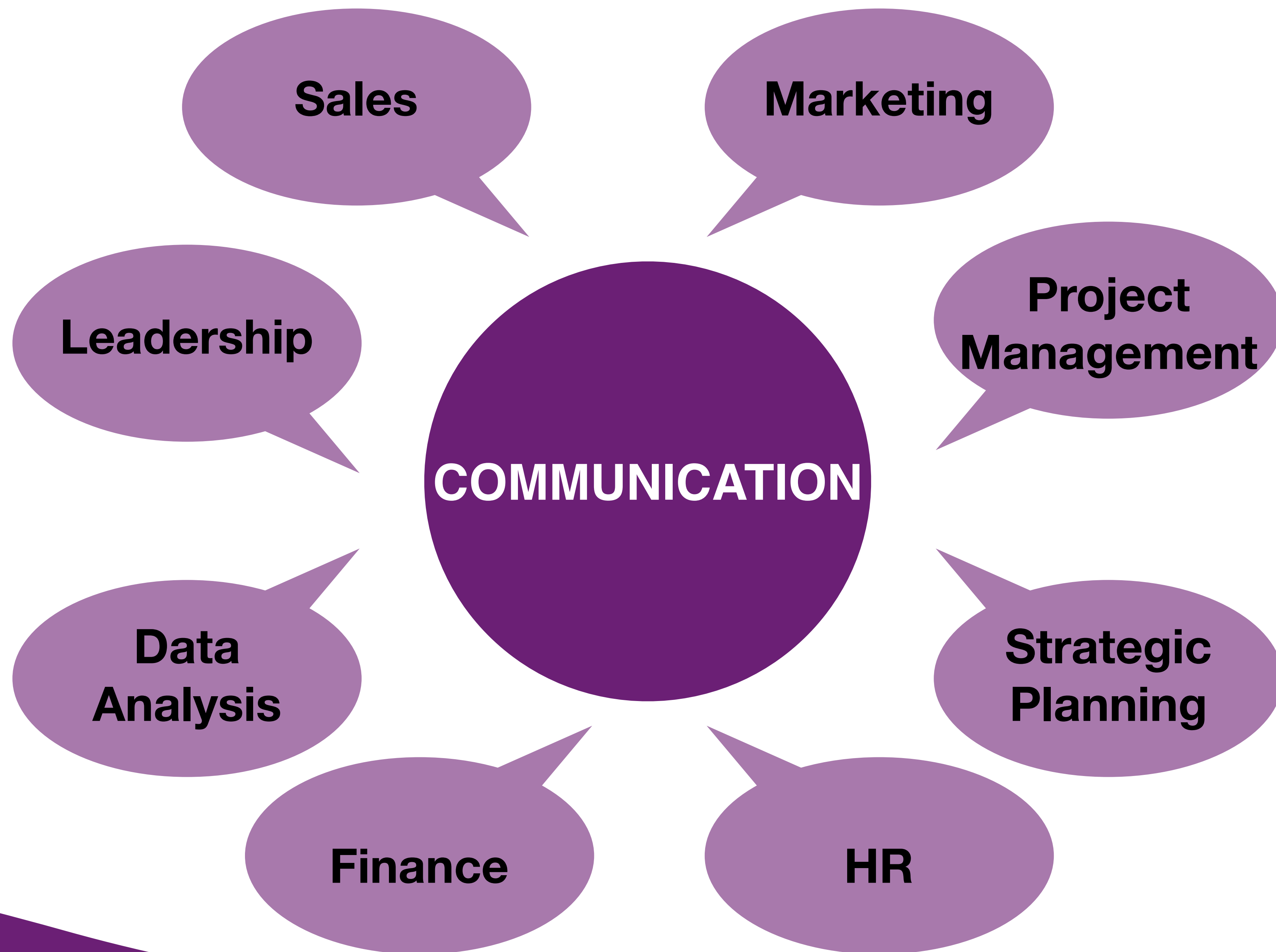


Alchemy WITH WORDS



Transformative communication for the every day.





Benefits of Better Communication

- Reduce misunderstandings
- Improve productivity, creativity, and innovation
- Speed up problem solving
- Increase bottom-line



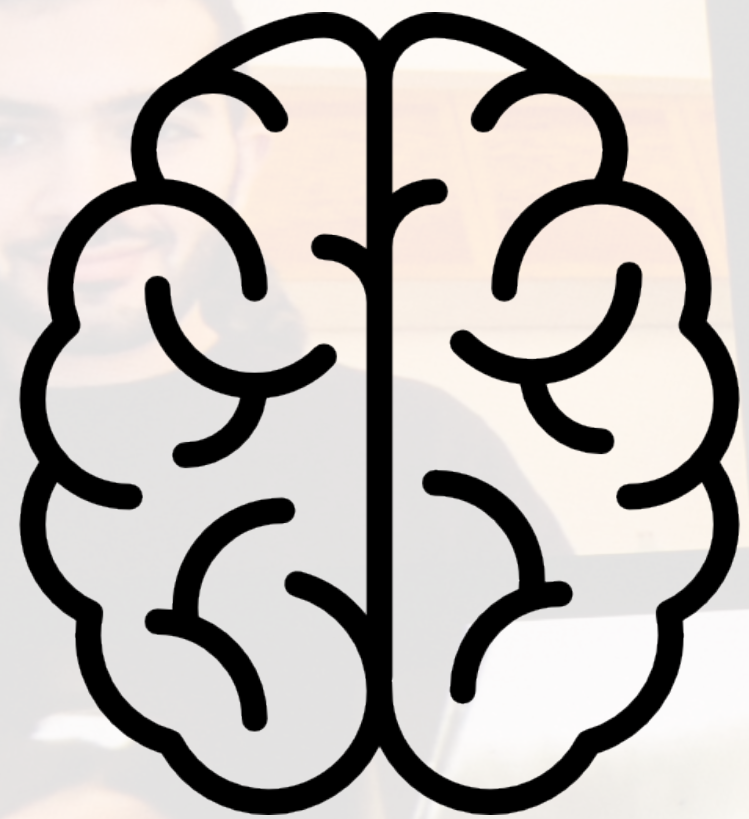
**On a mission to help
leaders and teams
transform their every
day communication to
increase their reach,
revenue, and impact**

**The quality of your
conversation
dictates the
quality of your
outcome**





Two Major Components of Communication



Listening / Processing

You hear with your ears, you listen with your brain



Discussion / Conflict

Decisions require discussion and disagreement for commitment



Cost of Poor Listening

Retain what we
hear

25%

Colleagues seek
to understand

<10%

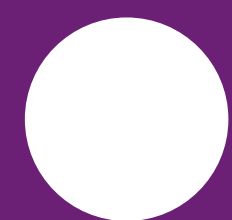
Loss per
employee

\$15,000



Listening

- Listening is a cognitive or brain based function and **how you listen** is related deeply to **how you think**
- How you listen is **based off of habits** that can be improved upon and changed
- Understanding how people listen will allow you to **communicate with them more effectively**



**What we think about, care
about, and already know**

**shifts our
listening
capacity**





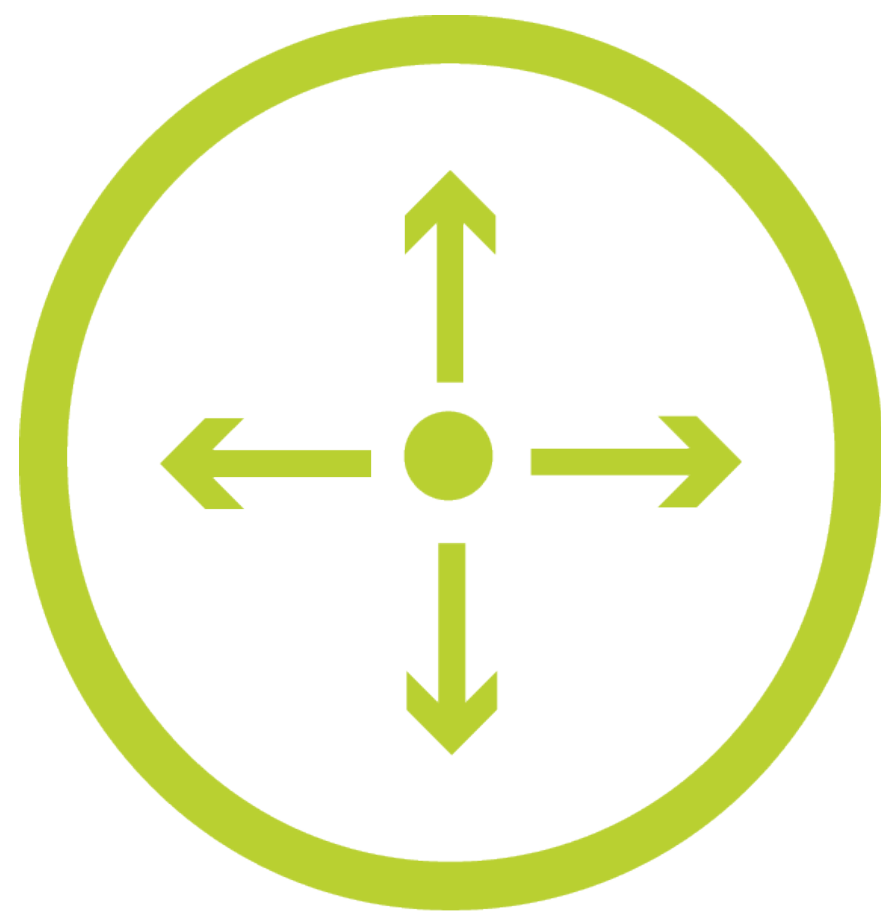
ECHO EFFECT

Effective
Communication for
Healthy
Organizations

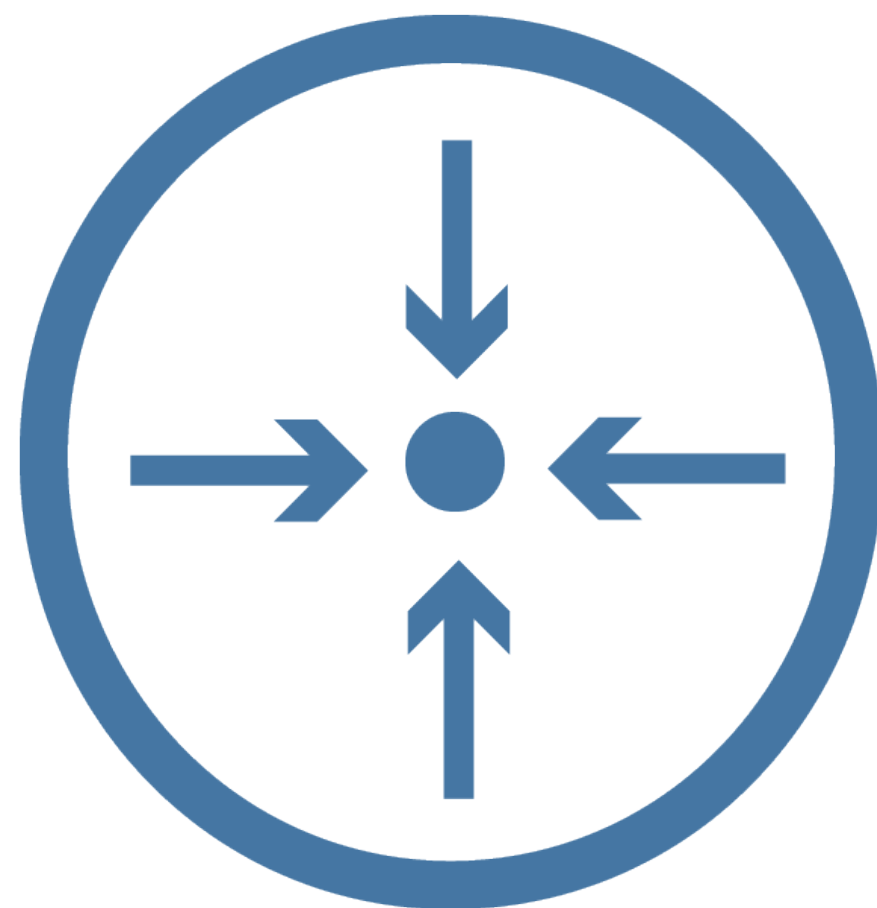


ECHO LISTENING PROFILE

The Four Primary Listening Habits



**CONNECTIVE
LISTENING**




**REFLECTIVE
LISTENING**



**ANALYTICAL
LISTENING**



**CONCEPTUAL
LISTENING**

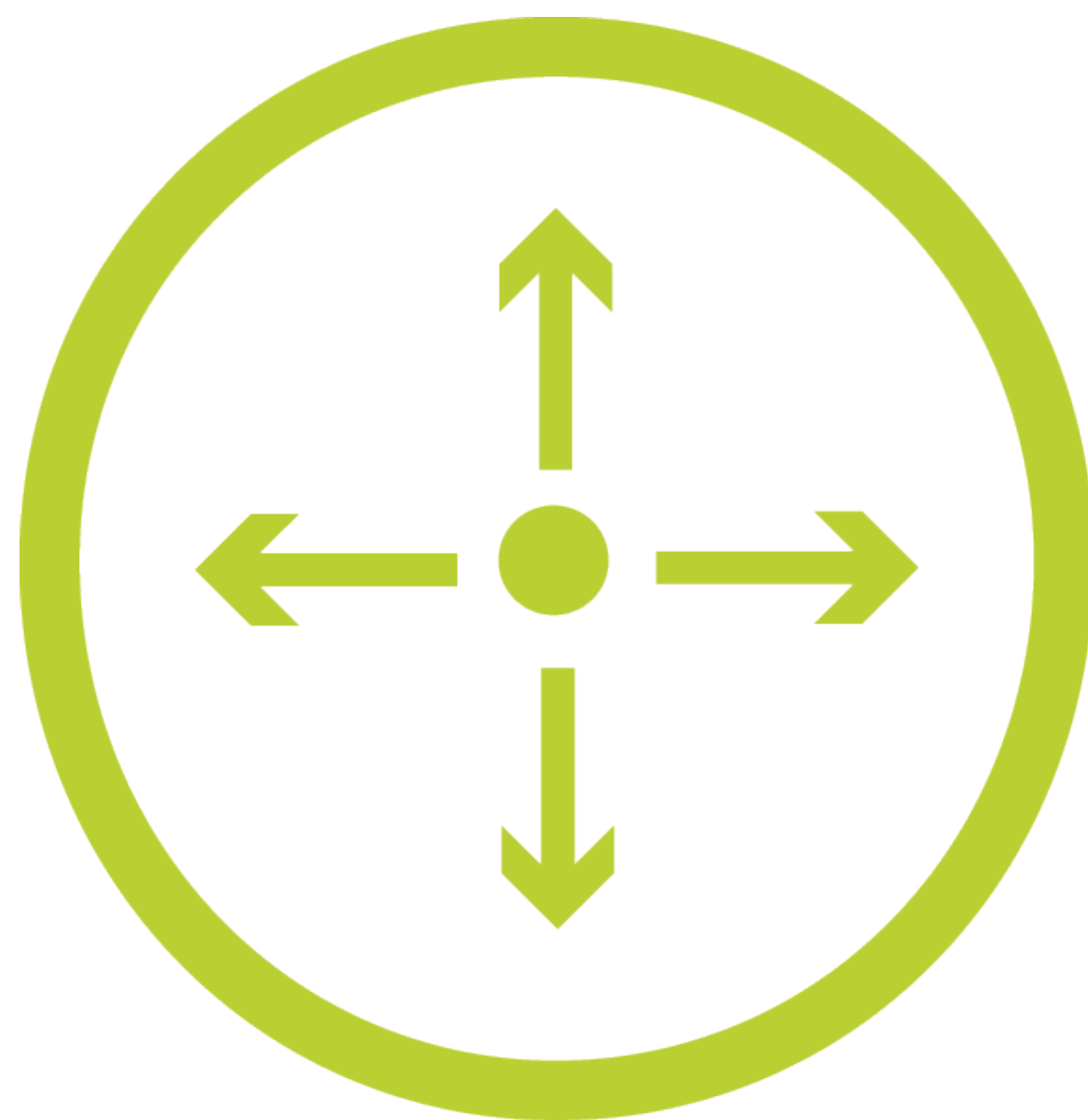


**Listening Intelligence is the
ability to adapt your habits
to meet the cognitive needs
of your
audience**



ECHO LISTENING PROFILE

The Four Primary Listening Habits



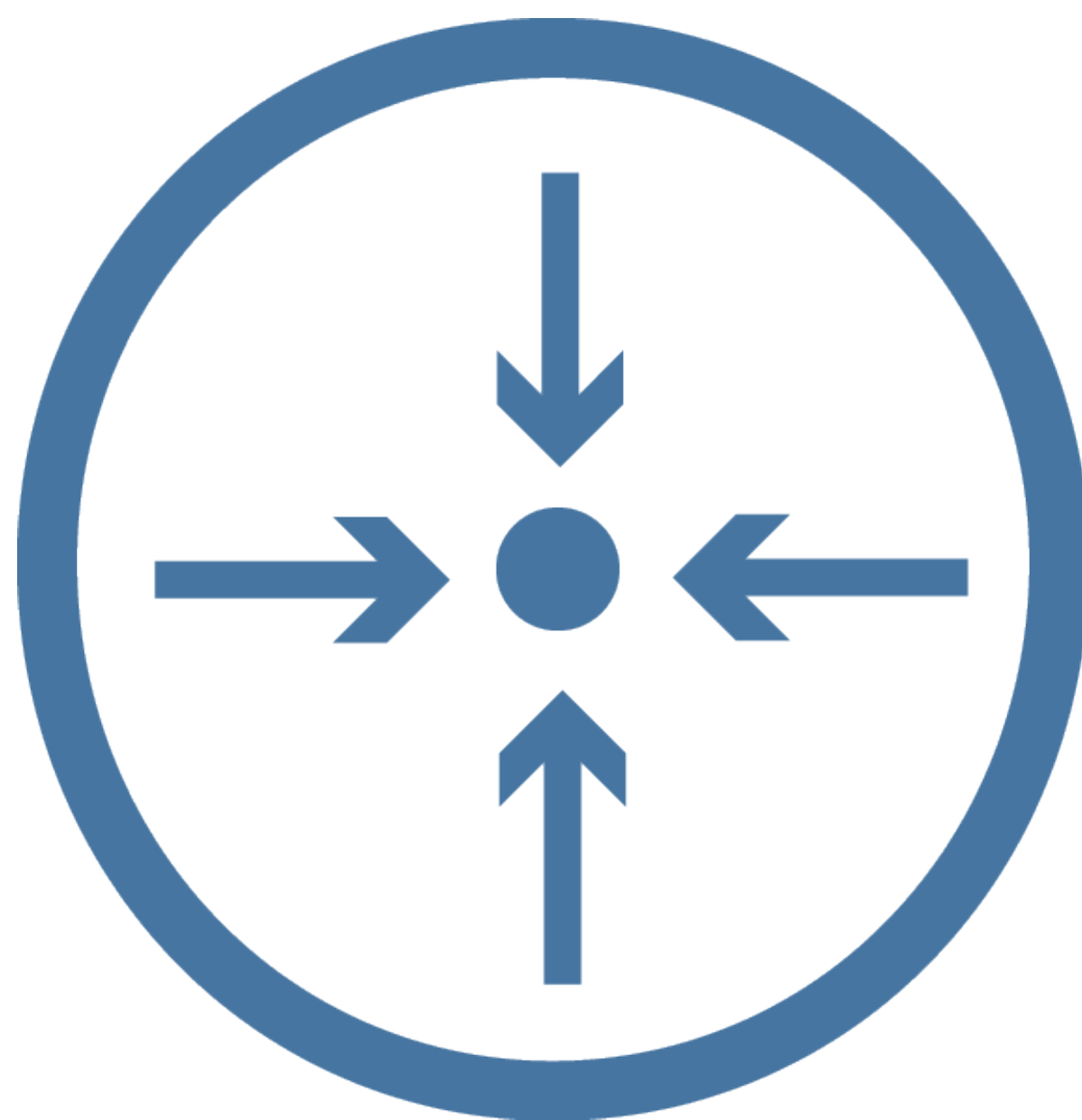
CONNECTIVE LISTENING (CV)

Focuses on what the interaction means for others. Filters what is heard through interests in other people, groups, processes, audiences.



ECHO LISTENING PROFILE

The Four Primary Listening Habits



REFLECTIVE LISTENING (RV)

Focuses on what the interaction means for them. Filters what is heard through one's own interests and purposes.



ECHO LISTENING PROFILE

The Four Primary Listening Habits



ANALYTICAL LISTENING (AL)

Focuses on what the interaction means to an issue or objective situation. Filters what is heard through interest in results and facts.



ECHO LISTENING PROFILE

The Four Primary Listening Habits



CONCEPTUAL LISTENING (CL)

Focuses on the big picture and ideas, often abstract. Filters what is heard through an interest in concepts and possibilities.

**Your agility in
shifting your habits
creates quality
conversations that
lead to the outcomes
you need**





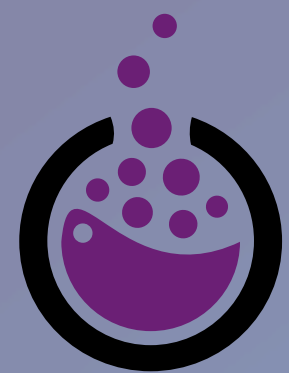
Team Application





Marketing Application





Sales Application

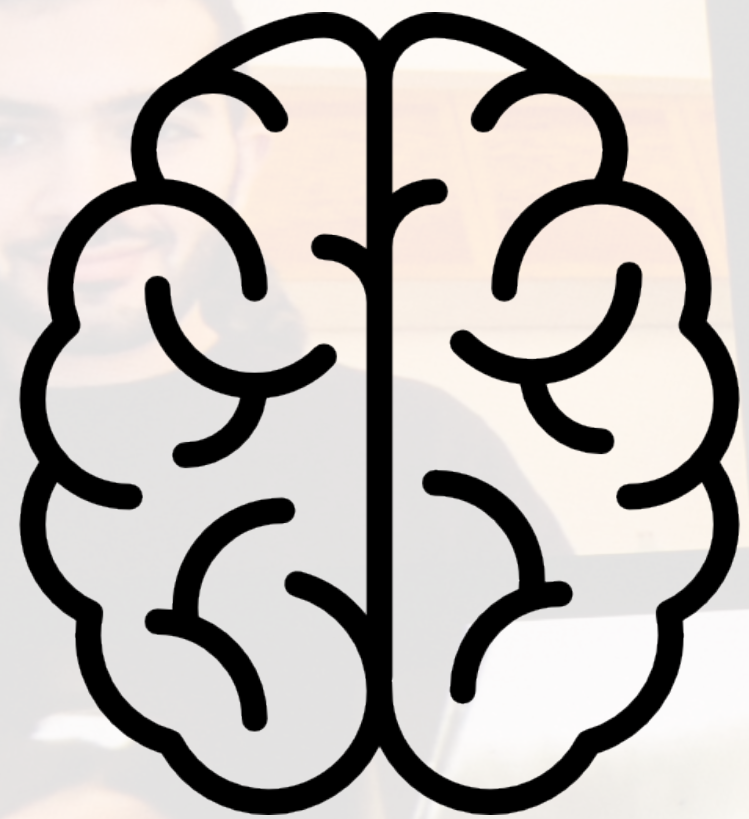


**The quality of your
conversation
dictates the
quality of your
outcome**





Two Major Components of Communication



Listening / Processing

You hear with your ears, you listen with your brain



Discussion / Conflict

Decisions require discussion and disagreement for commitment



Silent Culture Wars

Ask Culture

- Okay to ask
- Accept no
- Doesn't impact relationship

Guess Culture

- Avoid asking unless answer will be yes
- Acceptance may be forced
- Depends on tight net of shared expectations





Feedback

Criticism

Reactions

Information





**If you can't say
something
nice...**

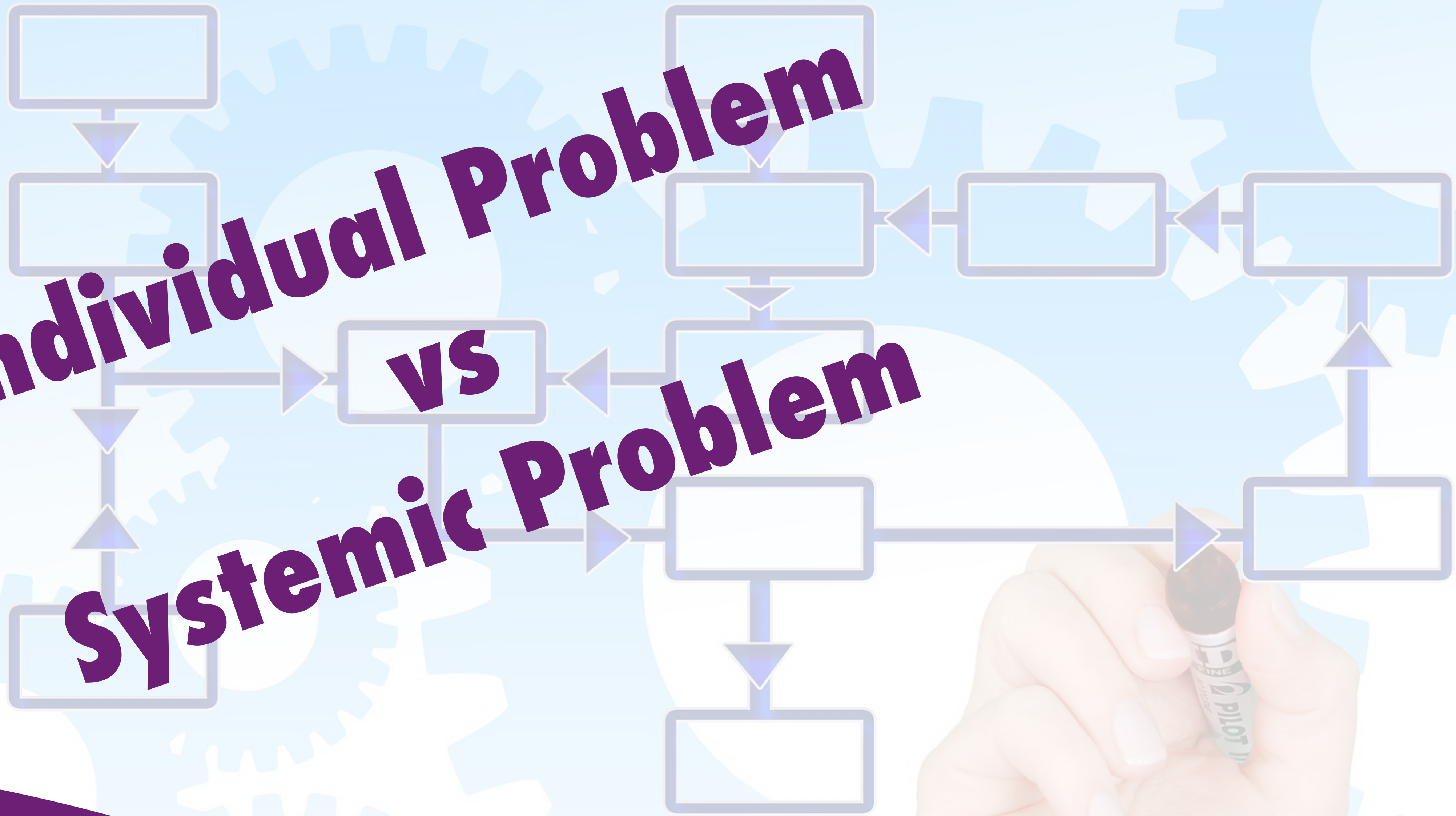
**don't say
nothing at all**

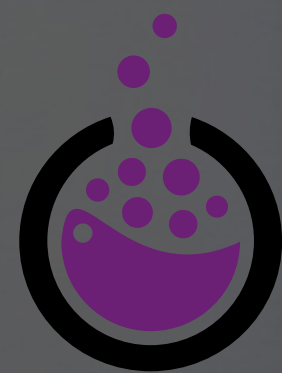


Disease of Niceness:
Caring more about
how a person FEELS
about what you say
than saying what
you actually THINK



Individual Problem vs Systemic Problem





Erodes Trust

Apathy

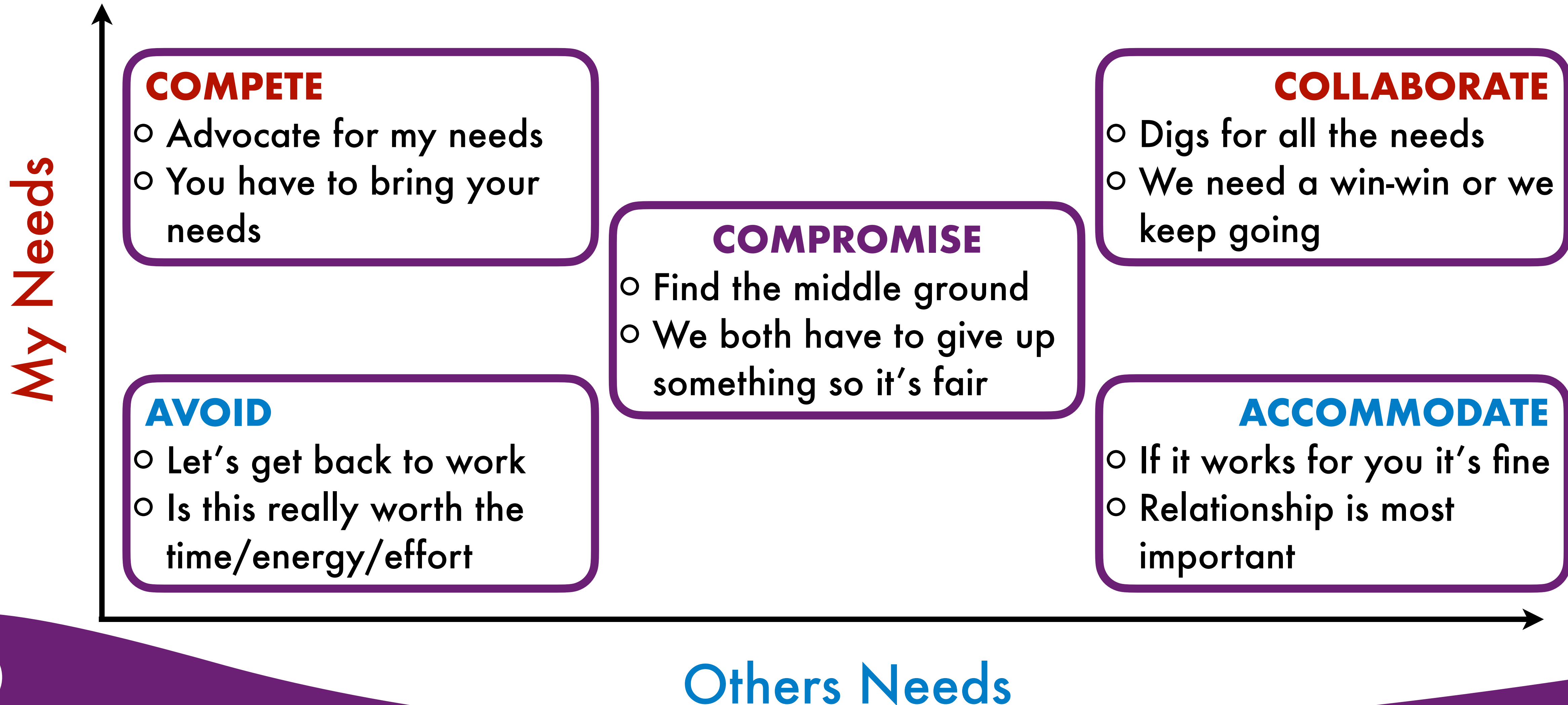
Quite Quitting

Toxic Culture



The 5 Conflict Styles - TKI Profile

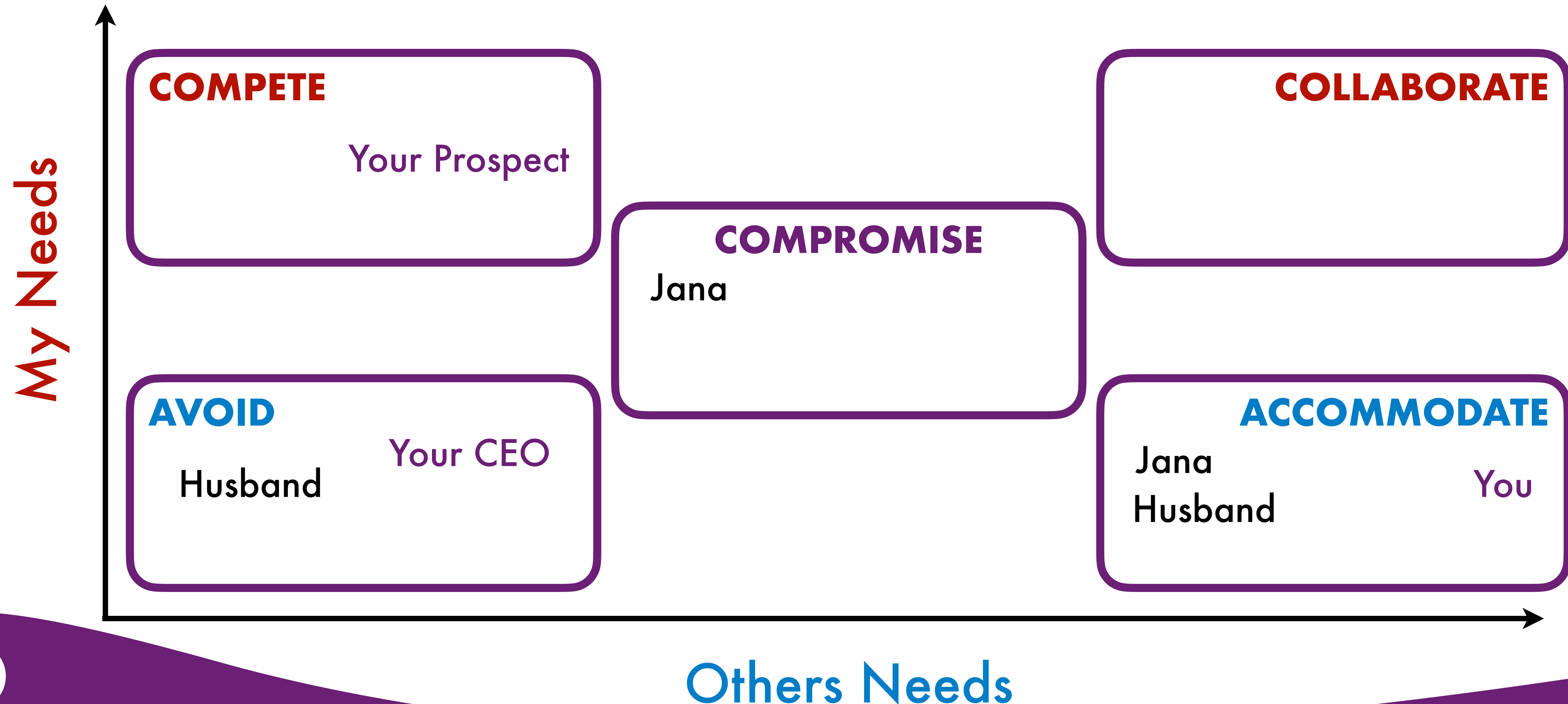
Thomas-Kilman Inventory





The 5 Conflict Styles - TKI Profile

Thomas-Kilman Inventory



**The quality of your
conversation
dictates the
quality of your
outcome**



Jana Sanchez

Founder & Chief Alchemist

jana@alchemywithwords.com