

# IF YOU DON'T SPEAK their language



they'll **NEVER** hear you

We all know high performing individuals and teams mean greater motivation, increased productivity and higher revenue. It also leads to reduced failure or accident rates, less sick days and reduced staff turnover.

So what's the secret to achieving high PERFORMANCE ?

*Sandy Pentland*, director at Boston MIT's Human Dynamics Laboratory and his team looked into reasons for varying team performance.

**He says: "If you just look at patterns of communications - together with the body language - you can account for 50% of the variation between poorly performing teams and highly performing groups. 50% might not sound like much but what that means is that it accounts for more than everything else put together - and companies don't measure it today!"**

In our private life, we readily acknowledge that **we are all different**, with our own set of characteristics and needs. However in our professional lives, we expect everyone to react in the same way and typically management training reinforces this with **one set of rules and procedures** applying to all.

Of course the reality is people have very different ways of perceiving their environment. Each person has an individual way of communicating and being motivated.

It is assumed that focusing on 'what' content needs to be communicated ensures effective transfer of information. That's not always the case. The 'how' is as important as the 'what'.

**To be a successful leader, people not only have to hear us, they have to listen to and understand us.**

For this they need to be motivated to listen. When the motivation to listen disappears the outcome is most often misunderstanding and conflicts.

**We are all familiar with reading a name on an agenda for an upcoming meeting and inwardly groaning - 'Oh no not them'.**

Equally in another context we may think - 'great, they'll be there'!  
Both our actions have an impact on our motivation to cooperate with that person, and as a consequence team work is also influenced.

So how can we be sure we're not MISUNDERSTANDING others or being misunderstood ourselves ?

**The PCM Process Communication Model®** is an evidence based, reliable method that will teach you how to observe and analyse the verbal and non verbal behaviours in others. It will also provide you with evidence based reliable methods to adjust your own verbal and non verbal behaviours to ensure you **communicate effectively** even in the most highly pressured of situations.

## IT IS LIFE CHANGING

**PCM** will help you recognise how to communicate with each individual to help you win their motivation. When we have motivated staff, we achieve cooperation and active contribution on a daily basis.

Without understanding HOW to communicate to individuals, and simply using the same approach for everyone, you will inevitably end up feeding the wrong needs of some people. This **miscommunication generally results in disruptive behaviours and lack of performance.**

**PCM** will help to keep yourself and others in a good and productive space. It will help to make you aware of what motivates and recharges our batteries.

So what if I am already trained in INTERPERSONAL SKILLS or Behavioural Marker Systems ?

On an advanced level **PCM** is the enabler that allows rule and knowledge based training to be so much more effective. It will enable you to individualise communication and motivation based on the skills you will develop. It will provide for you the skills to support the move away from disruptive miscommunication back to unconditional mutual support.

**We all know that oil is crucial for the efficient, smooth and reliable operation of an engine. So think of your existing skill sets as the pistons and other parts of an engine. Now think of PCM as the oil that flows through those parts allowing peak performance.**