

How to Develop *Better* Communication Skills

(And overcome the barriers of effective communication)



Discover the **5 Proven Strategies** to *Motivate* Your Employees
(And Yourself) to Be More *Productive* and *Happier*

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How to Develop Communication Skills with 5 Proven Strategies

1. [Introduction – Why Bribery Doesn't Work](#)
2. [Barriers to Effective Communication](#)
3. [Run Regular Team Meetings](#)
4. [DISC Profile all Your Employees](#)
5. [Set Monthly Team Goals](#)
6. [Hold Two Team Building Events in the Year](#)
7. [Improve Your Communication Skills](#)
8. [Advanced Training](#)

Introduction

Why Old School Tactics Like 'Bribery' Doesn't Work!

"How can I motivate my staff to work harder", is a question I wish I had a dollar for each time I've heard it during my eighteen years of training over one thousand business owner clients.'

Motivating your staff *doesn't* work by paying them more money.

It may for a couple of weeks, then their new salary becomes "normal" and they're back to their old levels of productivity, so bribing them simply doesn't work.

Money doesn't *really* motivate people, because if it did there would be a LOT more millionaires in the world!

People are motivated by emotions and while money can lead to emotions indirectly (by what people buy with it), other emotions are best to motivate people and that's what this report is focused on.

The basic fact of human existence is... ***we all want to be happier.***

And, *happy* people are more productive people.

When people are happy, they are more able to conquer small or large challenges. When things get people down, just about anything can slow them down.

Happiness is an empowering state of mind, so the more you can increase the happiness of your team; the more able they are to solve their own challenges, take on more responsibility and leave you to do what you need to do in your role in the business.

Tapping into the powerful principle of "happy people are more productive" and answering the question of, "What makes people happier?" is what this report will reveal.

Barriers to Effective Communication

Unfortunately, we're not born as perfect communicators, and there are a number of reasons why we're not likely to be perfect communicators.

Understanding these factors helps with understanding yourself and those you are communicating with as all communication is about relationships with two or more people.

The common barriers to effective communication are...

- Our personality
- Our lack of understanding of other people's basic personality traits
- Poor listening skills
- Lack of empathy/caring about others
- Busyness

Increasing our communication effectiveness has a great influence on our level of personal happiness.

Business owners greatly influence the 'tone' of the workplace. If they're happy in their disposition then laughter will be heard in the workplace. If they are serious, very task orientated person then laughter and happiness will generally not be heard or at least as often.

Understanding other people is the key to happiness.

Why is happiness important with communication and in business?

Happy people solve their own challenges better, and if that's not reason enough, then here are some more...

Happy people take less days of work, don't ask for pay rises as often and stay working for the same company for longer.

All of these are financial benefits to a business for employees being happier.

The key to being an influencer of others with effective communication is to focus on the above factors, or start by implementing the following five proven strategies for improving productivity.

The First Strategy – Run Team Meetings

Employees are often *not* as happy as they'd like to be, for a number of reasons, some of which could be non-work related issues; like personal relationships, family issues, personal debt challenges, sport related or other issues. As work is where people spend about a third of their life, it's usually the greatest influencer of happiness.

The aim in business is to make your employees feel happier at work and one fantastic strategy used for some of the top performing small, medium and even large corporations is the strategy of holding regular team meetings.

Sam Walton – the CEO of Walmart, once the largest company in USA was an advocate for team meetings. **All** of his employees in his retail stores stopped work every week for a team meeting. He conducted these weekly team meetings for over ten years while he was CEO.

Why?

Because he obviously saw a *financial* benefit.

Yes, there will be lost work time for all employees when you hold a team meeting, but that's a small payment for the incredible benefits that come by holding them.

As a business trainer I've been recommending weekly team meetings for twenty years, and have witnessed some interesting and often spectacular results.

A mechanical repair shop business owner client reported this about running his first team meeting...

"The productivity of all of my workshop guys increased by 50% during the next week, and continued afterwards, thanks to your team building strategy"

That 50% increase in productivity came about because the employees got through 50% more work, (without any cost/salary bonus at all). That means **his Net Profit jumped by 50% in one week!**

That's a *cool* result considering it cost him nothing to implement, except a few lost hours of combined time for all his guys while in a team meeting, would you agree?

So let's talk about specifically *how* to run team meetings as a lot of businesses try this strategy and it doesn't work for them. With any strategy the execution of it can make or break it, not the strategy itself. Any poor execution of any strategy can make even a spectacular strategy FAIL!

Guidelines on How to Run Team Meetings

First of all, it's not meant to be a *lecture*, it's a team meeting. A team meeting means everyone gets to, and is expected to speak in it. Yes, even the teenagers (if you have any).

The team meeting starts off by everyone sitting in a circle, and then you introduce the rules (below). You talk about what you feel you need to say about your role in the business.

Then, after you've talked, you turn and face the person next to you and ask them what they feel they could do to improve their work in their role.

The biggest rule is... no one is allowed to interrupt any other person speaking at all ever!

Ignoring that rule is how *arguments* can start and that must be avoided at all costs.

By going around in the circle like this, each person is able to contribute to the business, bring up issues or challenges in their role and they feel like they are being *heard*. And yes, some of those challenges may be related to you and what you need to do, or haven't done to make their job easier.

Next, take notes or minutes of the meeting in regards to any actions that need to be taken from what was said in the meeting.

These minutes need to be reviewed by you and actioned or initiated by you to make sure they are all done. Failure to do so sends a strong message to employees who were brave enough to speak up, that what they say isn't important enough to be actioned. As soon as anyone feels that, they stop speaking and that's the end of the team meetings.

Running team meetings is **a super effective way to motivate your staff**, because it makes them *feel* more important, listened to, respected and cared about and all of these add up to happier employees.

You will hear some great suggestions about how to improve your business from this strategy too! Those improvements can increase your profits sometimes by \$50,000 more in a year, as one good idea can do that for any business.

Read on to learn more about how to enhance your team meetings with additional strategies.

The Second Strategy – DISC Profile All Your Employees

Have you heard of DISC Profiles? Or have you had your own DISC Profile assessment carried out?

The answers to these questions are generally “Yes” for about 30% of business owners. This shows how popular this tool is.

It’s a fairly common profiling tool, however it’s not as well understood as it *could* be, otherwise those 30% of business owners would be far more successful and happier in their life if they had learned it intensively.

Of the one thousand plus clients I’ve personally worked with long term, from the 155+ strategies I’ve taught them about business, DISC Profiles has been voted the most beneficial subject they’ve learned and is **two times more popular** than any other strategy.

Every person has a basic interest in learning more about themselves and DISC Profiling is a fantastic and simple way to cater to that interest.

By “profiling” your team you can then discuss it in a team meeting (the ‘First Strategy’) as did the mechanical repairs business owner who experienced a 50% increase in profit by using this strategy with team meetings.

Having mastered DISC Profiles in 1999, where I could determine the profile of eighty percent of new people I talk to, even on the phone, in five to thirty seconds, I can say from own personal experience it’s **an extremely powerful tool of communication**.

I’ve used it to convert leads into sales with a much higher than average industry conversion rate. I’ve used it to understand strengths and weaknesses of businesses operated by each of the profiles because a lot of major challenges of businesses are similar and also correspond to the DISC Profile of the business owner.

Business clients have seen spectacular improvements in their sales, profits and productivity thanks to this one subject, or strategy as I like to call it.

Here are some examples, so you can see what it’s a great strategy for you to implement...

- A builder in western Sydney tripled his sales in one month, after being taught about selling with DISC Profiles in mind
- A real estate agent increased his sales by 367% in one month, following a sale training workshop focused strongly on building rapport and selling to each DISC Profile prospect differently

- An engineering company in Toowoomba brought eight salespeople to a one day sales training workshop where DISC profiles featured strongly and their monthly sales increased from \$600,000 for the previous month to \$1,000,000 for the following month!
- A tree service business increased his quote to sale conversion rates from 30% to 48% in two months, (increasing his turnover by over 50%) *after increasing his prices by 30%* by applying DISC Profiles to his quoting/sales process.

As you can see, **spectacular results** can be experienced by learning DISC Profiles at a very high level.

You can easily learn more about DISC Profiles. There are hundreds of videos on it on YouTube, and thousands of websites discussing it. In our various courses you would receive our extremely refined written information on it that applies to all aspects of people management in your business.

Our courses include the profiling assessment tool you need so you can profile anyone and everyone for free after attending one of our courses. It's a great money saver to attend our course as the profiling assessment is a *pay per person* situation online.

Get in contact with us if you'd like to attend a half or one day course with DISC Profiling included, or find a website online and pay to profile your whole team one at a time.

When you've DISC Profiled your whole team, get together and talk about it as real people.

There is often a hierarchy in a business due to job titles and position descriptions and that hierarchy can adversely affect productivity. By getting together to discuss each person's DISC Profile there won't be any hierarchy as everyone has a DISC Profile and virtually everyone likes to know more about themselves.

DISC Profiles is a subject that is easy and fast to learn, in fact after training over one thousand business owners, it's the most commented on, discussed and beneficial subject they say they have learned in business... ever!

DISC Profile knowledge is a powerful communication skill you can apply to; recruitment (aptitude for certain roles), teaching, supervisor promotion selection, delegating, leadership and the depth of systems you need in certain roles in your business.

With all these critical roles you can use DISC profiling for, can you see why it's been voted the number one strategy learned from our one thousand plus clients?

It doesn't get any better than that as an *endorsement* of a business growth strategy.

Strategy Three – Set Monthly Goals

We *all* know the benefits of goal setting, and have heard there are benefits to goal setting, but still not everyone sets goals every month.

Goals give us a focus, an outcome, ***a measuring point of progress*** over a specified time and *progress is what makes people happier.*

People who *aren't* making progress in life are often depressed. ☹️ We want to grow our mind and develop it because ***life by definition means growth*** and growth by definition means *change*.

We need to grow *mentally* (and even *change* our surroundings every now and then) to stay happy in life.

In business it's all too easy to be busy being busy, "running a *busyness*", but you can work eighty hours a week for six months and still make no significant, measurable progress. *Can you relate to that?*

When business owners get caught up in *busyness* and don't make progress, it can affect all the employees too.

A way to counteract that is to set goals and monthly time frames are often the best.

A month is a great time frame as its obviously going to be a bigger goal than a weekly goal, so when it's achieved it has more impact or benefit to your business.

A goal is something you *strive* for, not something that is readily going to be achieved without any effort, or new actions. So a goal motivates people to strive *more*, to think *differently* and to try something *new* without changing what's working now.

A monthly goal to set can be an income goal, a conversion rate goal, a number of leads coming in goal, or a gross margin goal.

Make it a number, so there's no debate whether it's been achieved after one month or not.

Having a small reward for the team if you achieve it is a great idea too, it doesn't have to be big, but it's a time out reflection moment to ***celebrate progress.***

The reward could be you buy them all lunch, or take them all out to lunch, or bring in a masseuse for everyone to enjoy a 15 minute massage. The reward doesn't have to be huge; it just has to be *valued* by your employees. Ask them what *they* want, next team meeting and see what the most popular answer is.

Strategy Four - Hold Two Team Building Events in the Year

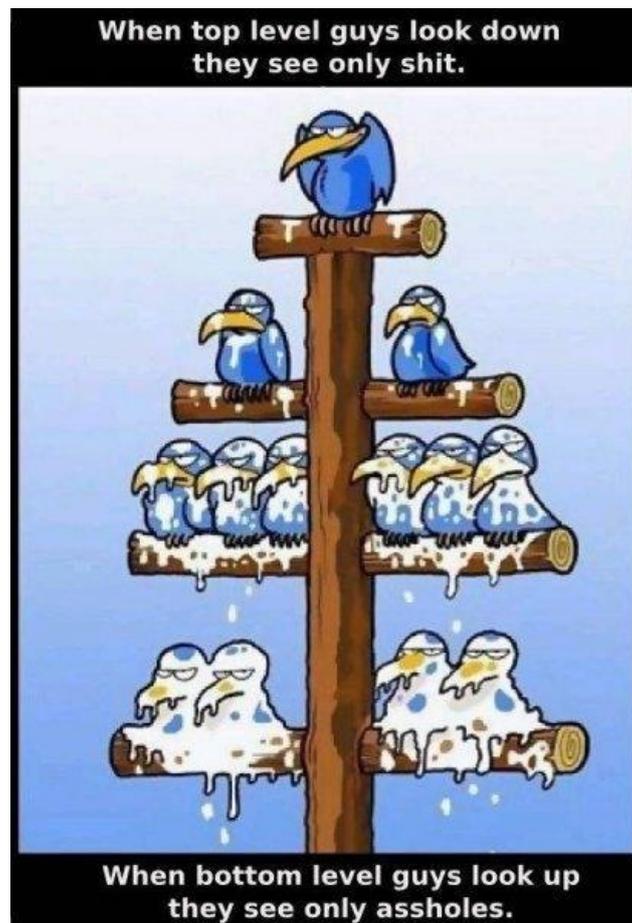
Team building is simply just another way of saying team *motivating*.

By applying the above *three* strategies, you'll be well on your way to motivating your team to be happier and more productive. And you can keep your team motivated, or motivate them even more by introducing one or two team building events for the year.

Employees (like everyone else), want to feel *valued*, and *appreciated* and when they feel this they stay loyal to your business.

In employees lives there are a **lot** that *aren't* "happy" with their job, or the company they work for, or their boss. You may feel like it's not your job to make them happy, but then you would be missing out on HUGE benefits to you and your business.

This picture is a great example of a lot of workplace environments that a lot of employees would relate to (and have from our surveys)...



Are you wondering if any of your own employees have the app and play it secretly when you're not around?

I know its *super tough* being a business owner. I've been one myself for *over 32 years* in 7 businesses.

Nothing is as tough as being a small business owner with all the challenges of running the business, so it's hard to keep everyone happy, including you.

That's where all these strategies are come in.

They're easy to implement, cost very little to implement and make not just you, but everyone happier and remember, that's what *everyone* in life wants.

Strategy Four is a great follow on strategy, which is holding **team building events** during the year, every year.

A team building event can be as large or as small as you want to make it, but it needs to be *significant* and *enjoyable*.

This strategy is about creating *two* events during the year for your employees to be excited before the event and excited after the event.

Here's an example...

A client of mine years ago who owned a large, successful tile shop in Western Sydney took up my challenge of owning a *second* business (by applying what he learned to free up his time and cash in his tile shop) to buy a hair salon business.

It was already operating (and cost him \$40,000 to buy it). He worked *in* it to motivate his new (to him) employees and using the strategies of DISC Profiles and selling his net profit increased from \$500 per week to \$2,500 per week within two months!

He applied the first three strategies (above) and then he worked on applying this one of having events.

He decided to take his 'girls' to the Melbourne Cup race in Victoria every year. (If you don't know, the Melbourne Cup is a horse racing gala event in Australia where fashion is focused on more than the horses or race).

Just talking about attending kept his girls excited three whole months before it, talking about dresses and what they were going to wear and then for three months *afterwards* about the great experience that was enjoyed by all!

I remember his exact words after going to the Melbourne Cup, “I’ve found one great *motivator* that covers half the year, now I just need another one!”

He was right... he *did* have one great strategy and just needed another.

A night out at with dinner and a musical was suggested by the girls and so it was decided.

Considering the **Rule of Motivating Employees...**

“Happy people are more productive people” – to motivate employees with a great incentive like an event benefits your business as productivity increases and so does your retention rate of employees.

It’s been stated that it costs a business about one year’s salary to replace an employee, through lost time, profit and efficiency. That makes holding two external events a year a small *investment* for your business.

Make a list of possible events yourself, decide on a reasonable budget and then approach your team with your ideas and budget to brain storm what events you can hold they all are excited about.

Strategy Five – Improve Your Communication Skills

Every person can improve their communication skills and in business the rewards for doing so can be **enormous!**

Take *selling* for one example of communication. If your business provides people with quotes on prices (every service and manufacturing business does), that's actually *selling*.

If you measured how many quotes you gave in a month, wait a month and then measure how many sales you had won, and divided that figure into the total number of quotes supplied, that is your conversion rate and that figure is a great opportunity to improve on.

Ninety percent of small service businesses have never introduced a sales conversion rate strategy.

The sales *conversion rate* is just one figure that can have a massive impact on income and profit, just by using the strategy of selling skills (training).

Another communication strategy is how you communicate to existing clients and another is your communication with employees. Even supplier relationships (and prices) can be improved significantly with better communication skills.

This one strategy on communication skills could fill a book, (i.e. our workbooks and courses) but right now here are some great communication tips to get started...

When passing on instructions to employees, instead of using sentences like, "I need you to..." Change your instructions to questions, "Can you...?" so it becomes a question or *request*.

This simple, subtle change can make a small or very significant difference depending on a few various factors (like *your* DISC Profile). Employees then *feel* like they work '*with*' you, not '*for*' you, which is the making of a great *team*.

In sport, great teams are ones where **everyone feels equal** to everyone else. When there's one "Superstar" on a team it's often a detriment to the team results because other team members expect that person to do most of the work.

The "Superstar" then feels like they are doing most of the work and no one else is, which frustrates them or burns them out, a bit like some business owners who haven't worked on their communication skills. 😊

The essential key skill in business is communication.

Your *style* of communication (with tone of voice, volume of voice, body language, eye contact, wording etc.) all have a BIG impact on how your employees feel towards you and working with you.

Are you happy at work? Are you *always* happy at work, or do you snap at people, raise your voice, yell, scream, swear, abuse people etc.? All of these are not what categorise as having good communication skills.

Communication skills in the workplace are about **leading, teaching and influencing** people (employees, suppliers and clients).

The rewards for excellence with just one of these skills are simply awesome!

As a poor communicator in my early twenties, I chewed through employees. Then as my communication skills improved I kept them longer and longer. We had a great relationship, with trust, honesty and had fun.

Now thanks to my communication skills, I've worked with other companies who consider me their 'competitor' and we've referred clients to each other. It's quite exciting to meet another person in the same industry who is very sceptical and then be able to turn them around to create a Win-Win outcome!

These outcomes have been achieved regularly with over a dozen accounting firms, who have promoted my events to their own clients, after first of all feeling very sceptical of what I could offer their clients.

Incredibly profitable outcomes such as these are readily achievable, when you have excellent communication skills in a combination of leading, teaching and influencing.

Let's focus on just one of these three critical skills, with the one that is the most important of all when you have employees... **teaching**.

When you have employees, (or clients if you're in the service industry), your ability to teach them is critical.

Teaching *effectively* reduces mistakes, errors and assumptions, all of which can be very expensive when they occur.

Ever had a client say, "*You didn't do what you said*"?

That can lead to the loss of a client or "rework".

Ever had an employee not do a task the way you described it? Was that expensive for you? How often has it happened?

Ever felt like you should do things yourself because it seems so hard to get people to understand what you want done and to do it properly?

Can you see why teaching is such a valuable subject?

Teaching skills are how you LEVERAGE your efforts. You don't need to correct, repeat what you say and waste more time because they understand you and remember what you say.

Let's start with the most basic, but most important aspect of teaching and that is using **WHAT** and **WHY** in your communication.

In life we all have a personality and that personality is like a 'wiring of our brains'. The 'wiring' means we communicate a certain way, based on our thinking structure.

A lot of people in our society are '**Left Brain Dominant**'. What that means is, they are analytical, detailed orientated, logical and critical. They focus on the details or HOW.

Schools produces left-brain dominant people, even though 70% are right brain dominant, *before they go to school*.

To be a great teacher (of your employees) you need to teach with *both* sides of the brain for someone to understand you clearly and act on what you say.

When you communicate a task you want done now, do you just talk in terms of HOW to do it?

The majority of business owners do. What they often don't tell their employees in their communication is WHAT they want the outcome of that task to be and **WHY** that outcome is important.

When you give people a *sequence* of HOW-to instructions, it's like giving them this number sequence... 4,9,2,3,6,8,1,5,2,7 and saying, did you remember all that?

Saying it to people once, without it also being given in *writing* means they will most likely forget most of what you instructed very quickly.

Humans can't remember a stream of data at all effectively! It's just not how our brains work.

The way to solve that is to bring in *references* for people to relate what you are saying to them.

***All learning is relating something new to something you don't,
and bridging the gap between them.***

Let's look at an example.

If you were given a 1,000 piece jig-saw puzzle for the first time, without knowing the final picture, or seeing it and then were told HOW pieces fit together and shown a dozen examples of HOW one piece connected to another, how effectively would you be able to complete the jig-saw puzzle?

The instructions didn't help much by showing or telling HOW pieces go together.



Now, take the *usual* way of putting a jig-saw puzzle together.

You actually “**Chunk**” it down. You look at **WHAT** you are trying to achieve as the **outcome**. You look at **WHY** certain colours go in certain places.

You find the corners first, then the pieces with one straight edge and then build the perimeter. You build that “chunk” first.

What do you do next?

Using the above picture, you would find the sky coloured pieces, the white clouds, the ocean etc. and put them into chunks as well.

Notice how you are “chunking” during the whole process, by thinking in terms of “**WHAT**” goes where and “**WHY**” it does? You’re bridging the gap between what you know and what you don’t every step of the way.

That's an **organic** way of thinking and explains how people *naturally* learn and go about tasks, so why not teach people with instructions the exact same way?

Start with WHAT you want from the task you are teaching as an outcome.

Next, explain WHY that outcome is important.

After that talk about HOW to start. While you're talking about HOW, something amazing might happen...

The employee you are teaching this too will often volunteer HOW to do the task.

This is obviously more relevant to tasks that involve more time in teaching, and that's where WHAT and WHY is critical to include in your communication.

The key here is that until you know WHY you need to do a certain task a specific way and WHAT the outcome is, you *aren't* really wise.

Wisdom is all about understanding reasons WHY

You know WHY you want certain tasks carried out a certain way, because it *works* that way. But are you *sharing your wisdom* of WHY, or just telling employees HOW.

When you communicate with WHAT and WHY, you'll find your employees become smarter! You'll find they *think* for themselves, plus... they may even improve on *how* a task is performed, *saving you time and money*.

Sometimes the HOW doesn't matter that much, but WHAT the outcome is and WHY it must tick certain boxes does.

Give your employees the experience of this form of communicating (teaching) and watch what happens. You may be *absolutely amazed* at what does happen!

Hundreds of our clients have been, from making these changes with how they teach and communicate to employees, so give it a go and see for yourself.

This is just a small introduction to a BIG subject. If you've liked it so far and it 'makes sense', you'll love what's coming next, which is to attend the...

Communication Skills Webinar

Watch your Inbox for your invitation, or if you can't wait to benefit more with leading, teaching and influencing your employees, **get in touch with us by email** or phone. You can attend our half and one day courses from anywhere in the world.

[Advanced Training](#)

This book is a short introduction to super effective communication skills in workplace environments. If you'd like to benefit far more then the next step is to attend our free Training Webinar or a course.

In all there are 6 People skills or 'soft skills' in business, including...

- ✓ **Managing**
- ✓ **Selling**
- ✓ **Teaching**
- ✓ **Leading**
- ✓ **Delegating**
- ✓ **Influencing (*persuading*)**

Every one of these powerful skills is taught in depth in our courses...

Influencing With Integrity

A one-day course on leadership, teaching and influencing. It's the perfect course for business owners wanting to improve their managing skills with employees, but also it's a perfect course to bring your managers and supervisors to so you could share in the experience.

Winning Sales With Integrity

This one day course teaches advanced salesmanship where the focus is on building rapport using various advanced people skill techniques and tools, such as DISC Profiles, tone of voice control, body language and more. It is perfect for any business that doesn't achieve 100% conversion rates from phone call or face to face meeting to sale. It's the a super "user-friendly" course, where you will enjoy selling because the pressure, stress and anxiously doesn't exist in selling situations by using this content, yet sales will usually increase from 20% to 340% from this one day course.

Effective Communication Skills

This half day course is a fantastic introduction to the full day courses. It's a low priced solid entry start to our more advanced courses.

The Academy of Business Mastery

The course name describes the full 7 month course. It's about complete business mastery, with supplied measuring tools for every business, complete systems your business needs, templates, over 155 strategies, workbooks, 49 emailed templates, training videos, plus one on one guidance and training. There's no other course like it in the world and it produces results equal or superior to any other in the world in terms of net profit increases in months.

<http://www.profittrans4mations.com/training-courses/small-business-courses>