

How to Become an Expert Communicator to the Non-Expert Listener

Dr. Fred Ray Lybrand

Why is Communication so Tough?

Demonstration #1



Demonstration #2

Why is Communication so Tough?

Sender

Receiver



Message

channel



Sender

Receiver



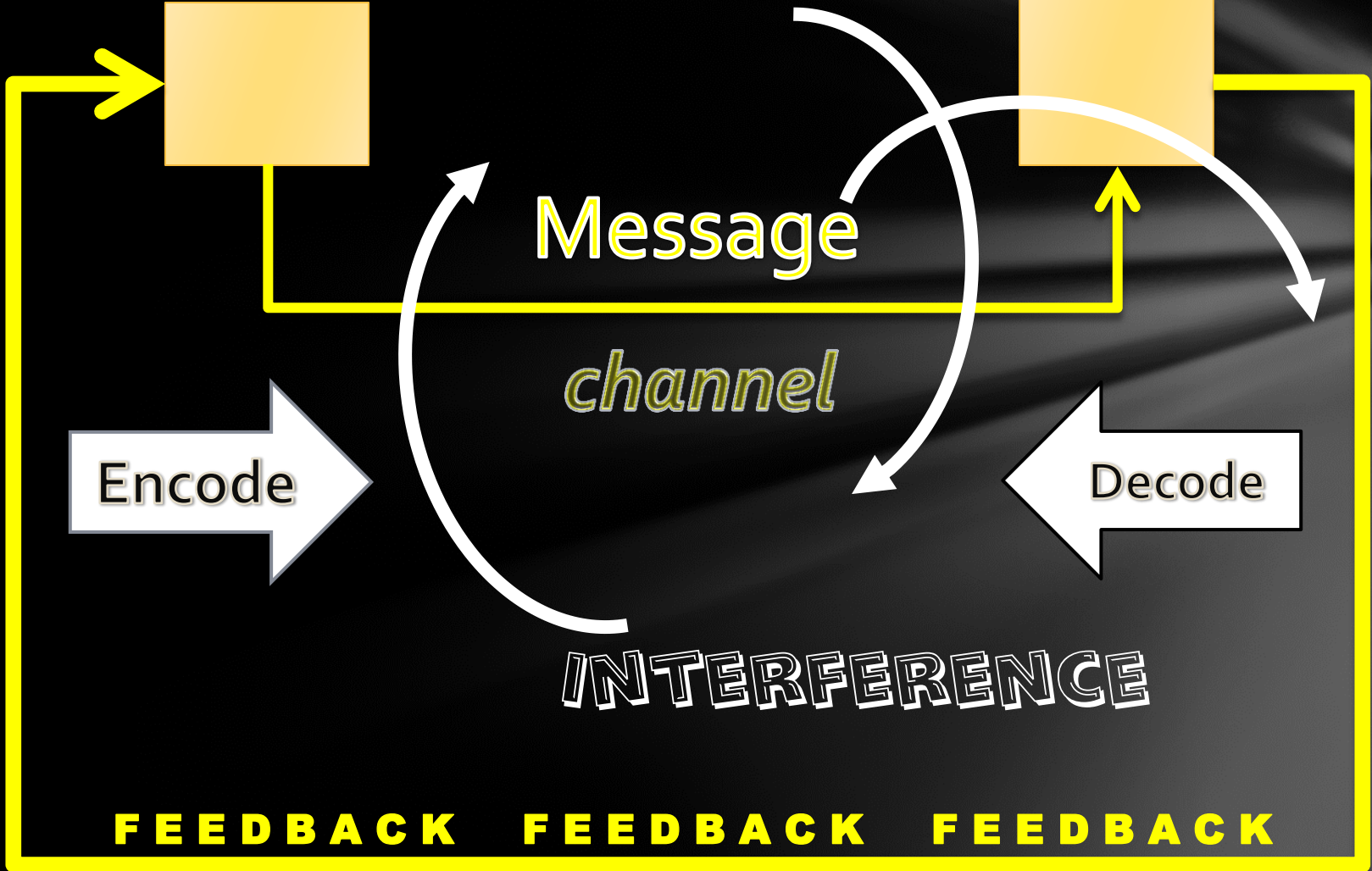
Message
channel

Encode

Decode

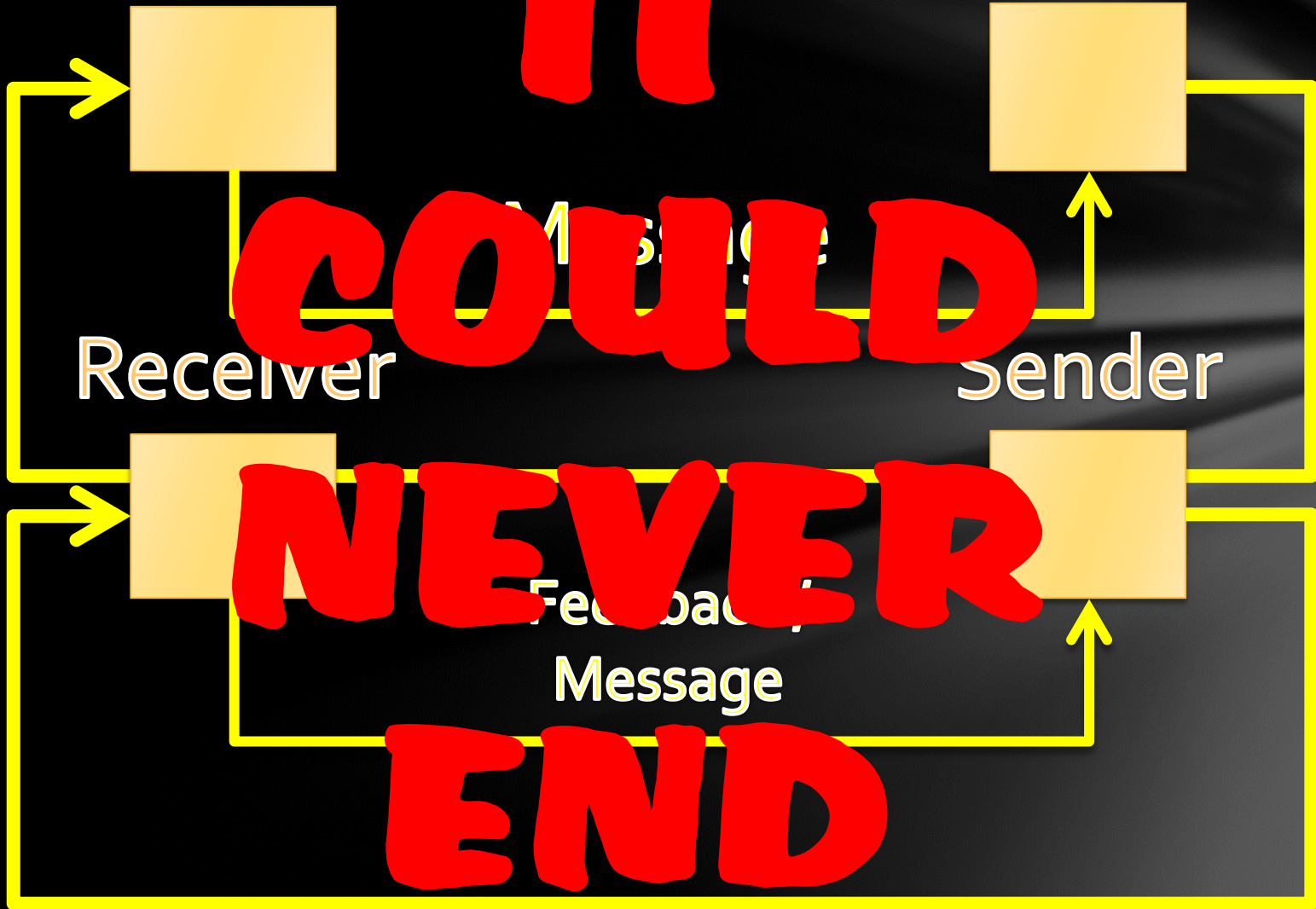
INTERFERENCE

FEEDBACK FEEDBACK FEEDBACK



Sender

Receiver



IT

COULD

NEVER

END

Receiver

sender

Feedback
Message

Why is Communication so Tough?

Demonstration #1

Demonstration #2



Today's Goal: Skill through Insight and Practice

Why is Communication so Tough?

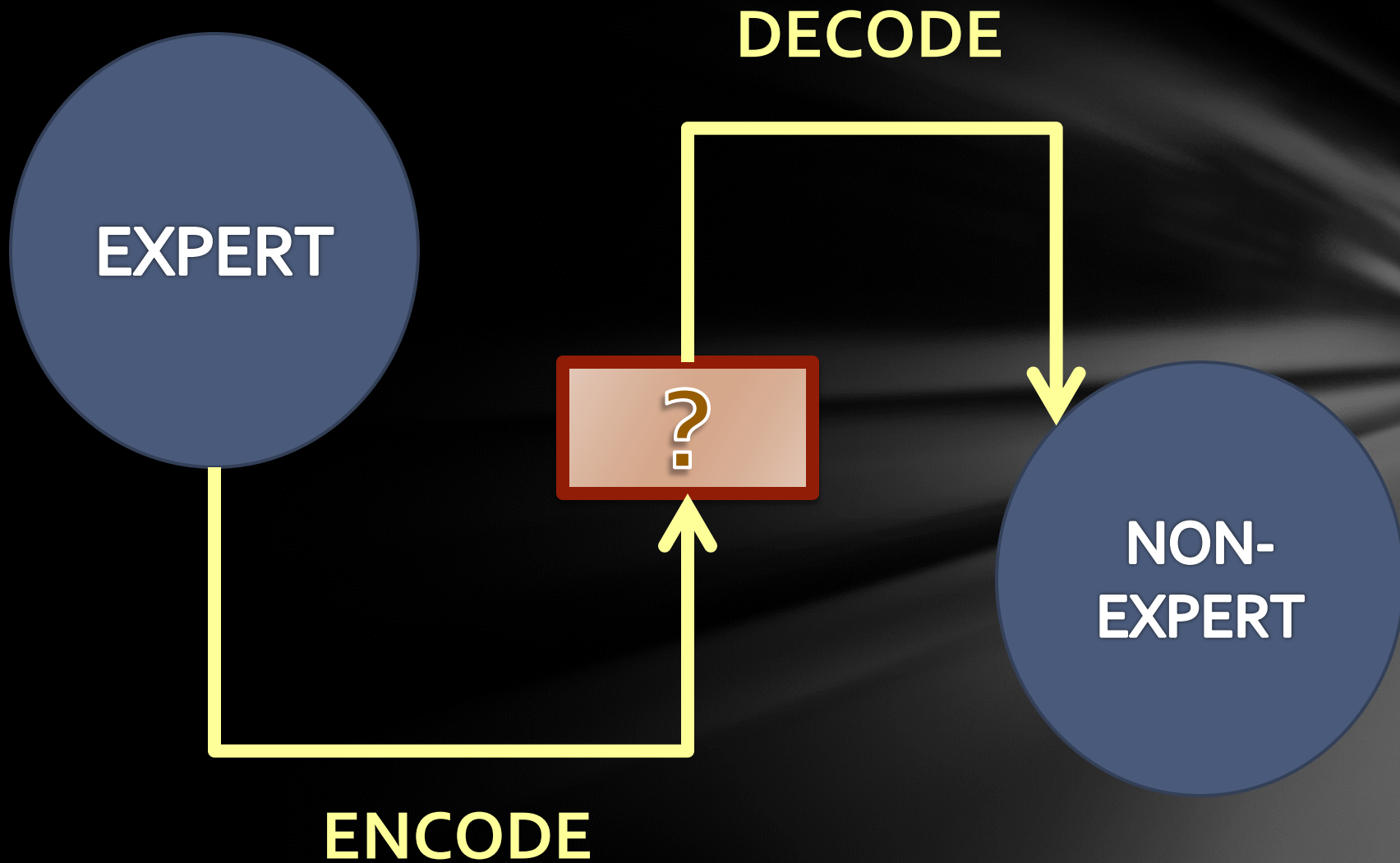
How Do We Overcome the Challenge?

**The Answer is to
Create Common Ground**



**Where Communication
Can Happen**

What do the Expert and
Non-Expert
have in common for
communication?



Anything you both
understand or CAN
understand will work

The Greatest Communication Tool in History

The Analogy/Metaphor/Simile/Story

a similarity between like features of two things, on which a comparison may be based: *the analogy between the heart and a pump.*

“A metaphor: It's like a thought wearing another thought's hat.”

-Brita, from TV's *Community*

Example 1: Brooks



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Example 2: Employee

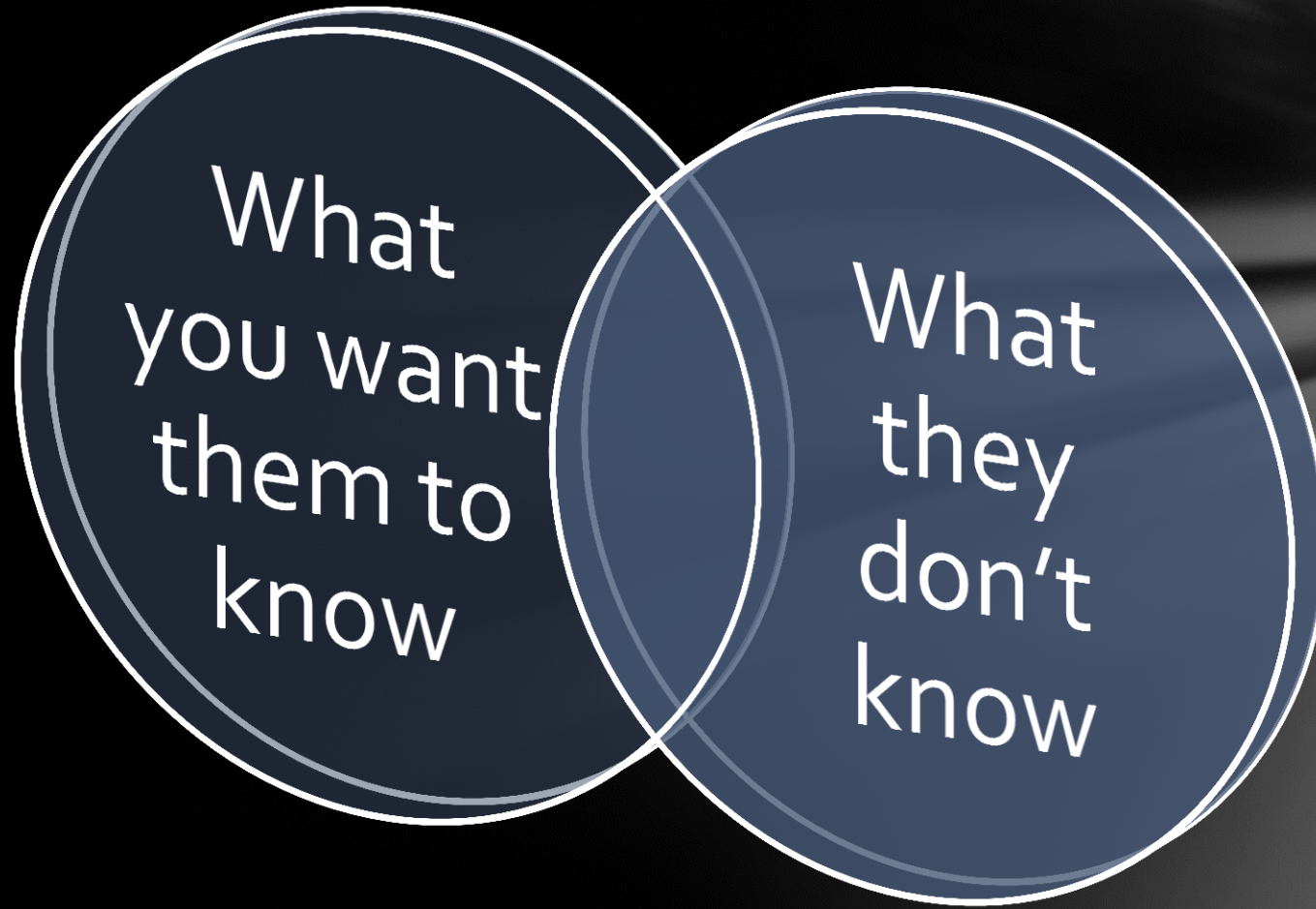


Other Examples?

The Expert to Non- Expert Process

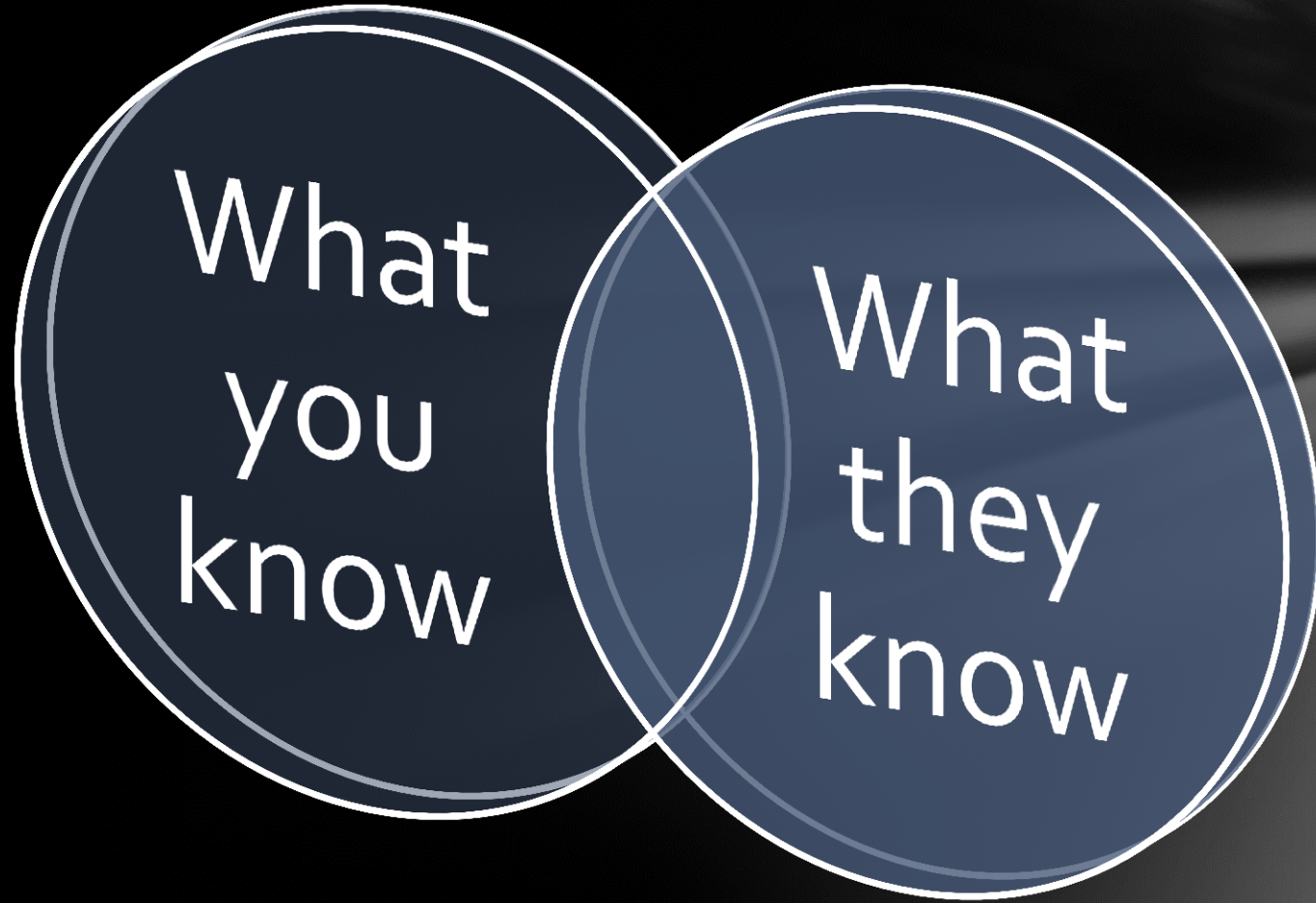
Step 1: DISCERN

DISCERN



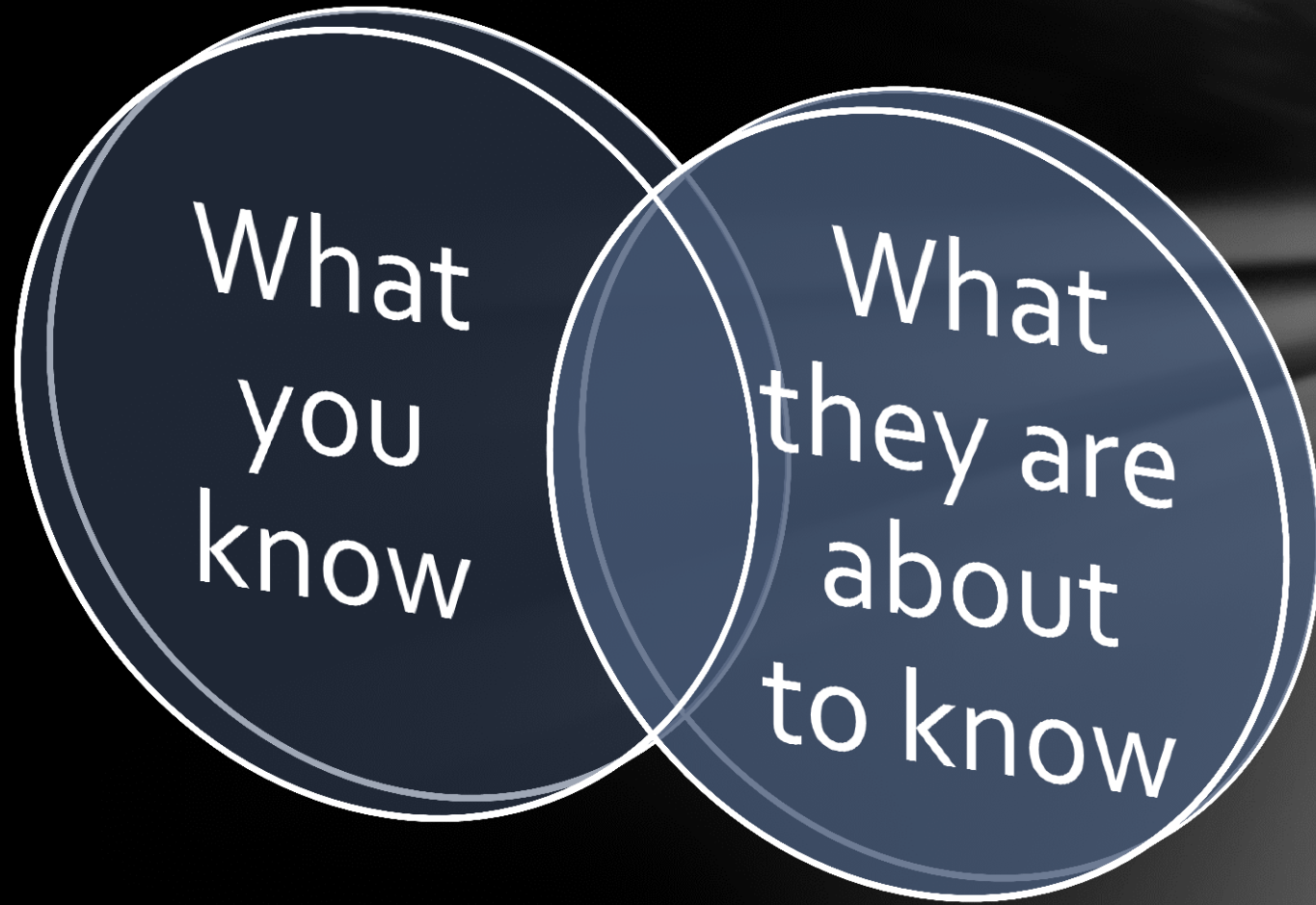
Step 2: DISCOVER

DISCOVER



Step 3: DESIGN

DESIGN



DESIGN'S 3 STEPS

- A. Call It (The Analogy)**
- B. Consider It (The Elements)**
- C. Connect It (The Vital Elements)**

...Let's TRY IT...

Warnings

FIRST:

“Sometimes you have to
try more than once.”

ALI – **A**ct....**L**earn...**I**mprove

Warnings

Second:

“Analogies Communicate...So they can
Miscommunicate too!”

What does this say about LOVE?

Love is like a Rose



Love is like a Daffodil



Time / Energy for a Workshop?

1. DISCERN

2. DISCOVER

3. DESIGN

A. Call It

B. Consider It

C. Connect It

Simplicity is the Ultimate
Sophistication

- DaVinci

Questions & Thoughts?