



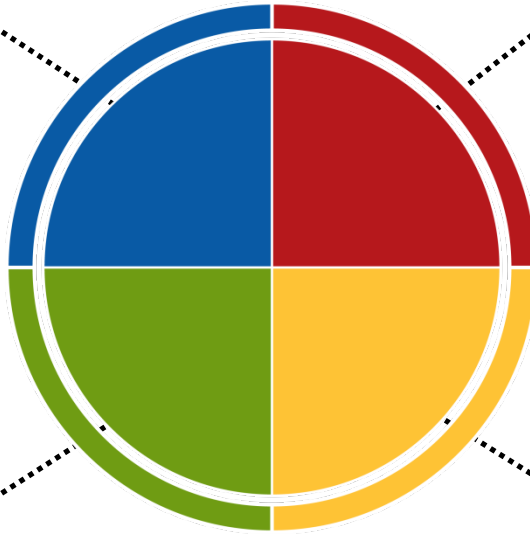
CREATING BALANCED COMMUNICATION

Keeping Insights Discovery® Alive – an activity

COMMUNICATION WITH THE 4 P's

Cool Blue

Articulate the **purpose** - giving people reasons to move away from the status quo.



Fiery Red

Present the **plan** for how to move from the current state to the future state.

Earth Green

Describe how **people** will be affected, what roles they will play, and how they will be supported.

Sunshine Yellow

Share the big **picture** – articulating the long term vision that is anticipated as part of the change.

ACTIVITY: ONE COMMUNICATION AT A TIME

1. Think about a recent situation in which there was a communication gap.
2. Which of the four preferences do you perceive you were coming from at that moment.
3. Which of the four preferences do you believe were missing in the communication?
4. Think about how you would communicate that message differently using the 4 P's communication process.

COMMUNICATING YOUR MESSAGE

○ **Sunshine Yellow**

- Ensure the receiver has a chance to comment or ask you questions.
- Do not ignore signs of confusion from the receiver.

○ **Earth Green**

- Check on the congruence between words, tone and body language.
- Look at the receiver and make eye contact.

○ **Fiery Red**

- Ask the listeners if they are following you – give them a chance to ‘lead’ the conversation.
- Put yourself in the other person’s shoes - consider the goal of the receiver.

○ **Cool Blue**

- Be clear about what you say without over complicating with too much detail.
- Vary your tone and your pace.

**It is not what colors you have...
but how you use them**

TOGETHER