



Communication = The Results That You Get

PI is an instrument with many applications and one of the least used is as a powerful communication tool. Of all the things we do every day communication is likely the most important and yet the least understood. Before going any further we need to have a definition for communication and the best I have ever heard is: **Communication= the results that you get.** Therefore if you're not getting the results you want you had better change the way you communicate! Imagine 2 people trying to communicate with 1 being a high B low C and the other a high C low B. The high B low C is thinking, "I wish this guy would stop with the techno babble and tell me how he's feeling and listen to what I have to say...and boy do I have lots to say. He could also speed it up a little." The high C Low B, on the other hand is thinking "this guy never stops talking and is all form with no substance, I think he's full of it and has nothing to offer. Maybe if he engaged his brain before he started babbling we could understand him." Clearly no good will come from this exchange as both are judging the speaker and blocking the message. Simply stated they're on 2 different frequencies and for any effectiveness to happen they both need to move and try to meet in the middle. You see the key is in the way each processes information.

The high C low B person is interested in, precision, facts, detailed logical and organized communication. If possible the low B will prefer written information to verbal communication. The key to a low B is "get the facts and process" and take time to get it right. His speech will be slow and deliberate and he will pause and think before responding. The best way to communicate with them is to ask good questions and listen to the answer; also you may want to match their pace as a sign of respect.

The high B low C is more interested in applause for greatness, having a good relationship, his own opinion and making quick and impetuous decisions. The key to a high B low C is their ego and a "let's do it" motto. They are excitable and enthusiastic and take and give information verbally. The most effective way to communicate is to ask questions that keep the high B low C focused and not letting them wander from the topic at hand.

We can all see by the above scenario that there can easily be a disconnect but if they learn to respect each other and communicate the results and effectiveness of the team can be excellent. As the saying goes, "first seek to understand then to be understood". So using the power of PI we can understand ourselves then understand the other person and finally and most importantly value the difference. Look at the motivators of all the participants and ask yourself; what does each person need from this exchange? Your communication and your results will improve dramatically.

Final thoughts are to remember:

- What is the goal of the communication, begin with the end in mind.



- Listen and ask questions don't dominate the conversation.
- Never interrupt.
- E-mail will never replace face to face communication.
- Don't judge the speaker or the message.
- Watch the non-verbal cues...body language and facial expressions.
- If you don't understand or agree ask for clarification and explanation.
- Substitute ***but*** for ***and***... but says you don't agree; "I agree with you but..." as and is a conjunctive phrase joining like thoughts and phrases together. I understand and was wondering if you considered...?"
- If you know the PI of the other person use it to build powerful communication bridges.

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