
**Personalize
the Content**

	Description	Adapting Tips
Dominant		
Influencer		
Steady		
Compliant		

P-Person

Are you...

Coaching
Tips to
Improve
Your Style



P-Person

**Personalize
the Content**

Details About Each Style

Insight	Dominant	Influencer	Steady	Compliant
Basic Tendencies				
Greatest Strengths				
Communicate with Others				
Learning Styles				
Giving Feedback				
Motivation				
Needs				
Recovery				