



TAKING RESPONSIBILITY FOR  
CLEAR COMMUNICATION

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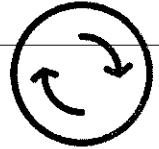
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\* Workshop exercises and worksheets designed by Shelley Krantz, Communications Consultant, and are printed with her permission.

## INTRODUCTION

### OVERVIEW

"Talk Isn't Cheap" video and leader's guide show members of your organization how to communicate more effectively. Clear communication will not only improve work relationships and productivity, but can save your organization time and money.



### HOW TO USE THIS GUIDE

Before beginning your "Talk Isn't Cheap" workshop, read through this guide. Take special note of the Preparing for the Workshop section. The Planning Considerations and Suggested Training Sessions will help you determine your workshop agenda.



Present the material on flip charts, overheads or a combination of both. You may duplicate the worksheets, Session Evaluation Form, and flip chart / overhead layouts when you use them with the video. You can photocopy the layouts (located in the back of the guide) onto acetate for overhead projection--or use them as a guide to make flip charts.

No other section of the guide may be duplicated.

### THE VIDEO'S MESSAGE

Miscommunication costs your organization money. In today's workplace, an environment of empowerment and shared responsibility for the bottom line, everyone is accountable for these costs. If organizations are to be profitable, everyone must take personal responsibility for clear communication.



This video demonstrates practical, effective techniques for improving communication in the workplace. In today's busy work environment, it is easy to overlook basic communication skills. This video not only demonstrates these skills, but dramatically illustrates how expensive a careless communication error can be. The cumulative costs of these sometimes small, sometimes devastating errors can chisel away at a company's profitability.

Using the essential skills demonstrated in this video, viewers will communicate more clearly and reduce unnecessary costs in time, morale and money.

## KEY TRAINING POINTS

Using these four communication skills will reduce costs in time, morale and money.



### 1. Make Yourself Clear

- Plan before you speak (Make a wish list )
- Don't interrupt (Wait your turn)
- Keep it simple
- Be specific
- Get feedback

### 2. Add Reinforcement

- Don't assume you are understood
- Repeat and rephrase
- Use visuals to reinforce your message
- Get a recap

### 3. Listen Actively

- Speak up if you're confused
- Ask questions
- Reconfirm the answer

### 4. Find the Hidden Message

- Open a door. Give people a chance to open up.
- Don't get defensive
- Ask for solutions

## TRAINING APPLICATIONS

In today's workplace where everyone is expected to take increased responsibility for the bottom line, clear communication is a critical skill for people at all levels within the organization.



This video easily adapts to **COMMUNICATION TRAINING WORKSHOPS** for:

- **TEAM LEADERS**
- **MANAGERS & SUPERVISORS**
- **ALL EMPLOYEES**

## PLANNING CONSIDERATIONS



### 1. Know Your Audience

- Understand the training needs of your audience and target your workshop accordingly.

### 2. Determine Objectives

- Considering your audience and the materials you will be using, decide on the objectives of your workshop. We recommend no more than four.

### 3. View Video

- Watch the video. Note situations which relate directly to your audience.

### 4. Prepare Environment

- Reserve a comfortable room with easy access for viewing the video and for small and large group discussions.

### 5. Prepare Materials

- Use the Training Leader's Checklist to prepare flip charts and/or overheads and photocopy all participant handouts.

### 6. Check All Presentation Equipment

- Test all audio and visual equipment **before** the training session begins. At workshop's beginning, make sure everyone can see and hear the presentation.

### 7. Send out Invitations to Participants

- A sample letter is provided for your use. (page 6)

## SUGGESTED TRAINING SESSIONS



	<b>Activity</b>	<b>Time</b>	<b>Page(s)</b>
<b><u>1-Hour Session</u></b>	Welcome / Talk Isn't Cheap / Worksheet	10 min.	8-9
	Video Presentation & Discussion	30 min.	12
	Communication Solutions / Worksheet	20 min.	9, 23
<b><u>2-Hour Session</u></b>	Welcome / Talk Isn't Cheap / Worksheet	10 min.	8-9
	Impact of Communication / Worksheet	20 min.	10-11
	Video Presentation & Discussion	30 min.	12
	Break	10 min.	-
	Be Specific / Worksheet	15 min.	13-15
	Communication Solutions / Worksheet	20 min.	9, 23
	Action Plan / Evaluation	15 min.	24-26
<b><u>3-Hour Session</u></b>	Welcome / Talk Isn't Cheap / Worksheet	10 min.	8-9
	Impact of Communication / Worksheet	20 min.	10-11
	Video Presentation & Discussion	30 min.	12
	Break	10 min.	-
	Be Specific / Worksheet	15 min.	13-15
	Add Reinforcement / Worksheet	15 min.	15-16
	Active Listening / Worksheet	30 min.	17-20
	Find Hidden Message / Worksheet	15 min.	21-22
	Communication Solutions / Worksheet	20 min.	9, 23
	Action Plan / Evaluation	15 min.	24-26

(These times are approximate and may vary depending on the size and responsiveness of your audience.)

## SAMPLE INVITATION TO WORKSHOP

This letter can be sent or e-mailed to your participants approximately two weeks before the training session. You can customize it to fit your needs.



(Date)

To: (Participant's Name)  
From: (Trainer's Name)  
Re: **"Talk Isn't Cheap"** Workshop

Can you think of a time when a communication error cost this organization money? Did you ever think about how many hours and how many dollars are wasted when a simple communication is misinterpreted? "Talk Isn't Cheap," the subject of this upcoming workshop and video, will dramatically illustrate the high cost of miscommunication and provide practical techniques for improving communication within our organization.

On (insert date) at (insert time), we will hold a training session on communication. The session will be held at (insert location). The purpose of the session and video are to help you appreciate the costs of ineffective communication and to enhance your communication skills in the following areas:

- Make yourself clear
- Add reinforcement to your message
- Become a more active listener
- Find hidden messages

Please mark your calendars so you can attend this important training session.

Thank you!

## TRAINING LEADER'S CHECKLIST



### 1. Reserve an appropriate location with...

- Comfortable seating
- Easy viewing of visuals
- Good lighting
- Adequate writing surface
- Good acoustics
- Accommodations for participants with disabilities

### 2. Make sure all equipment is working by...

- Checking the VCR, monitor, and sound
- Testing videotape before showing
- Checking overhead projector and any additional equipment

### 3. Organize and prepare all materials, including...

- Training Leader's Guide
- Overheads and/or flip charts
- Paper and pencils
- Worksheets photocopied for participants

### 4. Any additional materials (list below)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## "TALK ISN'T CHEAP" WELCOME & DISCUSSION



**Time Required:**

- 10 minutes

**Materials Needed:**

- Overhead or Flip Chart #1 & #2
- "Talk Isn't Cheap" worksheet (page 9)

### Reveal Flip Chart #1:

**"Talk Isn't Cheap: Taking Responsibility for Clear Communication"**

#### Welcome:

Introduce yourself and welcome participants. Ask participants to introduce themselves, describe their job responsibilities and work group.

#### Read or Paraphrase:

This is a workshop about communication. We will be considering the effects of good and bad communication *and* what everyone can do to communicate more effectively. As we go through the session, please draw on your own experiences as well as from those in the video.

### Reveal Flip Chart #2:

"Ever think about how many hours and how many dollars get wasted just because people don't communicate?"

#### Hand out Worksheet and Discuss:

In the opening of the video, the host says, "Ever think about how many hours and how many dollars get wasted just because people don't communicate?" Ask participants to think of any work experience in which money and/or time were lost because of poor communication and to write it on Part 1 of the worksheet. Ask for a few participants to share the experience they have written down. Explain that after the video, participants will have an opportunity to consider how that poor communication might have been improved. (Part two of this worksheet will be used in the "Communications Solutions" Exercise & Discussion on page 23.)

## "TALK ISN'T CHEAP" WORKSHEET

Part 1. Think of any work experience in which money and/or time were lost because of poor communication:

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Part 2. Using the communication skills illustrated in the video and discussed in this workshop, what specifically could have been said or done to improve the situation described above? Would this have saved time and/or money for your organization?

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