

Communicating with **NANCY STERN**

COMMUNICATION PLUS

Shut Up, We're Listening

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*Employees Know
What's Really
Going On. If
Managers Lis-
tened More They
Might Just Learn
Something.*

As I was reading the June issue of Workforce Management I came upon the following: *Even when companies solicit employee feedback, most don't use it to change things.* I wasn't surprised.

The article went on to assess the information saying there are two ways to look at the data: It's either okay news, or it's terrible. According to Opinion Research in Princeton, New Jersey, 51 percent of all companies actively solicit their employees' input on key business issues. At 75 percent, companies in the financial services sector are more likely to rely on surveys to gauge their workforces. Only 45 percent of manufacturers do so, according to the poll of 800 people. But taking feedback from employees is only half the battle. Of compa-



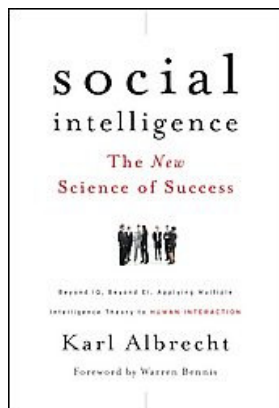
nies that ask workers to share their perceptions of the workplace, about half fail to use the responses to enact meaningful change.

I always wonder why management ignores the feedback of employees. I hear it all the time. *"They asked us to fill out this or that survey and they never did anything differently."* *"Nothing ever changes around here. Why should I bother?"*

Is it merely so someone in HR can check off a list that says we have engaged our employees with a survey and now our engagement number can increase? Or is it because in the moment management really cares what employees think, but when push comes to shove, there just isn't the energy or priority to drive the change?

**Don't ask if you
won't act!**

How Socially Intelligent Are You?



According to author, business thinker, and futurist Karl Albrecht, "*More people have probably lost jobs, friends, mates, and marriages due to social incompetence than for all other reasons.*" In his 2005 book ***Social Intelligence: The New Science of Success***, he shows how the dimension of **social intelligence** - perceptiveness, situational savvy, and interaction skill - is key to success at work and in personal life.

The breakthrough work of Harvard's Professor Howard Gardner has legitimized the notion that human intelligence is not just a single trait (IQ) but a **constellation of capabilities**. More recently, Daniel Goleman popularized this notion with the best-selling *Emotional Intelligence*. Now, Karl Albrecht takes the dimension of **interpersonal intelligence** and builds it into a full-fledged topic and a body of knowledge.

Praise for the book comes from many people. Here are just a couple of quotes:

Jim Kouzes, co-author, *The Leadership Challenge*, says "*In **Social Intelligence** Karl Albrecht engages us in a lively, insightful, and compelling exploration of the most crucial of human competencies. Full of real-life examples, a memorable framework, and practical tools and skills, **Social Intelligence** is a must-have guide for navigating our way through the sometimes mystifying, sometimes hilarious, and always stimulating world of person-to-person interactions.*"

Mike Scott, RAdm, US Navy (Ret) says "*Throughout my military career I often observed the close relationship between social intelligence and operational effectiveness, as well as career advancement. I wish I'd had this book to help me when I was responsible for developing and guiding the careers of so many officers and enlisted members. Karl Albrecht has done an excellent job of capturing the essence of SI and making it relevant in practical terms.*"

Look for his next book ***Practical Intelligence: The Art & Science of Common Sense*** due out soon. I'm sure we all could benefit from a common sense tune-up!

Social Intelligence is the ability to get along well with others while winning their cooperation.

Email Your Questions to Nancy@nancystern.com

Q *I want to be authentic at work but I fear retribution when I speak my mind. What can I do to maintain my integrity and not risk getting fired?*

A First, be sure to think before you speak. Ask yourself what your intention is. If you are just whining about something that cannot be fixed or changed, then you might want to reconsider saying anything. But, if what you want to contribute is something that can be changed, then start with I-statements and provide options or solutions.

For example, *"I noticed when we are asked to fill out surveys, the data collected is rarely shared with the group and we have no idea if anything is being done with our input. It would be helpful to all of us if you would post the results of the surveys along with some action items that are going to be addressed as a result of our input. This could be done on the bulletin board in the lunch room and on the internal intranet. Since you have all of our email addresses on a distribution list, we could be notified when the results are in so we could look them up. Thanks for considering this idea."*

Remember *how you say what you say matters™*

*I yam what I
yam and dat's
all what I yam.*

Popeye
(Cartoon character)
on Authenticity

Albrecht's Five Dimensions of Social Intelligence The S.P.A.C.E. Model

Situational Awareness: The ability to read situations and interpret people's behavior in those situations.

Presence: Often called "bearing," it's a whole range of verbal and non-verbal behaviors that define you in the mind of others.

Authenticity: The behaviors that cause others to judge you as honest open and "real."

Clarity: The ability to explain your ideas and articulate your views.

Empathy: The ability to "connect" with others.

on the spot
media training & coaching

www.onthespotmediatraining.com



Because how you say what you say, matters.™

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Whether you're experiencing change, managing people, connecting with customers and co-workers, or making presentations, getting your message across effectively is vital to your success.

Nancy Stern custom designs keynotes, breakouts and educational programs to enhance communication effectiveness; to help increase productivity, profitability and peace of mind; and to impact the bottom line where it matters most—with results.

Programs & Topics Include:

- How You Say What You Say Matters™
- Leadership Dynamics™
- Connecting with Customers™
- Turn Conflict into Cooperative Conversations™
- Powerful Presentations
- Facilitate to Motivate and Manage Conflict™
- Maximize Meeting Results™
- Improv(e) Innovation at Work™
- You Can't Leave Home Without You™
- Communicate with Impact!™
- Gender Jive™
- Improv(e) Your Life™
- Facing the News Media
- Shift Happens: Managing the Dynamics of Change
- Team Building for Creativity, Productivity and Peace of Mind

Why Nancy Stern?

Nancy Stern, MA is the president/owner and senior consultant of Communication Plus, a consulting firm in San Diego specializing in leadership and employee development. Since 1972, she has taught thousands the art and science of effective communication. She is a former columnist with the *San Diego Daily Transcript* and has taught at the University of California San Diego and San Diego State University Management Development Center.

She inspires managers, employees and individuals of all ages through the

simple, yet powerful, lesson that *how you say what you say, matters™*. Personal experiences form the foundation of her programs, creating presentations that are personal, professional and practical. The result: Improvement of the "whole person" and therefore, the "whole organization."

She is an EMMY award-winner, who produced and appeared in the national PBS television series *Communicating With Nancy Stern* (1990-95) and she is the coauthor of *101 Stupid Things Trainers Do To Sabotage Success*.

Nancy holds a Master of Arts degree in Communication Education from Michigan State University and is a member of the American Society for Training and Development and the National Speakers Association.



Nancy Stern