



Getting the Communications Right: How to Build Social Intelligence into the Message

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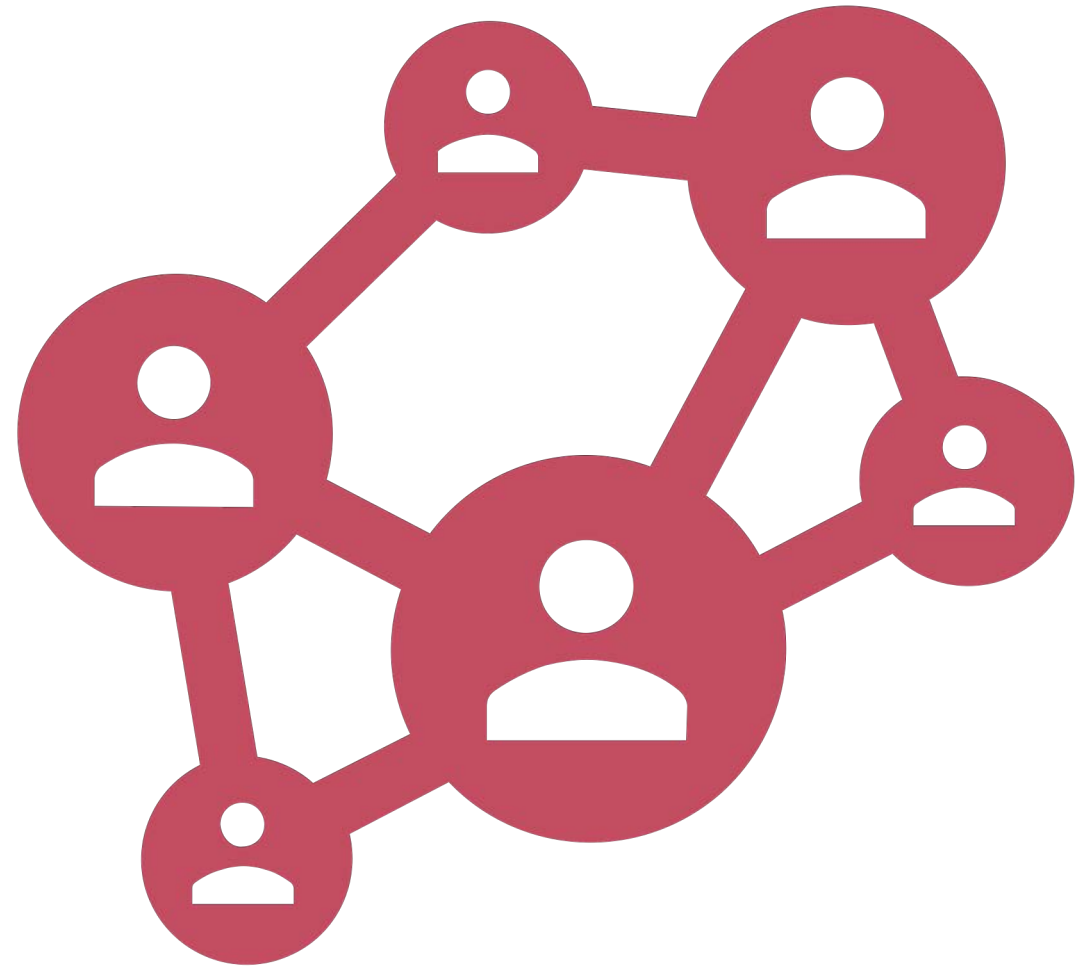
Part 1

Getting a grip on Communication



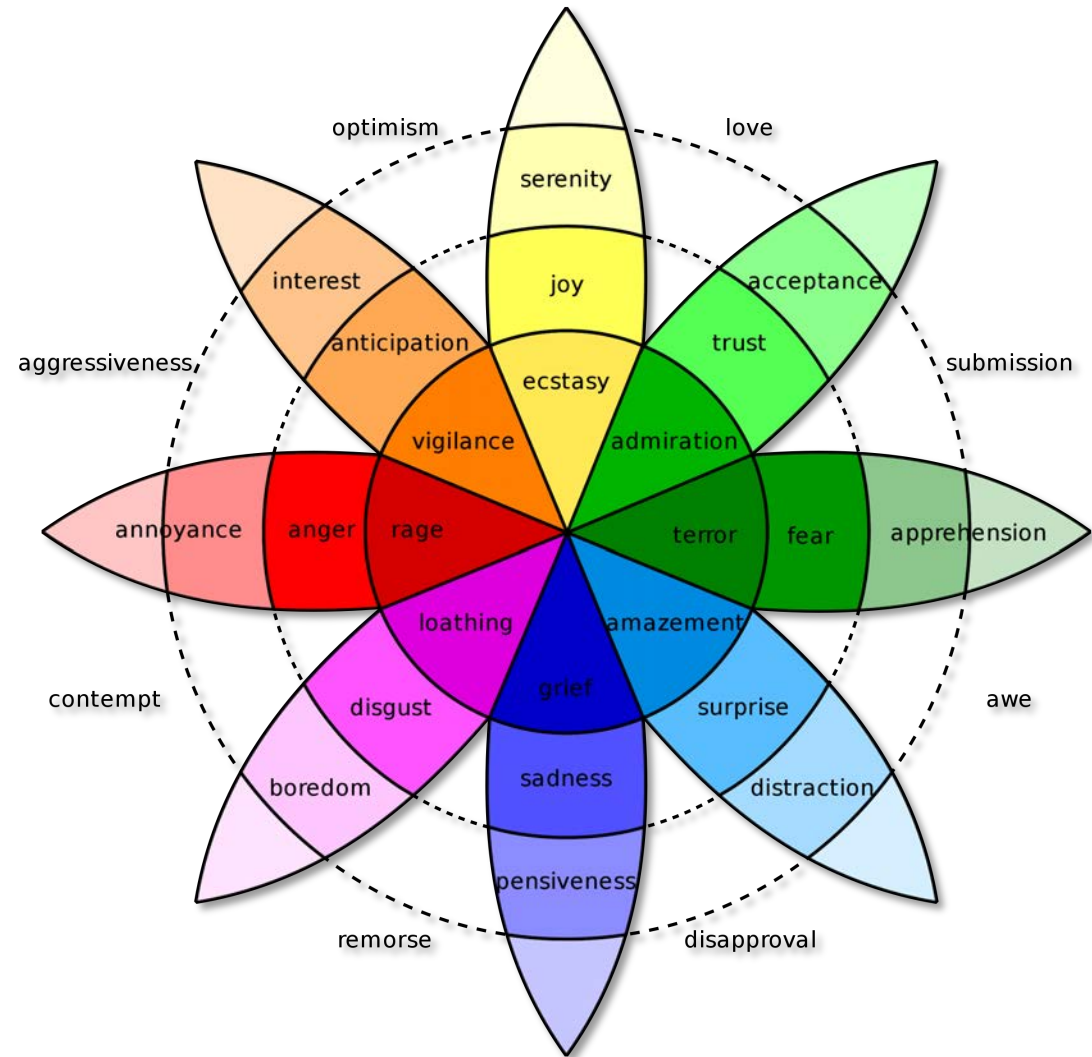
Getting a Grip on Communication

- ◇ Agenda
 - ◇ Mood Check-in
 - ◇ Breaking the ice - Power posing
 - ◇ Humans are wired to connect
 - ◇ Introductions
 - ◇ PMs and Communication?
 - ◇ Micro-expressions test
 - ◇ Why does Social Intelligence matter?
 - ◇ How do project managers do with Social Intelligence?

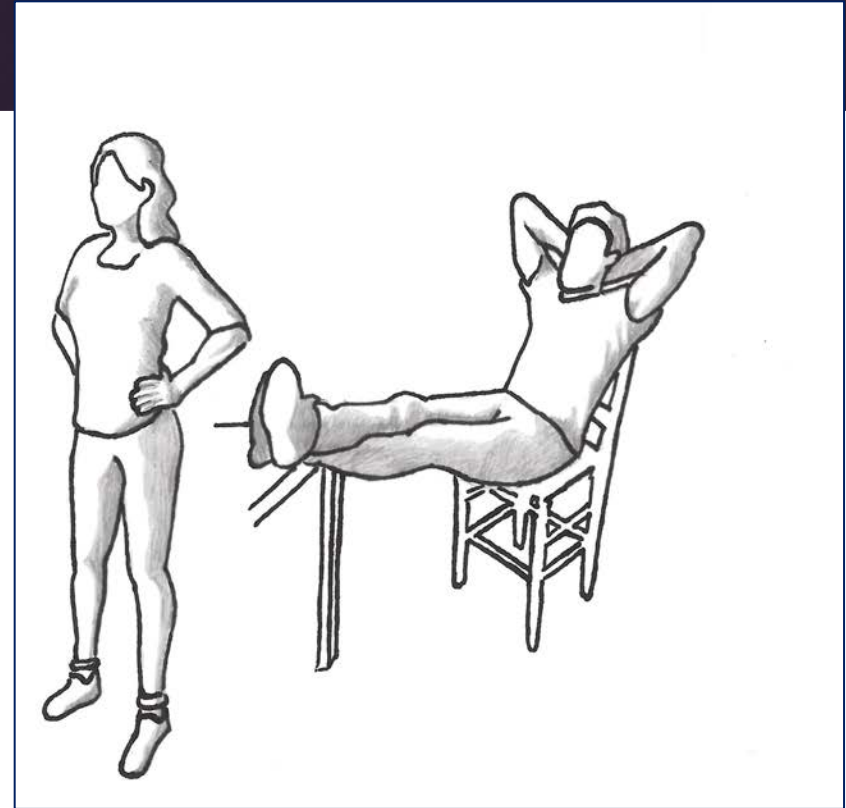


Mood Check-in #1

- ◇ Robert Plutchik's Wheel of Emotions (public domain)



Breaking the Ice – Power Posing



With thanks to Amy Cuddy Hachette books and Shelley Haith

Social Contagion – Humans are designed to connect



Socially Intelligent Introductions

1. Name
 2. One thing you hope to learn
 3. One thing you already know about communication
 4. Your favorite place or activity
 5. A superhero/role model
-
- ◇ Interviewers – what is one strength you noticed in your partner?
 - ◇ What is one emotion you felt?



PMs and Communication



Project managers as communicators

- ◆ 90% communicating (PMI)
- ◆ 59% of U.S. workers say communication is their team's biggest obstacle (Atlassian)
- ◆ 89% of PMs believe they are provide context & purpose - 71% of team-members agree (ALLE LLC)

Photo by [Jason Rosewell](#) on [Unsplash](#)



Three Components of Communication



Spoken language - 7%



Intonation - 38%

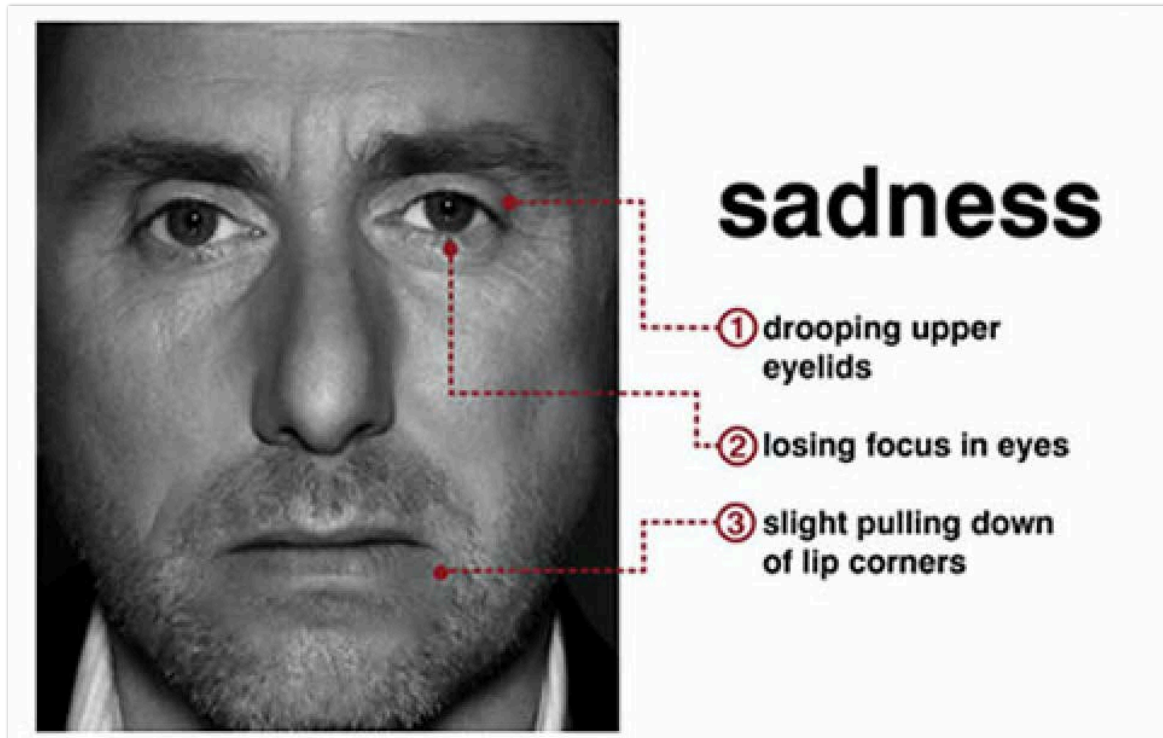


Body language - 55%

Expressions – Universal
Gestures – Cultural

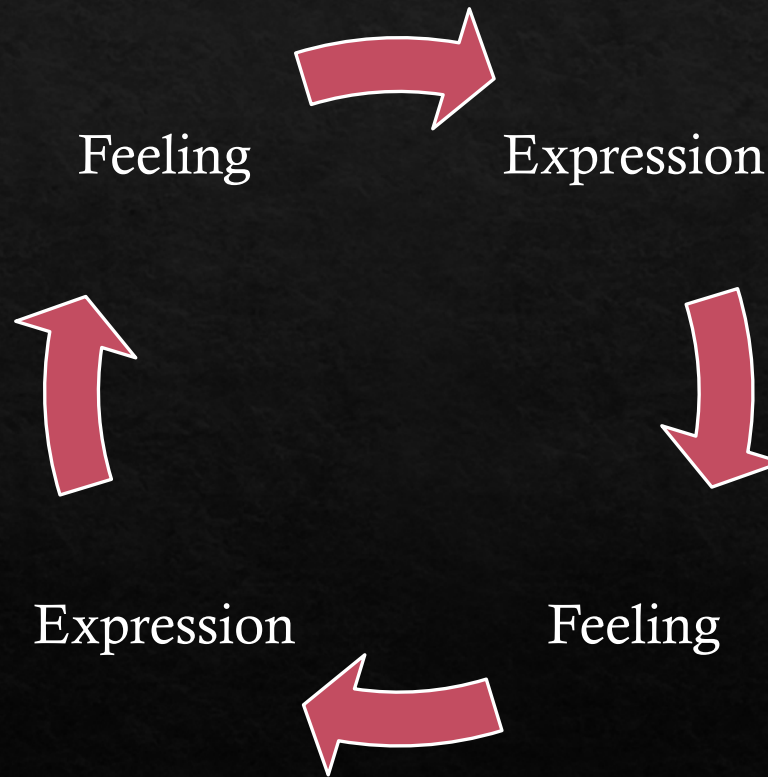
Facial expressions Practice



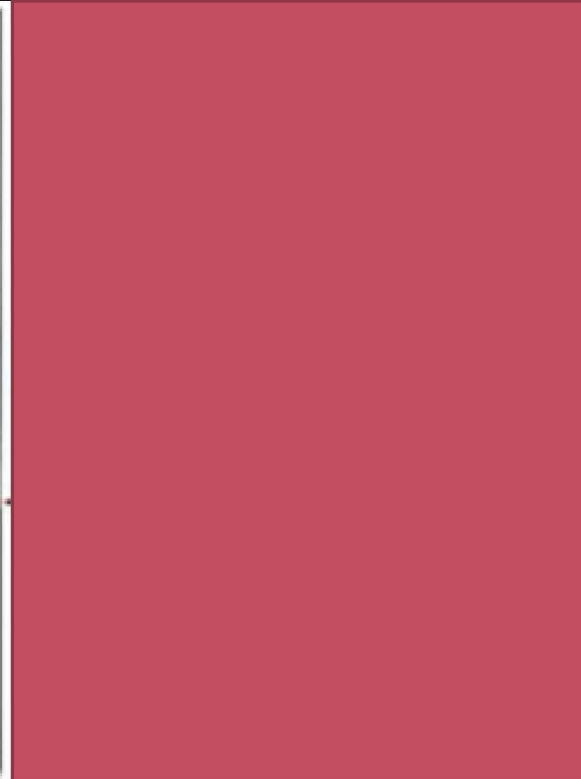
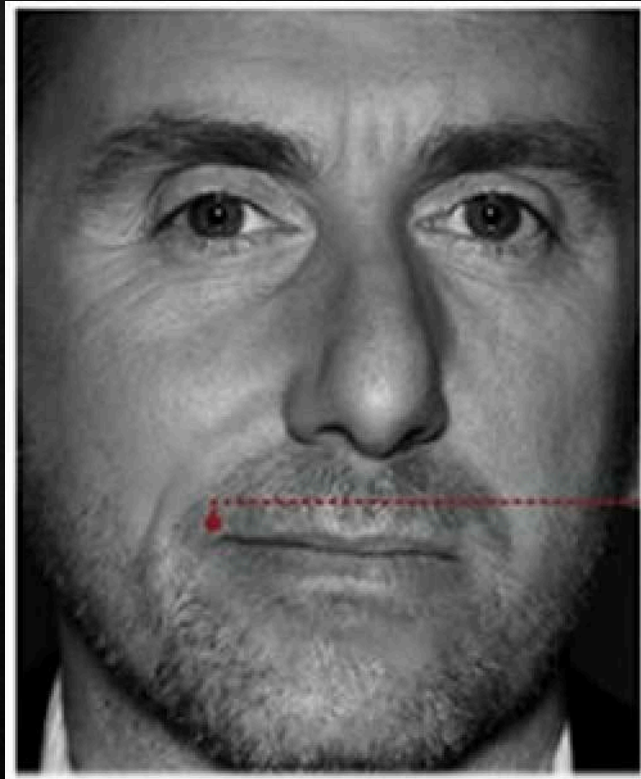


Facial - expressions Practice

The feeling/expression loop



Facial expressions Practice



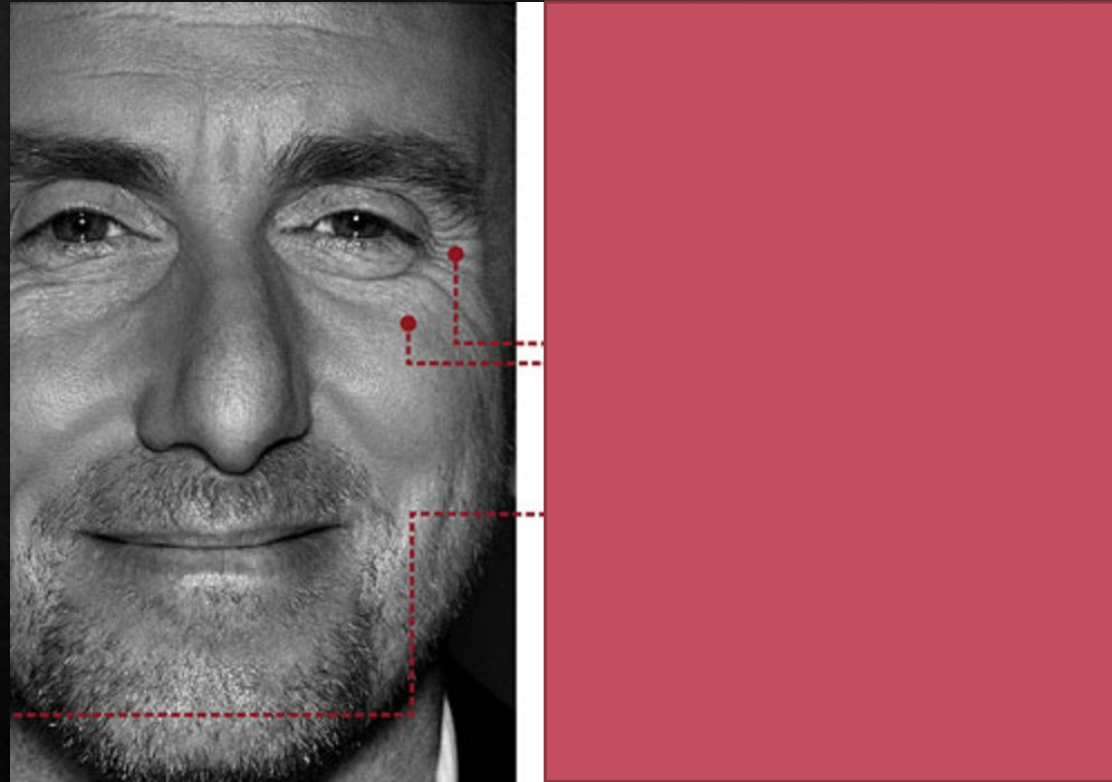


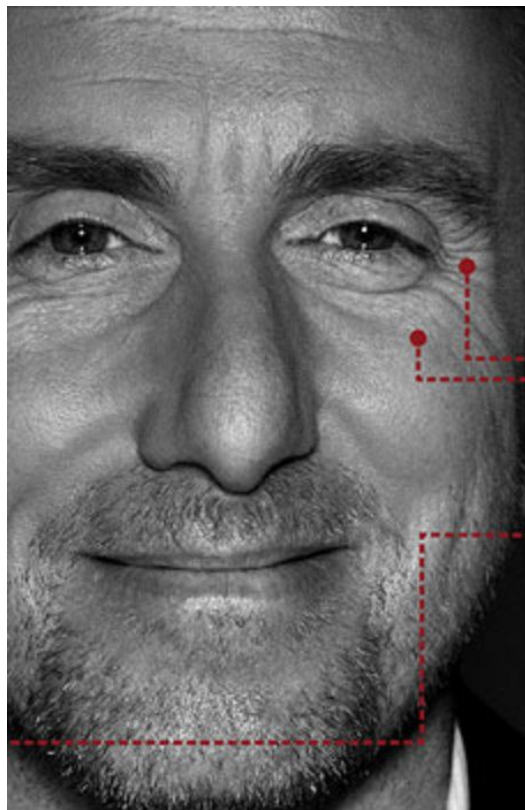
contempt

① lip corner tightened
and raised on only
one side of face

Facial
expressions
Practice

Facial expressions Practice





happiness

A real smile always includes:

- ① crow's feet wrinkles
- ② pushed up cheeks
- ③ movement from muscle that orbits the eye

Facial expressions Practice

Let's try it!

- ◇ Curl your lip
- ◇ Make your speaking tone flat and hard
- ◇ Think of someone you have little respect for
- ◇ Tell them “you are doing a great job”
- ◇ Smile
- ◇ Think something positive/about something that makes you happy
- ◇ Make your voice light and cheery
- ◇ Tell them “your work is terrible. You suck”

The Mehrabian Myth

Spoken language - 7%

Intonation - 38%

Body language - 55%







- Expressions – Universal
- Gestures – Cultural

VIA Character Strengths Assessment



The VIA Classification of 24 Character Strengths

ViaCharacter.org

WISDOM	CREATIVITY <ul style="list-style-type: none">• Originality• Adaptive• Ingenuity	CURIOSITY <ul style="list-style-type: none">• Interest• Novelty-Seeking• Exploration• Openness	JUDGMENT <ul style="list-style-type: none">• Critical Thinking• Thinking Things Through• Open-mindedness	LOVE OF LEARNING <ul style="list-style-type: none">• Mastering New Skills & Topics• Systematically Adding to Knowledge	PERSPECTIVE <ul style="list-style-type: none">• Wisdom• Providing Wise Counsel• Taking the Big Picture View
COURAGE	BRAVERY <ul style="list-style-type: none">• Valor• Not Shrinking from Fear• Speaking Up for What's Right	PERSEVERANCE <ul style="list-style-type: none">• Persistence• Industry• Finishing What One Starts	HONESTY <ul style="list-style-type: none">• Authenticity• Integrity	ZEST <ul style="list-style-type: none">• Vitality• Enthusiasm• Vigor• Energy• Feeling Alive	
HUMANITY	LOVE <ul style="list-style-type: none">• Both Loving and Being Loved• Valuing Close Relations with Others	KINDNESS <ul style="list-style-type: none">• Generosity• Nurturance• Care & Compassion• Altruism• "Niceness"			SOCIAL INTELLIGENCE <ul style="list-style-type: none">• Aware of the Motives/Feelings of Self/Others• Knowing what Makes Other People Tick
JUSTICE	TEAMWORK <ul style="list-style-type: none">• Citizenship• Social Responsibility• Loyalty			FAIRNESS <ul style="list-style-type: none">• Just• Not Letting Feelings Bias Decisions About Others	LEADERSHIP <ul style="list-style-type: none">• Organizing Group Activities• Encouraging a Group to Get Things Done
TEMPERANCE		FORGIVENESS <ul style="list-style-type: none">• Mercy• Accepting Others' Shortcomings• Giving People a Second Chance	HUMILITY <ul style="list-style-type: none">• Modesty• Letting One's Accomplishments Speak for Themselves	PRUDENCE <ul style="list-style-type: none">• Careful• Cautious• Not Taking Undue Risks	SELF-REGULATION <ul style="list-style-type: none">• Self-Control• Disciplined• Managing Impulses & Emotions
TRANSCENDENCE	APPRECIATION OF BEAUTY & EXCELLENCE <ul style="list-style-type: none">• Awe• Wonder• Elevation	GRATITUDE <ul style="list-style-type: none">• Thankful for the Good• Expressing Thanks• Feeling Blessed	HOPE <ul style="list-style-type: none">• Optimism• Future-Mindedness• Future Orientation	HUMOR <ul style="list-style-type: none">• Playfulness• Bringing Smiles to Others• Lighthearted	SPIRITUALITY <ul style="list-style-type: none">• Religiousness• Faith• Purpose• Meaning

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VIA Classification of Character Strengths and Virtues

Virtue of Wisdom



Creativity
Original, adaptive, ingenuity, seeing and doing things in different ways



Curiosity
Interest, novelty-seeking, exploration, openness to experience



Judgment
Critical thinking, thinking through all sides, not jumping to conclusions



Love of Learning
Mastering new skills & topics, systematically adding to knowledge



Perspective
Wisdom, providing wise counsel, taking the big picture view

Virtue of Courage



Bravery
Valor, not shrinking from threat or challenge, facing fears, speaking up for what's right



Perseverance
Persistence, industry, finishing what one starts, overcoming obstacles



Honesty
Authenticity, being true to oneself, sincerity without pretense, integrity



Zest
Vitality, enthusiasm for life, vigor, energy, not doing things half-heartedly

Virtue of Humanity



Love
Both loving and being loved, valuing close relations with others, genuine warmth



Kindness
Generosity, nurturance, care, compassion, altruism, doing for others



Social Intelligence
Aware of the motives and feelings of oneself and others, knows what makes others tick



Teamwork
Citizenship, social responsibility, loyalty, contributing to a group effort



Fairness
Adhering to principles of justice, not allowing feelings to bias decisions about others



Leadership
Organizing group activities to get things done, positively influencing others

Virtue of Temperance



Forgiveness
Mercy, accepting others' shortcomings, giving people a second chance, letting go of hurt



Humility
Modesty, letting one's accomplishments speak for themselves



Prudence
Careful about one's choices, cautious, not taking undue risks



Self-Regulation
Self-control, disciplined, managing impulses, emotions, and vices

Virtue of Transcendence



Appreciation of Beauty & Excellence
Awe and wonder for beauty, admiration for skill and moral greatness



Gratitude
Thankful for the good, expressing thanks, feeling blessed



Hope
Optimism, positive future-mindedness, expecting the best & working to achieve it



Humor
Playfulness, bringing smiles to others, lighthearted – seeing the lighter side



Spirituality
Connecting with the sacred, purpose, meaning, faith, religiousness

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What are character strengths?



Evidence Based



Universal – like emotional expressions



Cross-cultural



Recognizable



Admired/ encouraged



Don't detract from others



Common language



Uniquely expressed

What are they not?

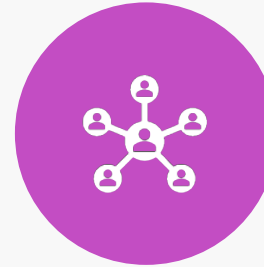
- ❖ Talents
- ❖ Skills
- ❖ Passions



Social Intelligence



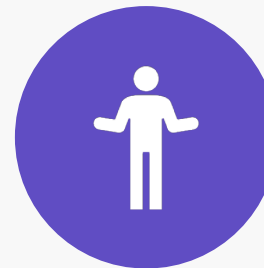
Aware of the motives and feelings of themselves and others, and how to fit into different social situations.



Feeling comfortable and saying the right thing - in the boardroom or the janitorial room, in a school setting or at a construction site. Social intelligence involves two general components:



Social awareness: what we sense about others



Social facility: what we do with our awareness

Why does Social Intelligence Matter?

- ◇ Connection
- ◇ Communication
- ◇ Creating a safe environment
- ◇ Positive group behavior
- ◇ Buffer against stress



Social Intelligence & Project Managers



5.64% TOP
STRENGTH



RANK 15



38% NOT LIKE US

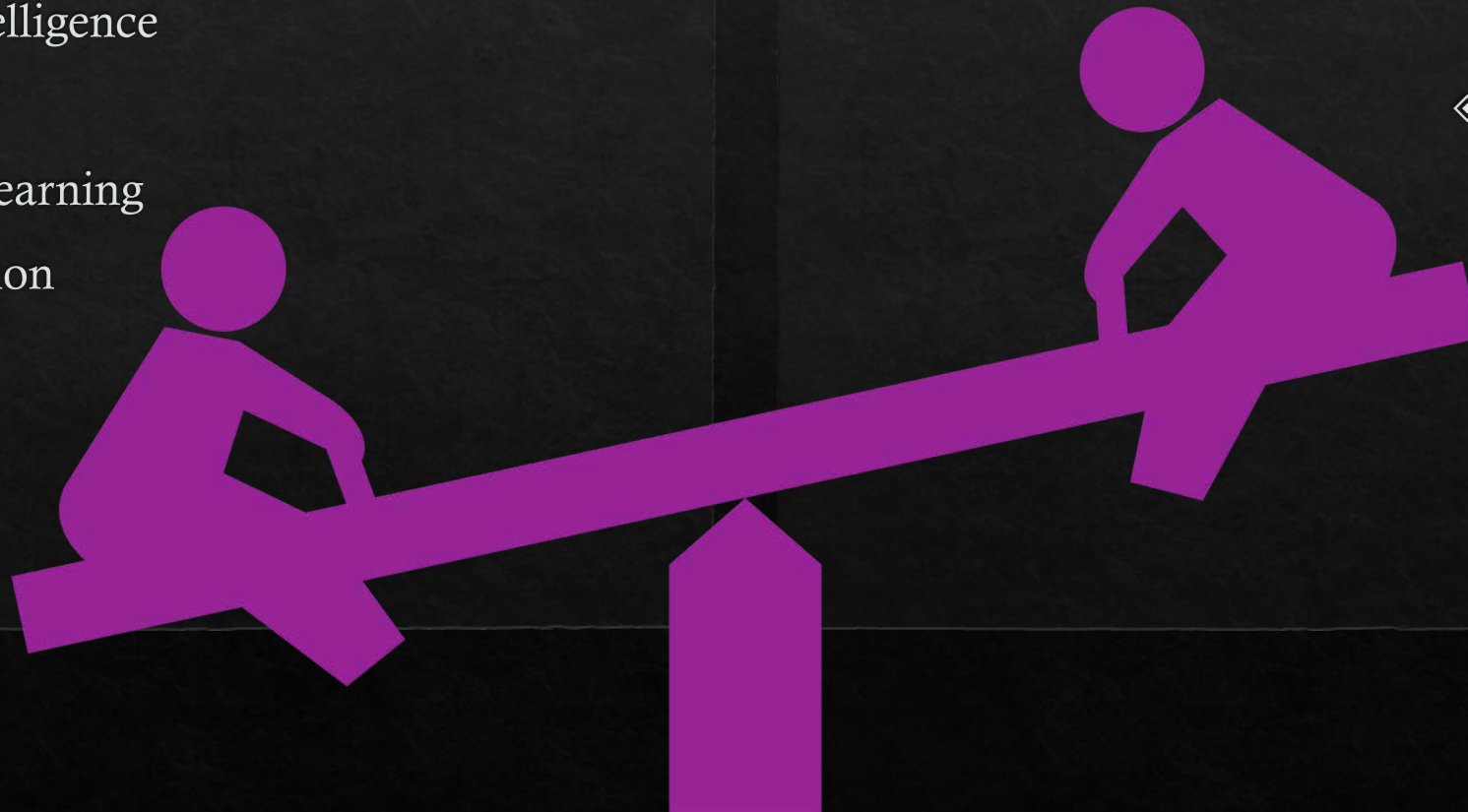
Our signature strengths compared to the U.S.

More likely to be lower strengths

- ◊ Social Intelligence
- ◊ Kindness
- ◊ Love of Learning
- ◊ Appreciation

More likely to be higher strengths

- ◊ Honesty
- ◊ Perseverance
- ◊ Prudence
- ◊ Teamwork



Communicating with Strengths

The PM

- ◇ Honesty
- ◇ Prudence
- ◇ Perseverance
- ◇ Teamwork

The Stakeholder

- ◇ Self-regulation
- ◇ Prudence
- ◇ Teamwork
- ◇ Humility
- ◇ Judgment



INFORMATION GATHERER

Photo by [Glenn Carstens-Peters](#) on [Unsplash](#)

Communicating with Strengths

The PM

- ◆ Honesty
- ◆ Prudence
- ◆ Perseverance
- ◆ Teamwork

The Stakeholder

- ◆ Zest
- ◆ Perseverance
- ◆ Teamwork
- ◆ Hope
- ◆ Self-Regulation

IMPLEMENTER



Communicating with Strengths

The PM

- ◆ Honesty
- ◆ Prudence
- ◆ Perseverance
- ◆ Teamwork

The Stakeholder

- ◆ Zest
- ◆ Hope
- ◆ Social Intelligence
- ◆ Curiosity
- ◆ Leadership

ENERGIZER



How do we build Social Intelligence?

- ◇ Self-awareness - find out your own strengths
- ◇ SEA strengths in others
- ◇ Ride the ripple!



Photo by [Austin Schmid](#) on [Unsplash](#)

Your best you...



Mindful Listening



Mindful Speaking

A woman with curly hair, wearing a white knit sweater and dark pants, is sitting on a stone wall. She is whispering into the ear of a young girl with curly hair, who is also sitting on the wall. The girl is wearing a black leather jacket and a patterned dress. The background is a rough stone wall with a window frame visible in the upper left. The text "Tell your story..." is overlaid in the center.

Tell your story...

What was it like?

- ◆ How did it feel?
- ◆ What did you hear?
- ◆ What surprised you?



Planning next steps – where will you focus?

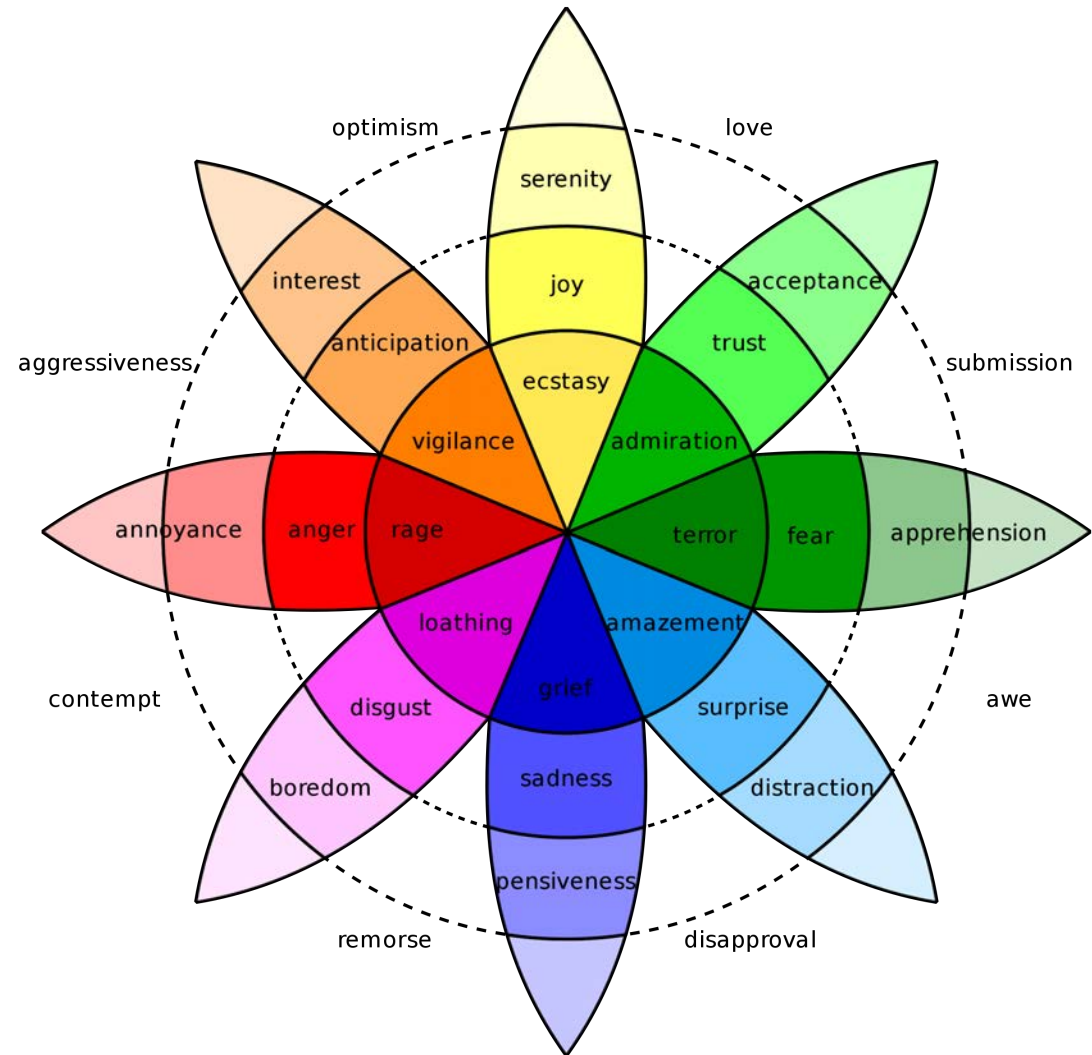
- ◇ Language
- ◇ Tone of Voice
- ◇ Body Language



- ◇ Character Strengths
- ◇ Mindful Listening
- ◇ Mindful Speaking

Mood Check-in #2

- ◇ Robert Plutchik's Wheel of Emotions (public domain)





Q&A

What do you want to know?

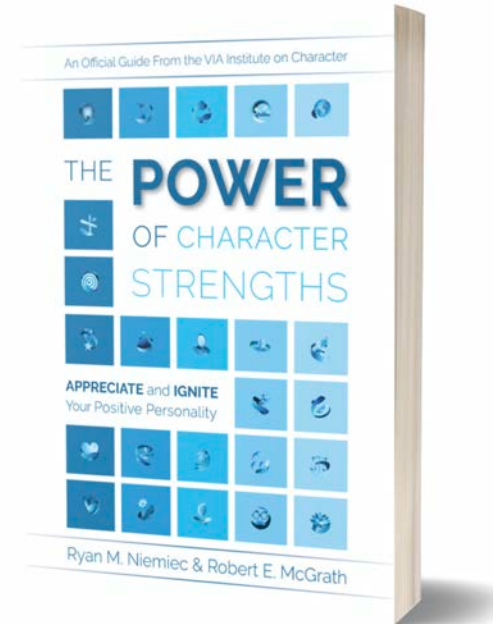
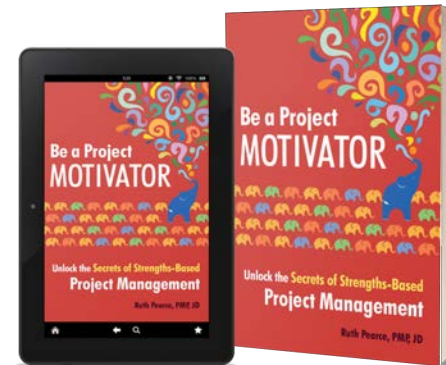
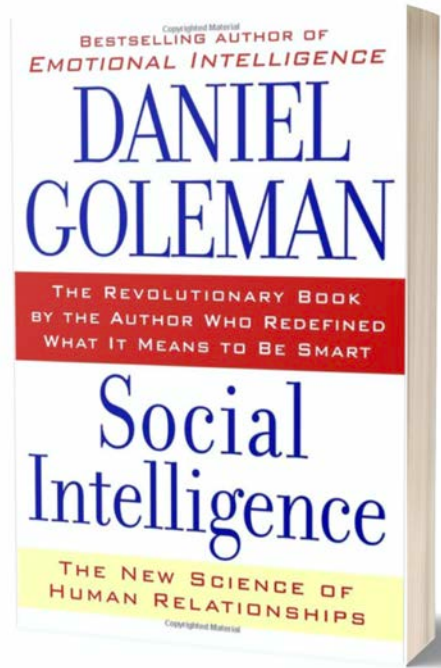
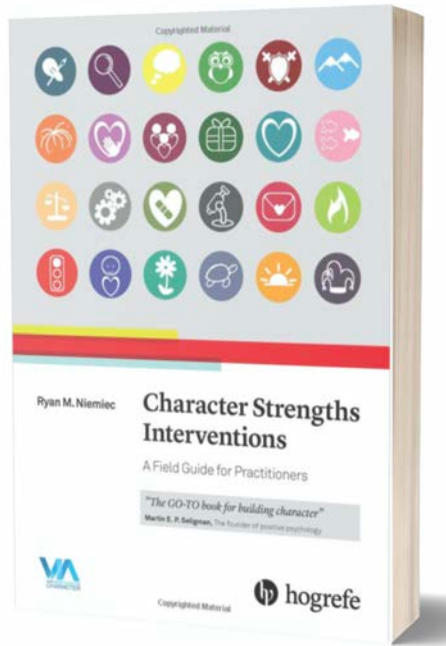
Email me at
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Keep in touch!

- ◆ VIA survey <http://pmichicago.pro.viasurvey.org/>
- ◆ Connect with me:
 - ◆ LinkedIn [linkedin.com/in/ruth-pearce-projectmotivator](https://www.linkedin.com/in/ruth-pearce-projectmotivator)
 - ◆ Twitter - @projmotivator
 - ◆ Website: www.projectmotivator.com
- ◆ Contact me at ruthpearce@projectmotivator.com
- ◆ Buy my book (available on Amazon) *Be a Project Motivator*



Ruth Pearce, PMP, ACC, JD
Project Motivator, Coach,
Speaker, Trainer



Recommended Books

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- ◇ Robert Plutchik's Wheel of Emotions (public domain) <https://commons.wikimedia.org/wiki/File:Plutchik-wheel.svg>
- ◇ Social Contagion video from Coco Cola: <https://www.youtube.com/watch?v=1veWbLpGa78>
- ◇ Strengths spotting video from Cubanos Acapella: <https://www.youtube.com/watch?v=CwET3Kf9d8>