

Well-Oiled Machines

Developing Effective Teams for the New Workplace Through Empathy, Motivation, and Communication

WAKE LEADERSHIP SERIES – JULY 2020

Evolution of Society & Industry

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| 1. Hunter-Gatherer | 1. Mechanization |
| 2. Agriculture | 2. Electrification |
| 3. Thought/Age of Enlightenment | 3. Automation/Electronics |
| 4. Industrialization/Mass Production | 4. Cyber/Physical Systems |



5. Integration of Humanity and Technology for Value Creation (Industry 4.0 leads us to Society 5.0)

1) Integrate Hard & Soft Skills

Hard skills are often gained through education or specific training. They include competencies like how to use a certain machine, software or another tool. Soft skills are more often seen as personality traits you may have spent your whole life developing. They are called upon when you manage your time, communicate with other people or confront a difficult situation for the first time. Put another way, hard skills could be defined as your technical knowledge whereas soft skills are your overall habits in the workplace. According to LinkedIn, the following are the most-needed soft skills for the new workplace (without with their transformation efforts are hampered), and they lose the competitive edge:

- Client Management and Customer Service
- Data-Driven Decision Making
- Collaboration

2) Employ The Power of Empathy

We've lost the sense of nurture that the rest of nature still embraces, forgetting to first ask how things fit together because we are so focused on how we can stand out or get ahead. Gears work together, but accomplish nothing apart.

1. Identify and State the Problem; Offer a Solution
2. Acknowledge the Opposition and Value Their Point of View
3. Present Your Supporting Idea Without Being Dismissive
4. Evaluate the Credibility of Information on Each Side and Find Some Common Ground on Which to Build
5. Form a Plan That is Not Based on Winning, But Rather Reaching a Mutually-Satisfying Conclusion

Getting Your Point Across With Communication Basics

● Meaning

● Method

● Modification



● Message



Communication Channels

WORDS: vocabulary, generic structure, and the grammar of oral and written language

VISUALS: aspects such as color, vectors and viewpoint in still and moving images

SOUNDS: volume, pitch and rhythm of music and audio effects

GESTURES: movement, speed and stillness in facial expression and body language

SPACE/TIME: proximity, direction, and position of layout or the organization of objects in space

Issues of EQUITY . . .



The New Normal

2020: the year of social-distancing and online collaborations with no end in sight . . .

Online technology and hybrid methods of communication are in place, but not fully-functional to provide value equal to the in-person experience of quality communication.

Lost in Translation

Mastery of technology is the great learning curve of COVID-19. There are many things that simply cannot be accomplished by just delivering the same content remotely.

Many things get lost in translation if not re-written for the new medium. For example, Shakespeare can be almost impossible to read, but makes much more sense when performed by talented actors.

In order to be effective in a ZOOM or SKYPE meeting, information has to be reduced and presented as visuals, soundbites, and bullet points to maintain focus and attention. There's a reason that Twitter has a character limit or that Instagram pictures are so powerful . . . it's a whole new way of communicating, and you have to follow the rules of engagement.

Effective use of new technology is so much more than hard skills . . . those must be combined with a new mindset of soft skills based on the neurological pathways of the human brain that lead to comprehension.

When faced with a group of skills that no longer work harmoniously as a unit, it's time to think outside the traditional boxes that hinder our growth and productivity in the workplace.

3) Live to Tell the Tale – Neuroscience

It has long been accepted that stories are a basic organizing principle of learning and memory. Successful storytellers rely on three standards: 1) enthusiasm for a subject; 2) accessible language; and 3) audience connectivity/relevance. However, there are several other critical aspects of neuroscience within narrative that directly apply to successful communication:

- Get to the Point Quickly
- Use Plain, Simple English
- Increase Attention with Variety
- Visualize Data
- Color Your World
- Keep It Real with Examples
- Remember Murphy's Law
- Summarize and Repeat Often

4) Evaluate & Empower Equity

Without purposefully bringing an equity lens to every aspect of the collective impact process, practitioners inevitably miss opportunities to seek out, recognize, and purposefully resolve inequities in their local context that can block the change they seek to achieve.

- A Common Agenda
- Shared Measurement Systems
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Support Systems

5) Build Bridges for Generation Gaps

Managers are increasingly grappling with generational differences in their work forces. Problems can arise from differing mindsets and communication styles of workers born in different eras. The frictions may be aggravated by new technology and work patterns that mix workers of different ages in ever-changing teams.

Chart 1: An overview of the working generations

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (born after 1995)
Communication media	Formal letter	Telephone	E-mail and text message	Text or social media	Hand-held (or integrated into clothing) communication devices
Communication preference	Face-to-face	Face-to-face ideally, but telephone or e-mail if required	Text messaging or e-mail	Online and mobile (text messaging)	Facetime
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally, but increasingly will go online	Online — would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

*Percentages are approximate at the time of publication.

6) Rewrite Your Script

Revision literally means to “see again,” to look at something from a fresh, critical perspective. It is an ongoing process of rethinking the message: reconsidering your arguments, reviewing your evidence, refining your purpose, re-organizing your presentation, and reviving stale prose.

- Event + Response = Outcome
- Always Create Positive Outcomes
- Use the Power of “Acting as if”
- Acknowledge Your Fears, and Take Action

Communication doesn't take place because you tell somebody something. It takes place when you observe them closely and track their ability to follow you. Like making a sculpture out of space, communication is a group experience.

— Alan Alda



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