PLAYING IN THE SANDBOX COMMUNICATION

COMMUNICATION IS 50/50

"The single biggest problem in communication is the illusion that it has taken place."
GEORGE BERNARD SHAW

The 50/50 rule of engagement is simply put:
You are 50% responsible for how you send the message, and 50% responsible for how it is received.
The other party you are in the dialogue with shares in the other half of each side with you.

In our conversations it is important to remember that we own how we both react to what is being said. When we deliver a message, there are often hidden signals that we give off in our body language and facial expressions. We may be unaware of how our body language and expressions may push people away or cause them to reject what we are saying, altogether. This one simple adjustment in communication could make a huge difference.

Remember, 50/50 communication means I am equally responsible for sending and receiving information. If either side is not clear, it is up to me to get it straightened out. If everyone on your team operated from this place of equality, our performance numbers would skyrocket, as wheelspin lessens and clarity reigns.

You see, we each have ownership in the success and fail points of every encounter.

The main point when it comes to communication is this: if you approach every communication with a WIIFM (What's In It For Me) perspective, you will more often than not end up on the short end of the stick. As a leader, your people will not trust you, and you will likely have high turnover, costing you time and money. As a team member, you will feel like the weight of every project is on your shoulders, causing frustration and leaving you broke, busted and disgusted at work.

We spend more time at work with our coworkers than we do our own families. Why wouldn't we want to take every step necessary to be bold, heart-centered and open in every encounter? Make the decision today to share both sides of the next conversation, even the uncomfortable one. Who are you not to?

STEPS TO EXHIBITING 50/50 COMMUNICATION

Sit with arms and legs uncrossed - check your body language. **Do not interrupt** when someone else is talking (or have sidebar conversations with others at the table).
Do ask more clarifying questions: *What did you hear me say? What do you understand is your actin plan? What more do you need from me?*

If you notice closed or negative body language ask: *I am wondering what you are thinking through right now? I am curious about your facial expression, tell me what you hear me saying? Help me understand your perspective?*

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