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