

**STEARNS  
BANK**

# **Clear & Confident Communication**



# Clear and Confident Communication



## Our Objectives

- The importance of clear communication
- Understanding communication styles
- Building clarity
- Managing change through communication
- Transparency & emotional intelligence

# Icebreaker Activity

Describe your communication style in one word!



# Discussion

How many of you have been impacted by unclear communication?



Vague	Information Overload	Not Listening	Technical Jargon	Tone	Assumption	Delayed Response

What are possible outcomes of communication barriers?



# The Importance of Clear Communication

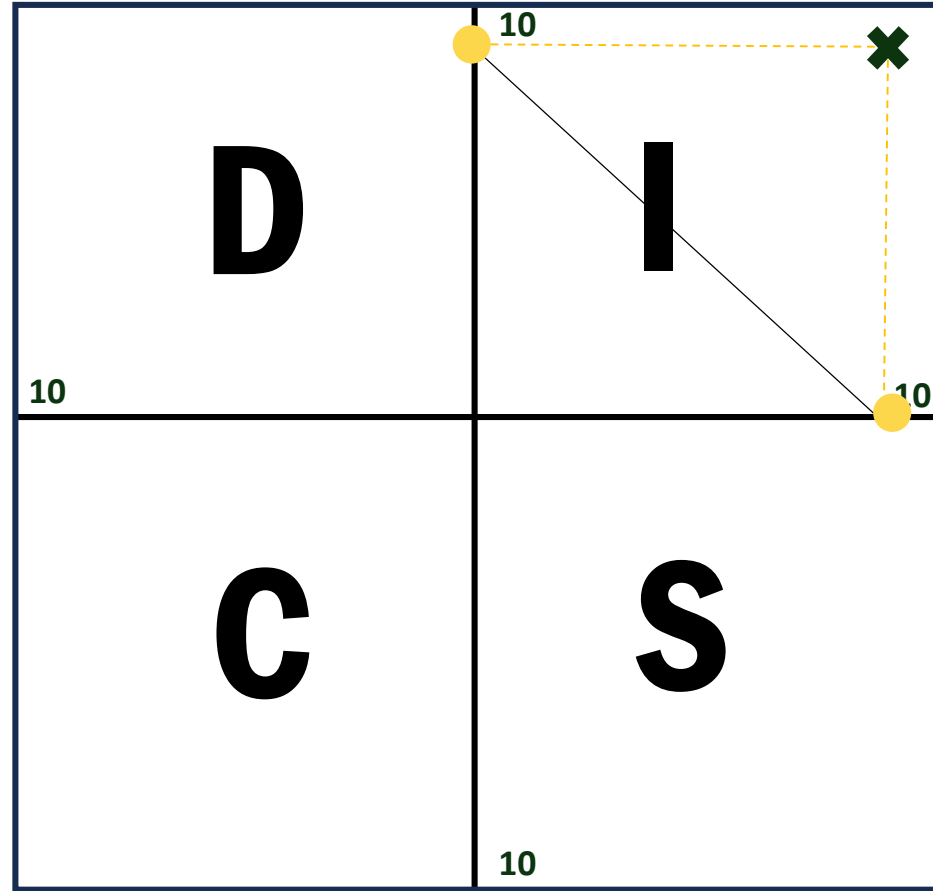
- Effective Communication is the **#1 expectation** employees have of employers
- Robust communication practices can **enhance team productivity by 20-25%**
- A sense of community and effective internal communication have **convinced 54% of employees to stay at a company longer** than they initially planned
- Since the onset of remote work dynamics, **42% of the American workforce now operates from home**, necessitating advanced communication technologies
- **53% of people** have experienced burnout, stress, and fatigue due to communication breakdowns
- **72% of business leaders** admit that their teams have had difficulty communicating effectively
- **85% of employees at all levels** experience conflict at work due to a lack of communication
- Organizations **lose about \$359 billion yearly** because of lack of communication and conflict



# DiSC Styles



Questioning & Skeptical (Task focused)



Accepting & Warm (People focused)

Cautious & Reflective (Reserved)



# DiSC Style Overview

**D**

- Direct, task-focused, and confident. They prefer to take the lead and move a team toward action.

**i**

- Open, expressive, and people-focused. They enjoy sharing ideas and thrive in group settings.

**S**

- Listener-oriented, dependable, and people-focused. They prefer collaboration and maintain stability.

**C**

- Detailed, analytical, and task-focused. They value clarity and focus on precision.



# DiSC Style Overview

**Poll Question:**  
**What is your DiSC Style?**





# DiSC Reading Activity



Nelson Mandela

**S**



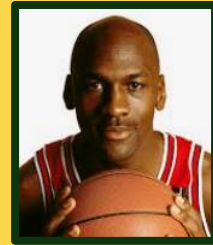
Judge Judy

**D**



Bill Gates

**C**



Michael Jordan

**D**



Robin Williams

**I**



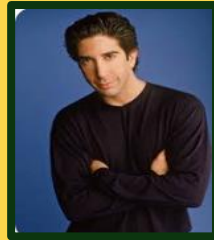
Rachel

**S**



Monica

**D**



Ross

**C**



Chandler

**I**

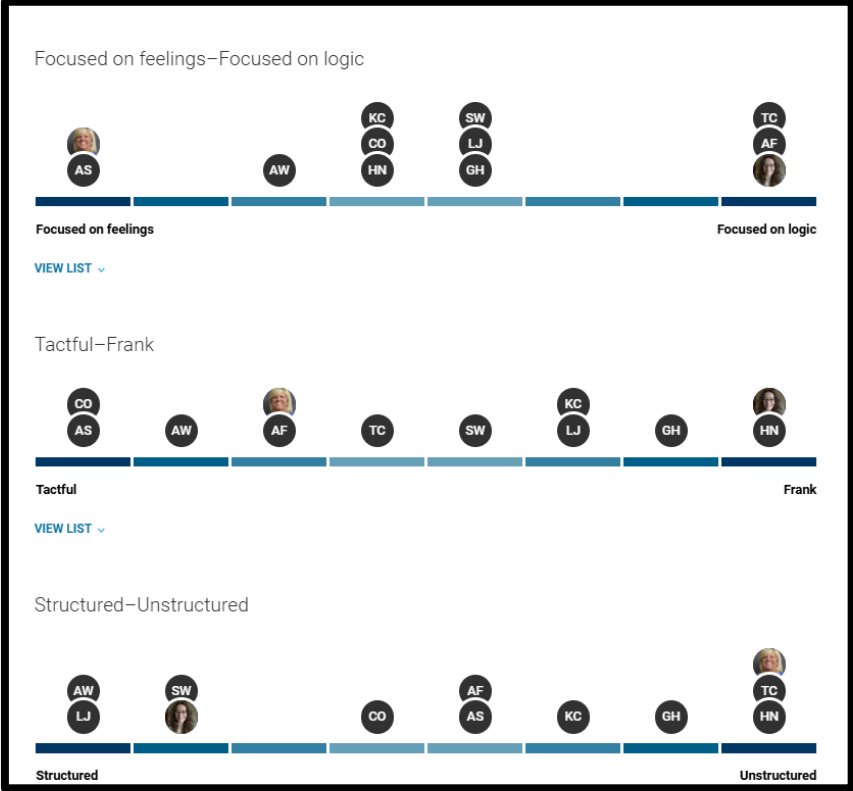


# DiSC Styles and Communication

STYLE	COMMUNICATION	STRENGTHS	CHALLENGES	ADAPTING TO THIS STYLE'S COMMUNICATION
<b>D</b>	Direct To-the-point Goal-oriented	Drives results Quick decisions	May appear blunt or dismissive of others' input	Be direct and efficient Focus on results and avoid unnecessary details Avoid taking a casual / indecisive tone
<b>i</b>	Energetic Storytelling Relationship-focused	Builds comradery Inspires others	May overpromise or lack follow through	Be enthusiastic and positive Build rapport and connection before diving into tasks Avoid being critical / dismissive of their ideas
<b>S</b>	Warm Empathetic Supportive	Creates harmony Fosters loyalty in teams	May avoid confrontation or resist change	Be patient and provide reassurance Focus on collaboration Avoid rushing / pressuring
<b>C</b>	Precise Analytical Data-driven	Attention to detail Logic	May overanalyze or struggle with ambiguity	Be detailed, logical, and prepared Avoid vague statements Avoid emotional appeals or ambiguous instructions

**Poll Question:**  
**How do you like to be delegated to?**

# Style Tendencies - DiSC Catalyst



# Building Clarity in Communication

## The 3 S's of Clarity

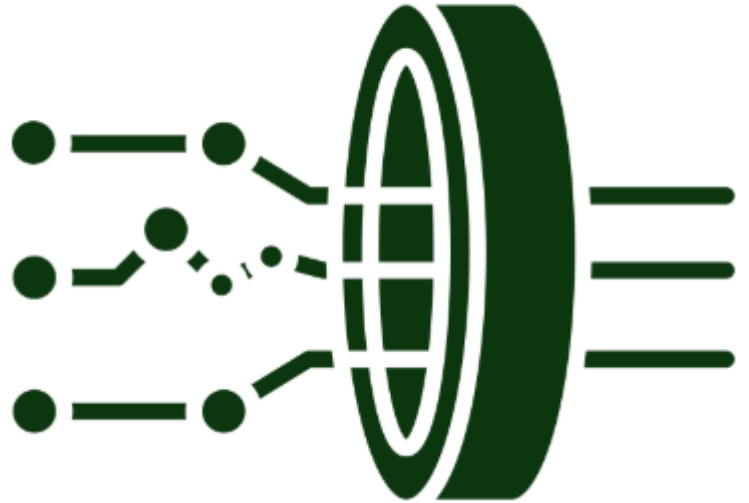
- Simplicity
- Specificity
- Structure



# Building Clarity in Communication

## Simplicity

- Use plain, everyday language
- Break down complex ideas into digestible pieces
- Avoid acronyms people may be unfamiliar with
- Focus on the key points



# Building Clarity in Communication

## Specificity

- Be clear about the what, who, when, where, and how
- Use examples or data to support your points
- Avoid ambiguous words like “soon,” “some,” or “a lot”



# Building Clarity in Communication

## Structure

- Group related ideas together rather than jumping between unrelated topics
- Begin with the main point or purpose and then expand with support details
- Summarize any key takeaways so the information is fresh in the receiver's memory



# Activity: Clarify the Message

**Message 1:** There are a few issues with the presentation.

**Message 2:** Can you follow up with that client at some point?

**Message 3:** Someone should handle the issue with the reports.

**Message 4:** Can you send me that thing when you have time?





# Managing Change Through Communication

## Role of Communication in Change Management



•Building trust and transparency.



Clarifying vision and goals.



Reducing resistance and managing emotions.



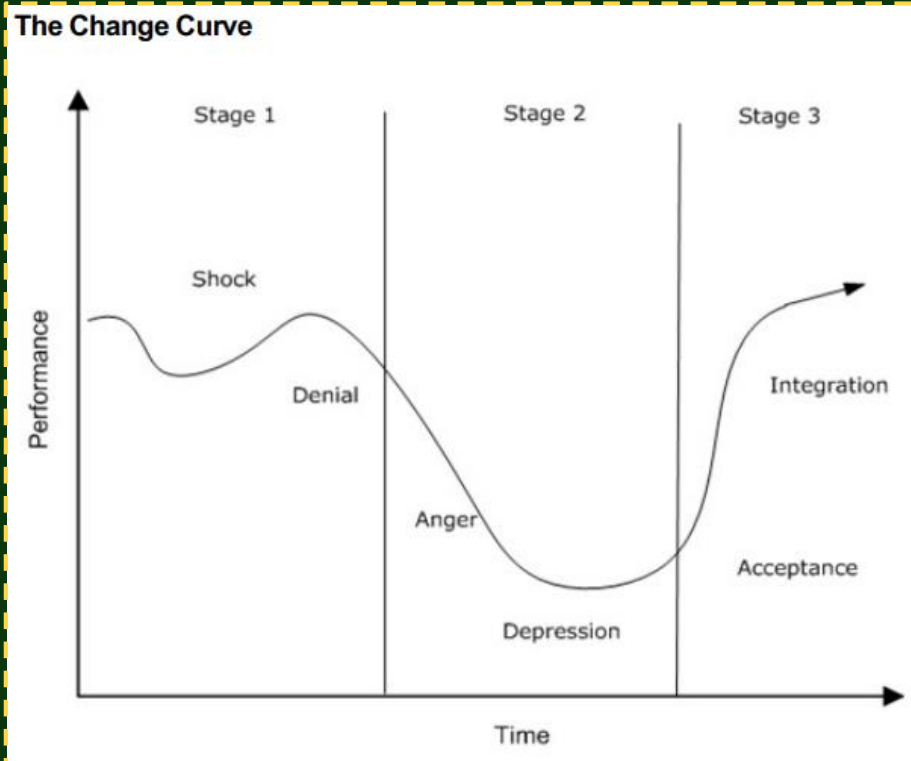
Encouraging two-way communication.



Supporting continuous engagement



# Navigating the Change Curve



1

## Stage 1

- Shock
- Denial

2

## Stage 2

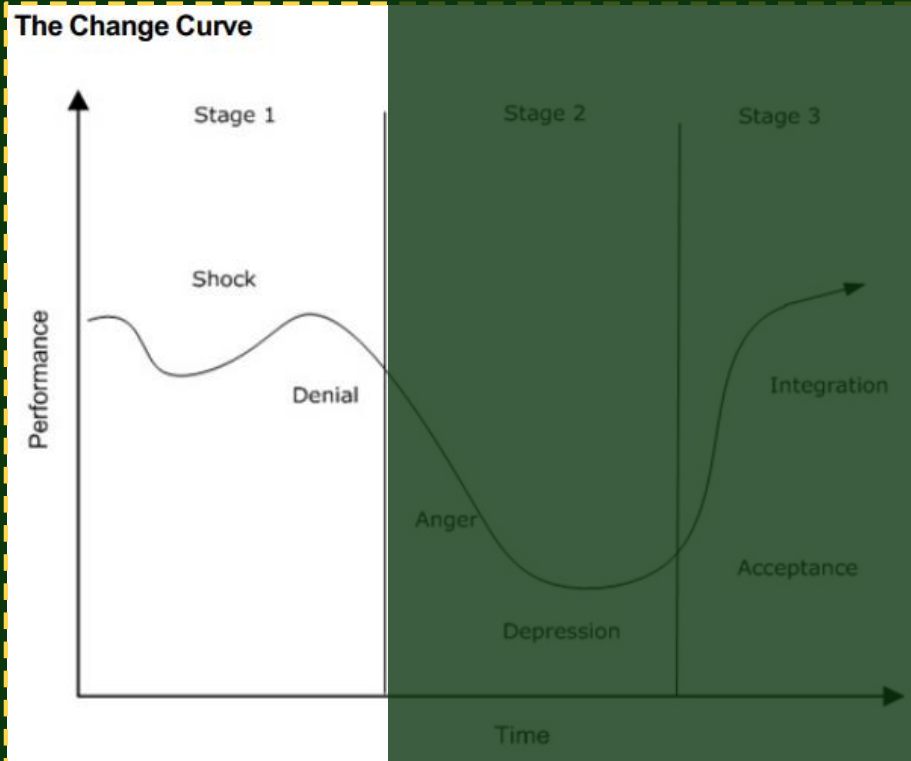
- Anger
- Depression

3

## Stage 3

- Acceptance
- Integration

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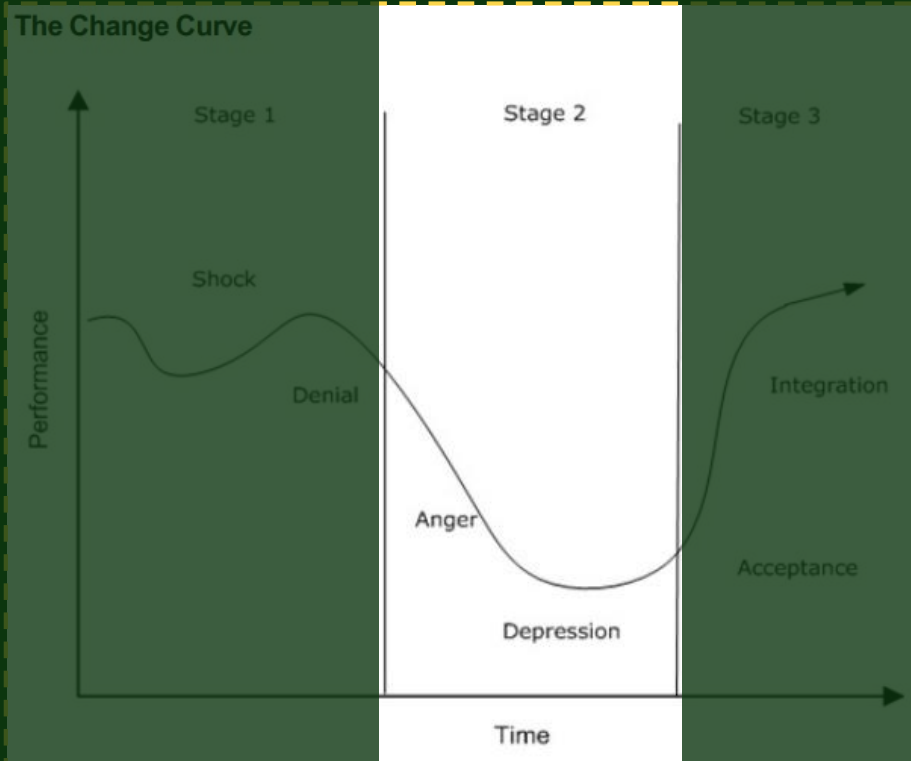
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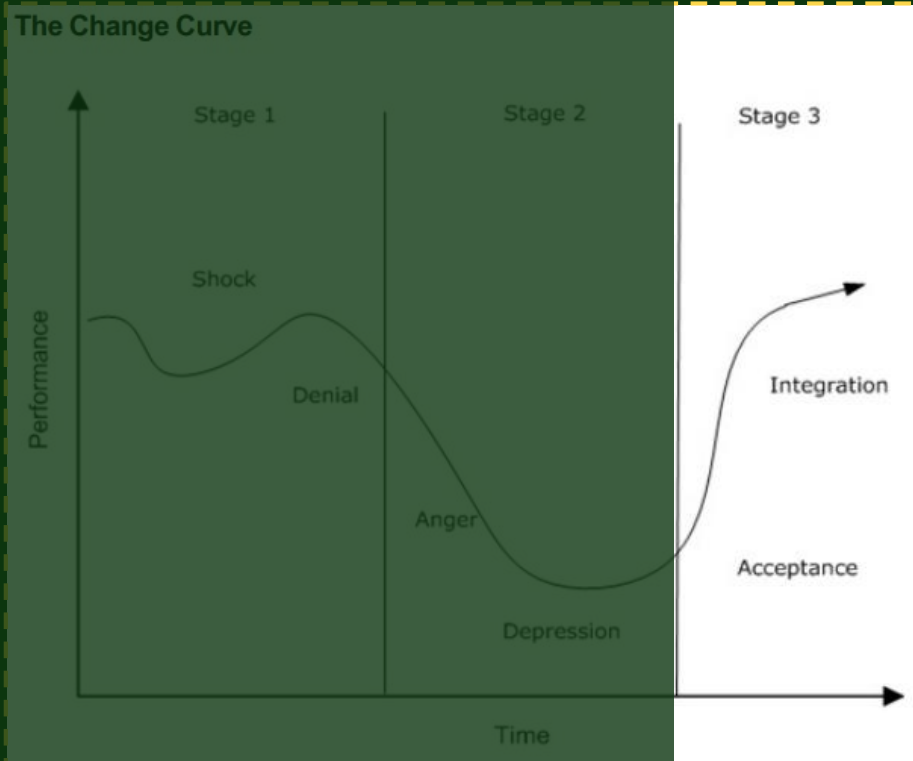
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# Managing Change Through Communication

## Best Practices for Communicating Changes



•Share information early to prevent uncertainty.



Ensure messages are aligned across all levels of the organization.



Use conversational, empathetic language to connect with employees.



Adjust communication strategies based on employee feedback and engagement levels.





# Transparency in Communication

## What is transparency?

- Open, honest, and clear communication about goals, decisions, challenges, and expectations.
- Ensuring that team members understand the “why” behind decisions.

## Benefits of transparency in the workplace:

- Builds trust and credibility.
- Reduces uncertainty and gossip during times of change.
- Empowers employees to make informed decisions.





# Emotional Intelligence in Communication

## What is emotional intelligence?

- The ability to recognize, understand, and manage one's emotions while being attuned to the emotions of others.
- Core components: self-awareness, self-regulation, empathy, social skills, and motivation.

## Why EI matters in communication:

- Helps navigate difficult conversations with empathy.
- Reduces conflict by understanding and addressing emotional responses.
- Encourages deeper connections and collaboration.



**Transparency builds **trust**, but emotional intelligence ensures the message is delivered with **sensitivity**.**



# Questions?



**Please take a moment to complete this survey.**



**Thank you for joining us!**

**STEARNS**  
**BANK**

The logo for Stearns Bank is centered between the letters 'A' and 'N' of the word 'BANK'. It consists of a stylized open book with yellow pages and a dark green cover. The text 'LEARN WITH STEARNS' is written in yellow on the book's cover.