

Workshop Synthesis

Having Difficult Conversations

Seeds that help you...

- 1. Deliver data with relevance to a mixed audience or 2 different groups*
- 2. Deliver bad news to your team, your co-worker, your boss, etc.*
- 3. Communicate and influence more in less time*



Challenges with delivering data with relevance to **MIXED AUDIENCE**

How do you
know what
information
they want?

Different
motivations &
agendas

Audience has
various levels
of technical
understanding

How do you know what information they want?

- Anticipate the needs of each group & prepare accordingly
- Pre-meeting discussions with key audience members, buy-ins
- Collaborate with mentors to prepare

Audience has different agendas, biases & attention spans

- Executive summary
- Clarify objectives
- Most important information first
- Present recommendation first, then rationale

Audience has various levels of technical understanding

- Storytelling, analogies
- Limit technical jargon
- Consider more than one meeting - varying technical depth and relevance



**Why it's
challenging to
delivering bad
news to team,
co-worker,
boss**

Tension
between
empathy and
tough
message

How to get
started?

Not sure HOW
to navigate
BAD
REACTIONS

Tension
between
empathy and
tough
message

- Use your empathy to develop a trusting relationship ahead of time
- Imagine you are receiving this info, how should it be delivered?



How to get
started

- Bounce the situation off a trusted advisor
- Use specifics, avoid generalizations
- Be prepared for tough questions

Not sure HOW
to navigate
BAD
REACTIONS

- Manage body language
- Begin with a positive point
- Keep focus on the issue, avoid scope creep
- Provide options that guide the conversation to a product next step, keep moving forward, makes them feel like part of the situation

Challenges to being brief and brilliant!

We are passionate about our data!

Catering to various audiences

Ignorance stunts comprehension

We are
passionate
about our
data!

- Elevator speech for every project
- Simplify visual and oral message
- Leverage your partners to align on the official headline
- Put the interesting points in the appendix



Influencing
your
audience

- Understand stakeholder expectations and language, and cater your message accordingly
- Be courageous: do your job, exude expertise, they NEED your conclusions

Ignorance
stunts
comprehension

- Quickly bring them up to speed : start with project objective, then result
- Build your brand awareness...look for other occasions to share what you do, develop a common understanding of the kind of business decisions you're involved in



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Suggestions for next steps

- *Observed significant passion and interest, what other topics would interest you?*
- *We're behind you! Leverage the SSP network to help you work through these and other obstacles*