



# E3C: Efficient, Effective, and Engaging Communication

Vocable Communications  
in partnership with  
MoreSteam

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# About MoreSteam

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# *The E3C Framework*

- **We are Chris Lundberg and Carey Hardin, PhD communication coaches with Vocable Communications.**
- Today we are going to work together in an hour-long **workshop** to make your verbal communication **more efficient, effective and engaging.**
- Our goal is to help you learn communication techniques that will allow you to **achieve optimal performance with internal and external stakeholders.**

## “Efficient, Effective, Engaging”

- “**Efficient**” communication means that you are only communicating content that is necessary to achieve your purpose. We want to avoid the “dilution effect”.
- “**Effective**” communication means that you are presenting content that achieves your intended purpose. Effective communication unites *data* and *story* to make an impact.
- “**Engaging**” communication makes a direct connection with the audience. This requires that you understand what your audience cares about and connect your communication to those values quickly.

# Communication as Engineering

- In this workshop, we will approach communication as an **engineering problem**.
- You should *start* designing communication with the end goal of **aligning your purpose(s) with** the desired end state for **your audience**.
- As you consider how to design the right message for a given audience, it is often useful to **map how incentives/purposes are potentially misaligned** in real-world communication settings.

# Audience Alignment

Your Incentives as Speaker	Audience Incentives
<p>You want to be:</p> <ul style="list-style-type: none"><li>• Thorough</li><li>• Confident you are covering all the bases</li><li>• ?</li><li>• ?</li></ul>	<p>The audience wants you to be:</p> <ul style="list-style-type: none"><li>• Focused on what matters</li><li>• Clear</li><li>• Include only what is necessary to validate your judgement</li><li>• ?</li><li>• ?</li></ul>
<p>As a result, your presentations are</p> <ul style="list-style-type: none"><li>• Detailed</li><li>• Focused on the “logic of discovery”</li><li>• ?</li><li>• ?</li></ul>	<p>As a result, they want presentations that are:</p> <ul style="list-style-type: none"><li>• Succinct</li><li>• Limited to necessary details</li><li>• Focused on the “logic of presentation”</li><li>• ?</li><li>• ?</li></ul>

# Engaging

- The purpose of communication is to **inform** and **persuade others**—*great communication starts with understanding the audience.*
- To inform and persuade others requires that **you know their needs and goals.**
- Non-proficient communicators start by asking: “**what do I want to tell my audience?**”
- Good communicators start by asking: “**what does my audience need to know/hear to be informed or persuaded?**”
- **Misalignment** between message, messenger, and recipient is fatal to good communication.

# Effective

- Once you understand your audience, you must design your communication to have an **effect** on them.
- To do this, distill the most basic problem(s) or question(s) posed to the audience.
- Your communication should both explain the **stakes of the problem (value)** and offer **an answer** that the audience can participate in (**action**).
- Make sure that you explained the “**whys**” (**values**) and the “**whats**” (**actions**).



# Efficient

- The audience needs to know your claim and goal immediately. So, you must put the Bottom Line Up Front (**BLUF**).
- To ensure that you communicate efficiently, **challenge yourself to omit data** to sharpen the focus on the actionable conclusion and avoid the “dilution effect”.
- To address potential challenges before they emerge, consider and the explicitly state the best counter-argument to your proposal.
  - Then, explain why—using data and/or values-based arguments—you decided against this position.

## *Put Skill into Action*

- When you're preparing a presentation, first understand and align your presentation to incentives of your audience. Use story and data to have an effect. And makes your case efficiently.
- This will require that you make hard editorial choices that preserve the credibility of your conclusions while avoiding information dilution.
- Ask yourself these questions
  - What is the Bottom Line? What is the important actionable conclusion?
  - What can I omit to sharpen the focus on the actionable conclusion?
  - Where have I focused too much on the “whats” as opposed to the “whys”?

## Key Takeaways

- BLUF – put the “Bottom Line Up Front”
- Understand what the audience needs to hear to be persuaded.
- Tell the audience what problem/question your presentation answers.
- Use the minimum relevant data points that the audience *needs* to know.
- Offer the audience an answer and how they should participate in it.



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