

Communication

To Talk or How to Talk?

About Me

- 26 years old
- Korean (South)
- Traditional Name: 정현찬 (Jeong Hyun Chan) a.k.a. Daniel
- Grew up in Kenya and came to South Africa from the year 2000
- Enjoy programming (Primarily JavaScript / Java) and now SQL!
- Latest (and first-ever-‘corporate’) Job: System Analyst

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Communication

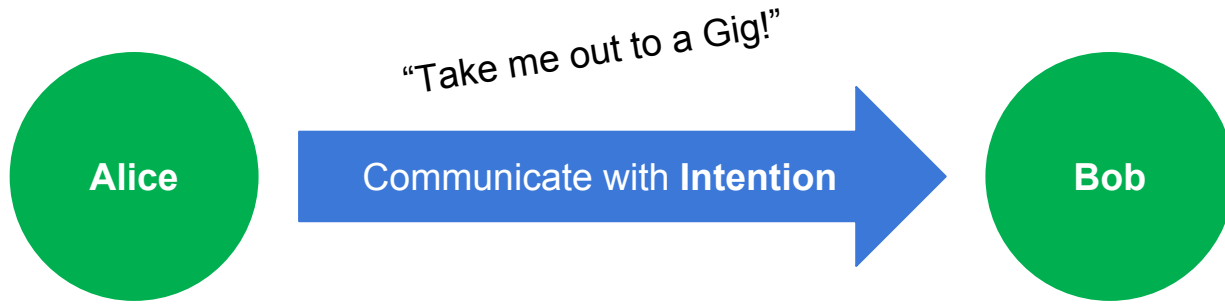
To Talk or How to Talk?

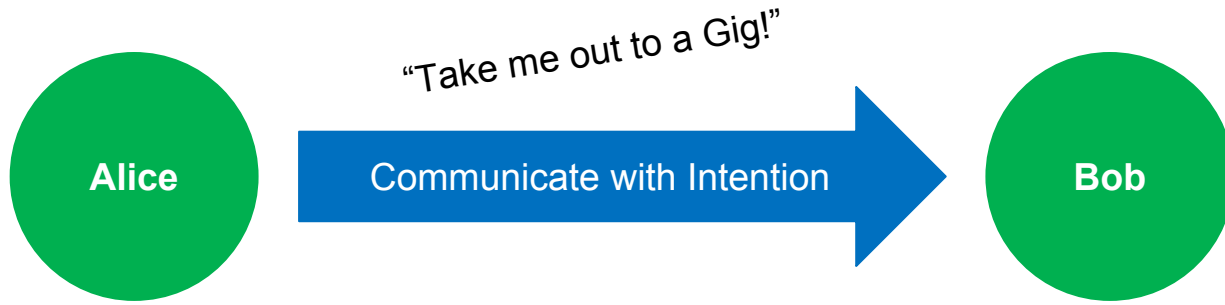
#1 Effective Communication Requires Effective Leadership

#2 Effective Communication is a Negotiation

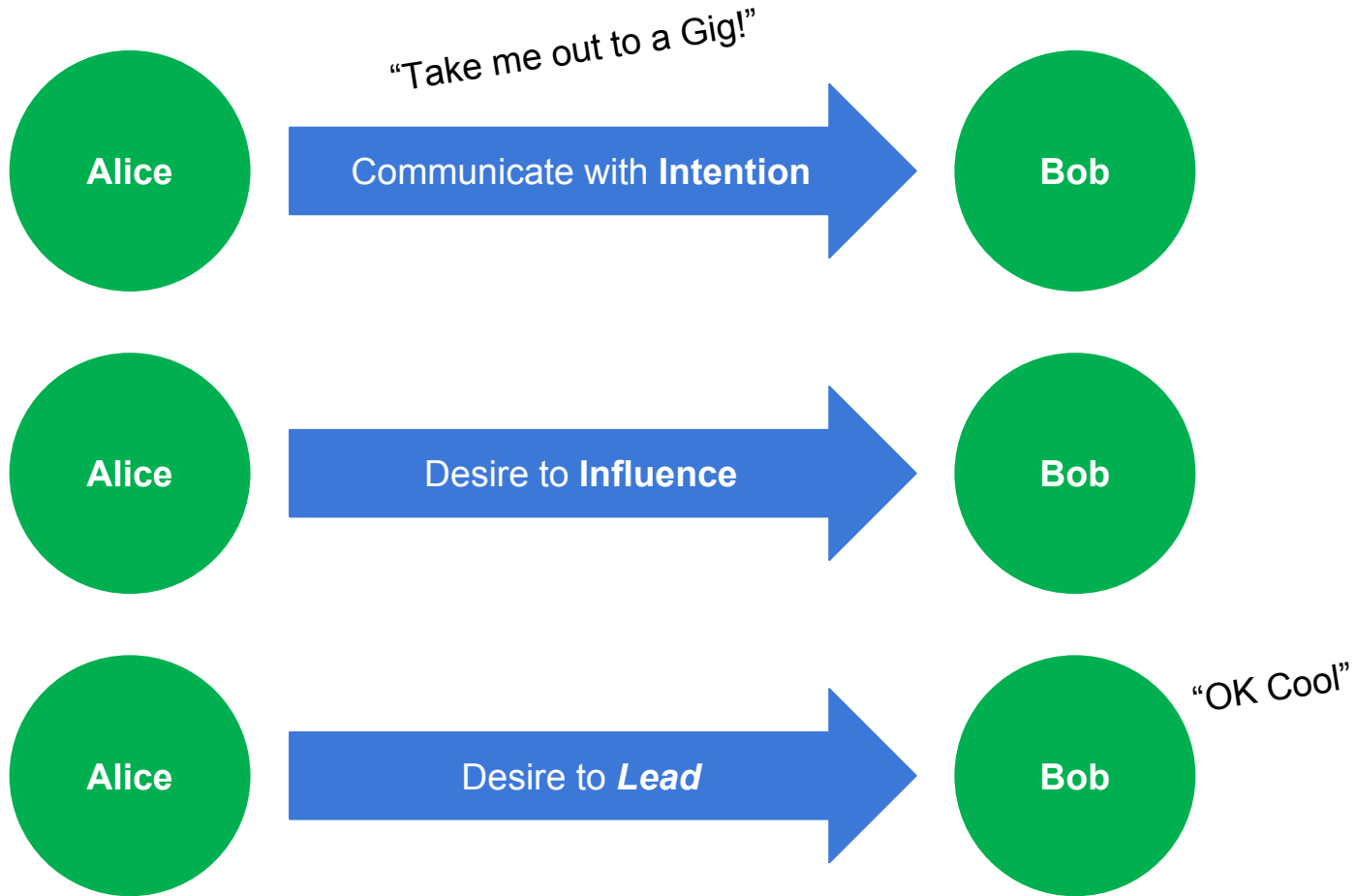
**#1 Effective Communication Requires
Effective Leadership**











**Effective
Communication**

requires

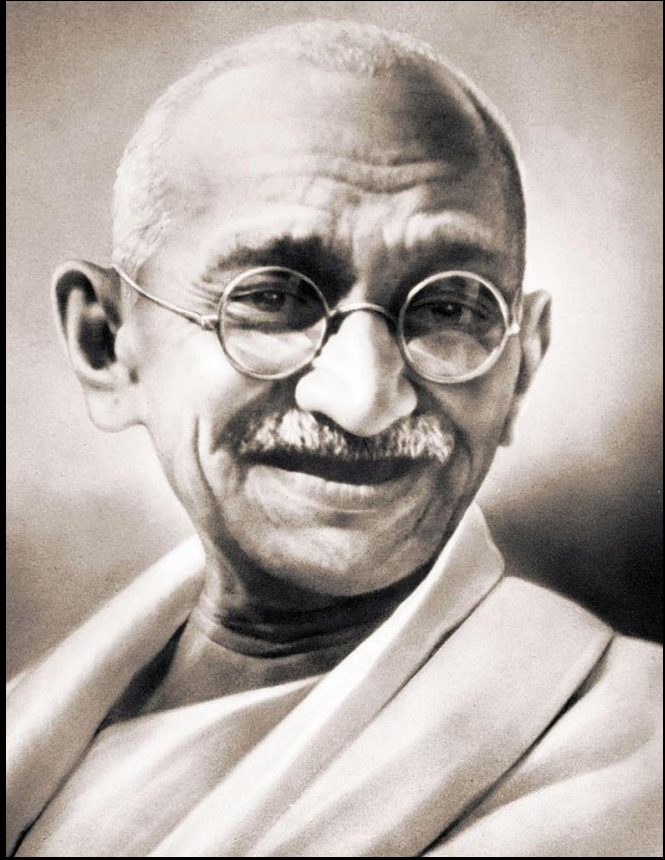
Effective Leadership

HOW?

**Effective
Communication**

requires

Effective Leadership



Mahatma Gandhi



Lee Soon Shin



Winston Churchill

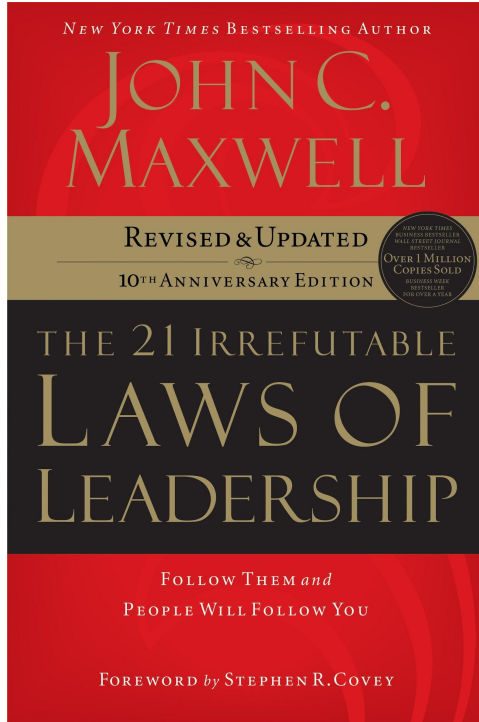


Nelson Mandela

Desmond Tutu



John Maxwell, 21 Laws of Leadership



The 21 Laws

1. The Lid	8. Intuition	15. Victory
2. Influence	9. Magnetism	16. Big Mo
3. Process	10. Connection	17. Priorities
4. Navigation	11. Inner Circle	18. Sacrifice
5. Addition	12. Empowerment	19. Timing
6. Solid Ground	13. Picture	20. Explosive Growth
7. Respect	14. Buy-in	21. Legacy

The 21 Laws

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7. <i>Respect</i>	14. <i>Buy-in</i>	21. <i>Legacy</i>

The 21 Laws - Categorized

Insight

The Lid

Intuition

Timing

Priorities

**Living
Example**

Sacrifice

Addition

Victory

Picture

**People and
Relationships**

Connection

Inner Circle

Empowerment

**Trust and
Reliability**

Solid Ground

Navigation

Respect

Buy-in

**Can I
Leave?**

Legacy

The 21 Laws

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Effective Communication is Effective Leadership

- When there's no leverage, it's about Influence
- It's a process, and it takes time
- Recognize magnetism, and work from there

#2 Effective Communication is a Negotiation

Annoying Conversations

- I'm not interested
- I have no idea why they're talking about this subject?

George Siedel, Michigan University, “Successful Negotiation” in Coursera.org

coursera



Interest Based

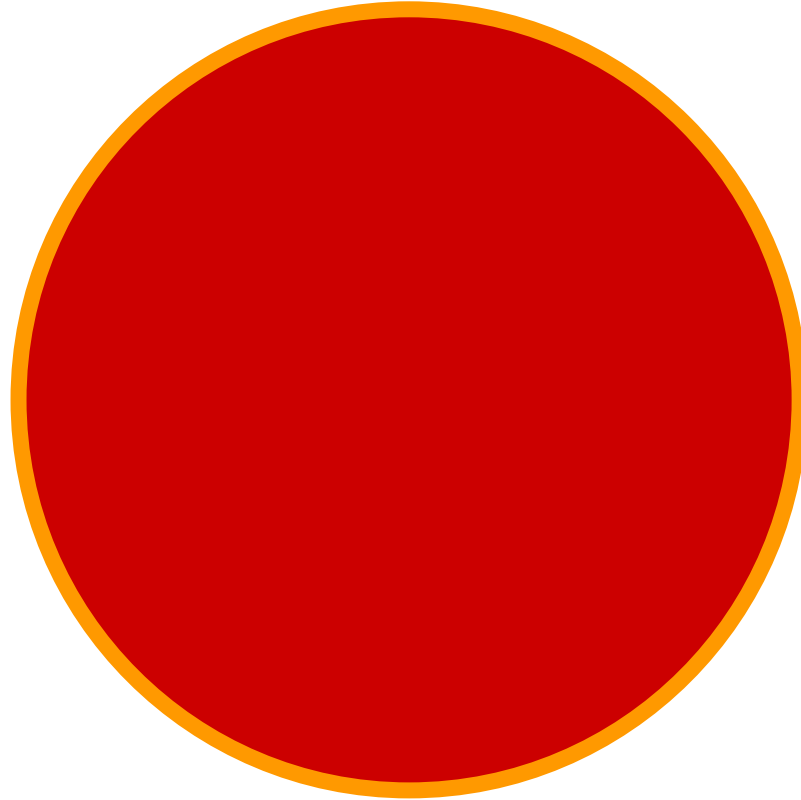
V.S.

Position Based

Alice

Sharing Pizza

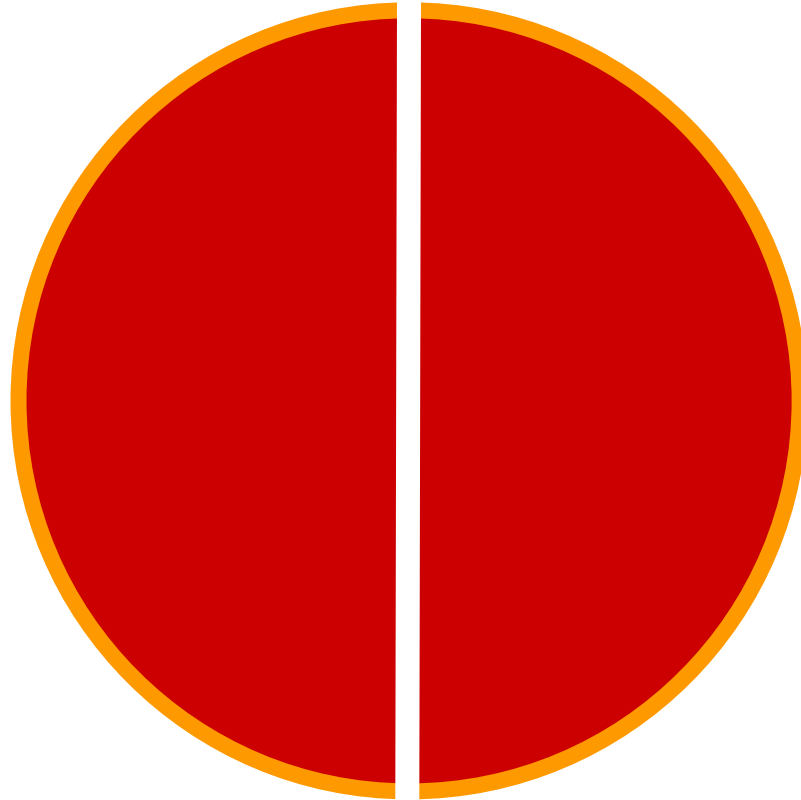
Bob



Alice

Sharing Pizza

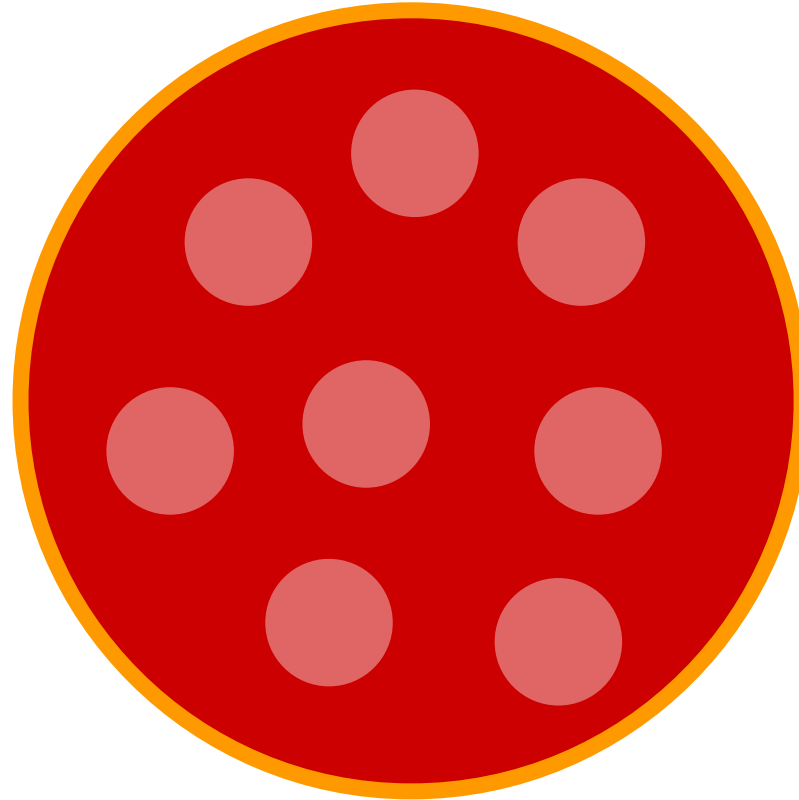
Bob



Alice

Loves tomato Sauce
and the pizza base

Sharing Pizza

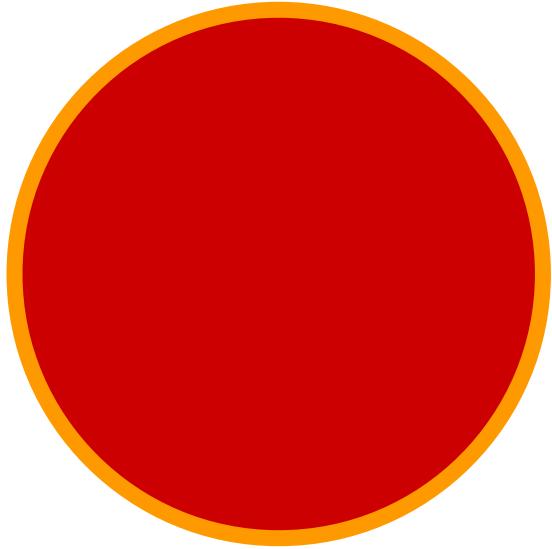


Bob

Just feels like some
meat. Actually wants
the Salami on top

Alice

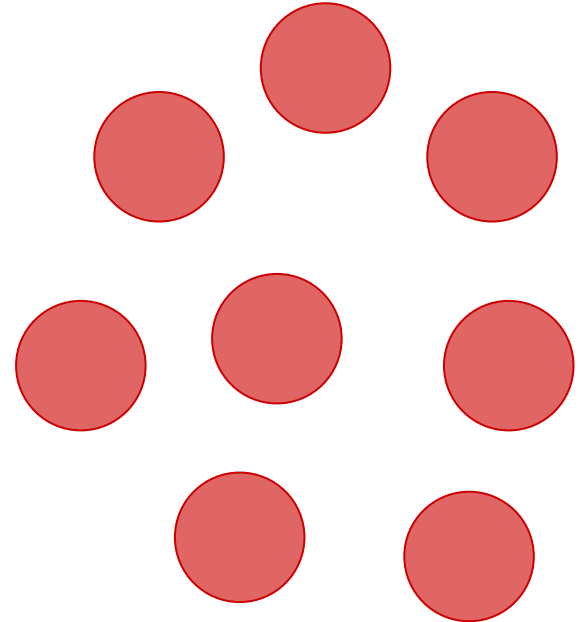
Loves tomato Sauce
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Sharing Pizza

Bob

Just feels like some
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the Salami on top



Negotiation Analysis

- What is your **goal**
- What are the **issues**?
- What is your **BATNA**
- What is the **Most Acceptable Outcome**
- What is the **Least Acceptable Outcome**
- What is your **Stretch Goal**

Alice

BATNA

Least Acceptable

Most Acceptable

Stretch Goal

Stretch Goal

Most Acceptable

Least Acceptable

BATNA

Bob

Alice

BATNA

Least Acceptable

Most Acceptable

Stretch Goal

Stretch Goal

Most Acceptable

Least Acceptable

BATNA

Bob

Alice

BATNA

Least Acceptable

Most Acceptable

Stretch Goal

Stretch Goal

Most Acceptable

Least Acceptable

BATNA

Bob

Alice

BATNA

Least Acceptable

Most Acceptable

Stretch Goal

Best alternative to a negotiated agreement

Stretch Goal

Most Acceptable

Least Acceptable

BATNA

Bob

Effective Communication is a Negotiation

- Know your goals
- At least *try to gauge* the other party's goals
- **Find the REGION OF INTEREST**
- **Do you have a BATNA (Best Alternative to a Negotiated Agreement)?**

Conclusion

- Evaluate your level of Leadership:
- how much influence do you have?
- How can you do better?
- Recognize Magnetism
- Understand that it's a negotiation
- Know yourself ... and try to understand the other party too
- Find your **REGION OF INTEREST**
- Ensure you have a **BATNA**