

INTENTIONAL  
**COMMUNICATION**  
CREATES MASTERFUL  
LEADERS

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PRUYNE

WHAT SEPARATES A

**GOOD LEADER**

FROM A

**GREAT LEADER**

THEIR ABILITY TO

**COMMUNICATE**

WHAT IS THE MOST  
IMPORTANT SKILL YOU  
CAN DEVELOP IF YOU  
WANT TO BE A HIGHLY  
RESPECTED LEADER?

# SPEAK UP!

90%

Entrepreneur magazine states that: “Over 90% of the personnel officials at 500 US businesses stated that increased communication skills are needed for success in the 21st century.”<sup>1</sup>

Harvard Business Review asked subscribers to rate what they see as the most important trait of a leader. They rated “the ability to communicate” as the most important factor in making an executive “promotable,” more important than ambition, education, and capacity for hard work.<sup>2</sup>

A major new study from Blessing White just provided the answer. 1,500 leaders were asked in the study: “What leadership development topics would most improve your ability to achieve results for the organization? The answer was clear and resounding. Communication.”<sup>3</sup>

A recent poll by Gallup shows that 68% of the people who leave their jobs do so not because they don’t like what they are doing but because of their leaders.<sup>4</sup> Their number one complaint is that they don’t:

68%

**COMMUNICATE, COMMUNICATE CLEARLY, COMMUNICATE CONSISTENTLY**

If the leaders of the company are not communicating, is it any wonder that performance and profits are suffering, turn over rates are on the rise and company cultures are flat?

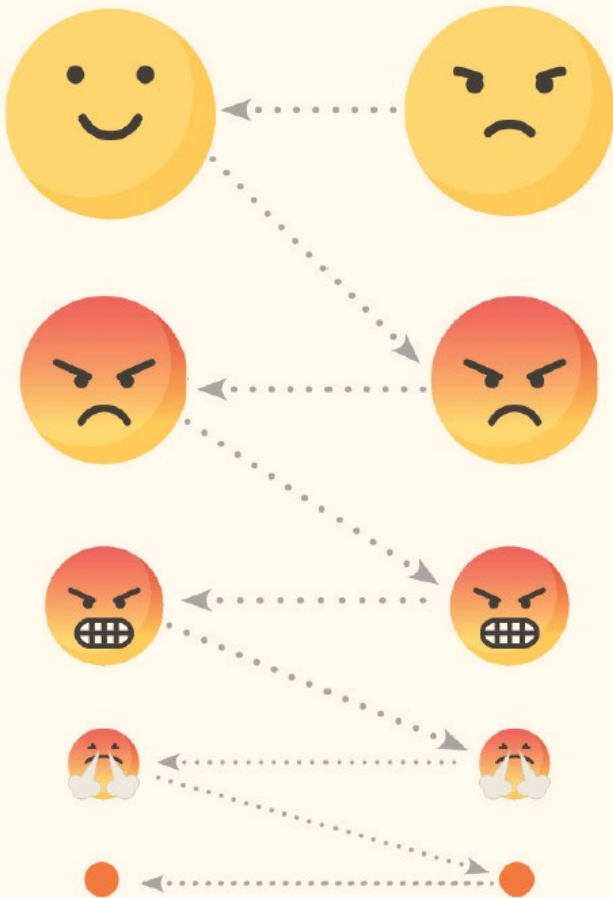
# INTENTIONAL COMMUNICATION

CREATES HIGHLY RECOGNIZED, RESPECTED,  
AND REWARDED LEADERS.

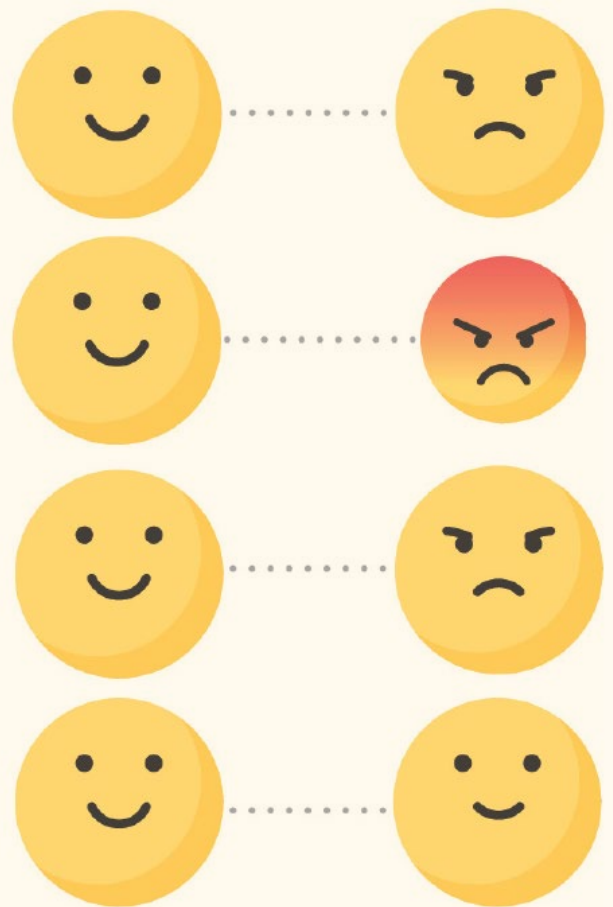
THE KIND PEOPLE LINE UP AT THE DOOR  
TO WORK WITH AND BUY FROM.

DON'T BE AFRAID TO SPEAK UP! AS A LEADER  
(OR A LEADER IN THE MAKING) IT IS YOUR  
RESPONSIBILITY TO DO SO.

# CIRCLES OF COMMUNICATION



Here is an example of what most people think of when they are about to have what they would call a difficult conversation. By the time you are done reacting and responding with the same energy that is coming at you, you are both two dots on the bottom of the page, completely closed off. You have NO hope or ability to hear or communicate with one another. This is a daily scenerio that people fall into where communication is not possible.



When you don't respond in kind to the anger/ FEAR that is coming your way, the other person will eventually recognize there is no one to fight with and stop. This will give you the opportunity to set a positive/constructive tone for the meeting and increase your opportunity for success exponentially. If they try escalating things again and you don't follow suit, fighting with themselves will get old and they will stop.

# COMMUNICATION IS KEY

It is what makes great leaders  
engaging, respected and followed.

It is what separates great companies  
from good companies.

It is what builds deep loyalties, high  
performance and a willingness to go the  
extra mile.

Yet, while it is the key in bringing people  
together and into focused action, it is  
one of the main reasons projects fail  
and people leave their jobs.

Then factor in the impact that  
technology has played in dismantling  
our ability to communicate.

Technology has allowed us to connect  
with people and resources around  
the globe that we would not have had  
access to without it.

However, it has killed our ability to  
actually communicate with one another  
by creating a wall for us to hide behind.

Have you ever had something to say  
to a colleague, direct report or vendor  
that could potentially be a difficult  
conversation and decided to send an  
email rather than speaking with the  
person directly...only to have it backfire  
by escalating the problem?

What if I told you the things you feared  
most about communicating didn't have  
to be that way?

It's true...by utilizing the following  
Elements of Intentional Communication  
you can turn difficult conversations into  
transformational experiences.

*Belinda*  
PRUYNE

(( ( SPEAK UP! )) )

TURN DIFFICULT CONVERSATIONS INTO  
TRANSFORMATIONAL EXPERIENCES

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## 1. IT'S MORE IMPORTANT TO BE RESPECTED THAN LIKED

In business today, this is one of the top areas that cause leaders to make less than sound business decisions.

Wanting to be liked rarely results in effective or wise decisions. Many do this because they are afraid of having a difficult conversation. The truth of the matter is, when you make a business decision based on personal needs you leave yourself open for attack.

When you make choices focused on your intentions and goals, you remove the personal element, thus making it harder

to argue with the outcome. While you may not be popular, the rewards and business growth that result from your maintaining focus will earn you respect in the end.



## 2. HAVE CLARITY OF PURPOSE/GOAL

Winging it is not a strategy for success, preparation is.

Have a clear focus and Outcome identified for the meeting. Create notes for yourself, practice what it is you want/need to say and be mindful of the places you think they may have an adverse reaction.

When you do this, you are better prepared to handle a curve ball if they throw one your way.



## 3. BE HEARD

The whole point of the meeting is to give some information to the person you are speaking with, so your number one goal is to be heard. You can't achieve this when you are more concerned about being right and looking good.

When you think about what you need to say, also factor in the approach or path that you believe will give you the greatest ability to connect with them. Some people are more left brained/rational, others are more right brained/emotional. So, always be present to your audience and think about how to best reach them specifically.

Once you have that figured out, be prepared to meet them where they are when they arrive at the meeting. They may be fearful, distracted or having a difficult day. You need to take that into consideration as you begin the meeting.

Your role is to be the grounding force. Be the calm to create the space for a constructive meeting. You can't do that if you approach every conversation the same way. People are different so your approach needs to be as well.





#### 4. ESTABLISH RAPPORT

Setting the tone for the meeting is the first indicator to the recipient as to what the meeting is all about. I don't mean the topics you will cover per se, but your intent/what you want for them. This is what establishes their receptiveness to what you have to say, even if it is difficult to hear. For example, regarding performance, meet with them to discuss ways for them to be "Even Better" at what they are doing. This approach allows you to share difficult information with them because they know your ultimate goal is to help them, not to make them wrong. When you establish rapport at the start of the meeting, you also create space to give them feedback and already have their buy in or in cases of termination you can let them go with dignity.



#### 5. ACKNOWLEDGE THEM

Many times, walking into your office will activate all kinds of fear driven stories in them. To help set the tone for a constructive meeting take a moment to acknowledge them for being fully present, open to the conversation and honest in their responses.



#### 6. COME FROM RESPECT

Always come from a place of respect when delivering constructive information. Respect for them, the situation, how this will impact them and for their journey to the solution. Be mindful of your tone and body language. Give them time to process what you are saying. You've already done that during your preparation time, for them it's new.



## 7. SPEAK IN THE 1ST PERSON

One thing you can do to help keep potentially explosive emotions out of the conversation is to speak in the 1st person. When you do this, you take ownership for your part of the conversation and encourage them to do the same.

This shift in how you speak helps keep finger pointing -aka placing the blame on others, to a minimum. This sets the stage to get to the bottom of the situation more quickly and with less resistance.



## 8. MASTER DIPLOMACY

Keeping in mind your ultimate goal for the meeting, (make sure they walk away hearing all you have to share with them) you must master the art of diplomacy.

The first step is to separate the feelings from the facts. The feelings will rarely, if ever, lead you to the truth or to the solution of the real problem.

They will have feelings come up –your job is not to react to them, as they are the symptom. You want to look below them and get to the cause.

If you find yourself getting triggered, take a breath and give yourself a moment to get grounded again.

Take the high road. You are less likely to engage from an emotional perspective and will create real possibility of impacting change.



## 9. LISTEN WITH A DETECTIVE'S EAR

Often when we're in meetings we are focused on what we will say in response to something others have said. You want to make sure that is not the case here.

Really listen, take in what they are saying, both verbally and nonverbally, before you respond.

Give them space to speak and find their way in the conversation.

Take ownership of anything you or others may have contributed to the situation and be willing to expand your thinking of how to bring resolution.



## 10. REFLECTIVELY RESPOND

This is a great tool to use to deepen the connection and commitment to finding a resolution.

When practicing “Reflective Listening” you want to repeat back to them what they just said, using as many of their words as possible. This ensures you understood them correctly AND allows them to feel heard and respected.

Creating a common ground for the conversation to continue with greater ease.



## 11. PRACTICE PATIENCE

This step is as important as establishing rapport and setting the tone for the meeting, especially when you are delivering something difficult.

Remember, as hard as it is for you, it is harder for them.

You may need to say the same thing over and over again until they can take it in. Do NOT escalate your voice when doing this. Show compassion and patience.

You have known about this meeting and its content for a while, they are just hearing it for the first time. Your patience is key to their ability to take things in.

If you find that they are not getting it and you are struggling to be patient, take a moment and put yourself in their shoes...what do you think they need at this moment to receive this information?

This is the time for you to be compassionate AND strong. It doesn't mean you cave and change the outcome of the meeting, but it does mean you are patient with them throughout the process



## 12. COMMIT TO THE OUTCOME NOT TO BEING RIGHT

It is easy to lose sight of the outcome throughout the meeting, as it takes its twists and turns.

This is where doing the preparation prior to the meeting will help keep you on course.

When you find yourself puffing up and about to engage emotionally, take a breath and return your focus to the outcome of the meeting.

Separate the feelings from the facts and regroup.

What you are doing is for the benefit of the individual and of the company. Let that be your motivator.

# 12 ELEMENTS OF INTENTIONAL COMMUNICATION

1. IT'S MORE IMPORTANT TO BE RESPECTED THAN LIKED

2. HAVE CLARITY OF PURPOSE/GOAL

3. BE HEARD

4. ESTABLISH RAPPORT

5. ACKNOWLEDGE THEM

6. COME FROM RESPECT

7. SPEAK IN THE 1ST PERSON

8. MASTER DIPLOMACY

9. LISTEN WITH A DETECTIVE'S EAR

10. REFLECTIVELY RESPOND

11. PRACTICE PATIENCE

12. COMMIT TO THE OUTCOME NOT TO BEING RIGHT



## TRANSFORMING EXECUTIVES, PROFESSIONALS, AND SMALL BUSINESS OWNERS INTO TODAY'S EMERGING LEADERS

To learn more on how Belinda Pruyne partners with you to become a highly recognized, respected and rewarded leader contact us at:

HELLO@BELINDAPRUYNE.COM 646-450-4244  
HTTP://BELINDAPRUYNE.COM/SPEAKING



### TESTIMONIALS

*"I was blown away by Belinda's ability to articulate the challenges and opportunities of being a successful leader in today's global market place. She gave us tangible tools to work with that helped us get the most out of our employees. To motivate them to go the extra mile, use their initiative and create solutions that were unique to what we had been doing before. She was engaging, funny and had a clear approach to getting more out of fewer employees."*

**MARK SCHWATKA**

EVP | Executive Creative Director, Grey Advertising

*"Belinda approaches each person as a unique individual with a unique set of skills and talents to offer. She then helps them craft and develop a plan, so each can maximize their own abilities to the utmost...rather than give them a cookie-cutter solution. She has not only helped me tremendously, I have watched her guide many employees who have worked for me, as she inspired them to new and greater things. I think there is a fundamental reason why she is so good at what she does; she measures her own success by the success of the people she is helping".*

**ROB BAIocco**

Co-Founder & Chief Creative Officer, The BAM Connection

1. <https://www.entrepreneur.com/article/330960>
2. <https://www.entrepreneur.com/article/330960>
3. <https://www.inc.com/scott-mautz/a-new-study-says-developing-this-1-leadership-skill-is-key-to-delivering-better-business-results.html><https://www.entrepreneur.com/article/330960>
4. <https://www.entrepreneur.com/article/330960>

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