Communication Strategies, a Managerial Perspective

Speaker Biographies and Presentation Materials

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Joe Crowley Student Union, Room 402
University of Nevada, Reno
Main Campus
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University Center for Economic Development – Nevada Leadership Program
http://www.unr.edu/business/research-and-outreach/uced
Speaker Biographies

Frederick Steinmann, DPPD

Frederick Steinmann currently works for the University of Nevada, Reno and the University Center for Economic Development. He began his professional economic development career with the Reno Redevelopment Agency in the City of Reno, Nevada. Since then, he has worked for the Nevada Small Business Development Center, Bureau of Business and Economic Research, and for the Carson Economic Development Services Department in the City of Carson, California. Frederick has also worked as a Senior Associate for David Paul Rosen & Associates, one of the elite economic development and public policy consulting firms in California. Frederick earned his Doctorate in Policy, Planning, and Development, with areas of study including economic development, public policy, public finance, and real estate development, from the University of Southern California with the successful defense of his dissertation titled, “The Twilight of the Local Redevelopment Era: The Past, Present, and Future of Urban Revitalization and Urban Economic Development in Nevada and California.” He also earned a Bachelor’s of Science and Masters of Science in Economics from the University of Nevada, Reno.
What is Communication?

“As the world around us becomes increasingly accessible, communication skills become more important than ever. Whether we are speaking with family over dinner, going out on a first date, working with a sales team to market a product, delivering a graduation address, or using technology to interact with friends across long distances, the one constant in all our days is communication. **It is important to develop good communication skills so that we maximize our ability to be successful in all our endeavors with other people.**
A Managerial Perspective

“Unfortunately, not all managers are good managers. And the inability to be an effective leader (or effective manager) can often stem from poor communication skills.

In a recent Robert Half Management Resources survey, workers were asked what skill they think their manager needs to improve the most. The top response, cited by 30 percent of workers, was communication and diplomacy... an even higher perspective of millennial professionals (36 percent) said their bosses needed to improve communication and be more diplomatic.”

A Managerial Perspective

Seven Strategies to Improve Your Communication Skills:

1. Get Honest Feedback: ask your staff, colleagues and supervisors to share a frank assessment of your writing, speaking and presentation abilities; explain that you want to refine these crucial skills and that you welcome constructive criticism.

2. Know Your Audience: good leaders understand the diverse needs of their staff and tailor their messages accordingly.
A Managerial Perspective

Seven Strategies to Improve Your Communication Skills:

3. **Put in Extra Effort at Crisis Time**: good communication is especially critical during major endeavors and times of organizational stress.

4. **Listen More (and More Closely)**: listening is a critical nontechnical skill for all professionals to master but is especially critical for managers; staff members need to know that you will take their concerns seriously when something is on their mind; give full attention, noting nonverbal cues.

A Managerial Perspective

Seven Strategies to Improve Your Communication Skills:

5. **Be Available**: be an accessible boss, both physically and digitally; give employees plenty of options for communicating with you...in person, email, phone, etc.

6. **Paint the Big Picture**: help people understand the connection between their duties and the broader strategic goals of the organization; engagement and productivity rises when employees know that their work matters.
A Managerial Perspective

Seven Strategies to Improve Your Communication Skills:

7. **Embrace Straight Talk**: it is tempting to sugarcoat difficult messages or gloss over important facts...these tactics are well meaning but are likely to backfire in time; if your employees don't trust you, communication will break down completely and morale will plummet; straight talk can be uncomfortable but is a much better communication strategy than being vague or over-promising.

Our Exercise – Giving Feedback

Goal: To demonstrate the importance of communication and feedback in the success of a team.

Time Allowed: 15 minutes.

Steps:

- We need one volunteer!

- The volunteer will attempt to drop as many of these golf balls as possible in the waste basket behind them.

- It is up to the rest of the group to explain to the volunteer how to get as many of these golf balls into the waste basket as possible.

- Post-Exercise: Which types of messages were most helpful? What would the volunteer suggest on improving the type of feedback given?