

EFFICIENCY VS EFFECTIVENESS

Erik Hernandez & Emily Walsh

Agenda

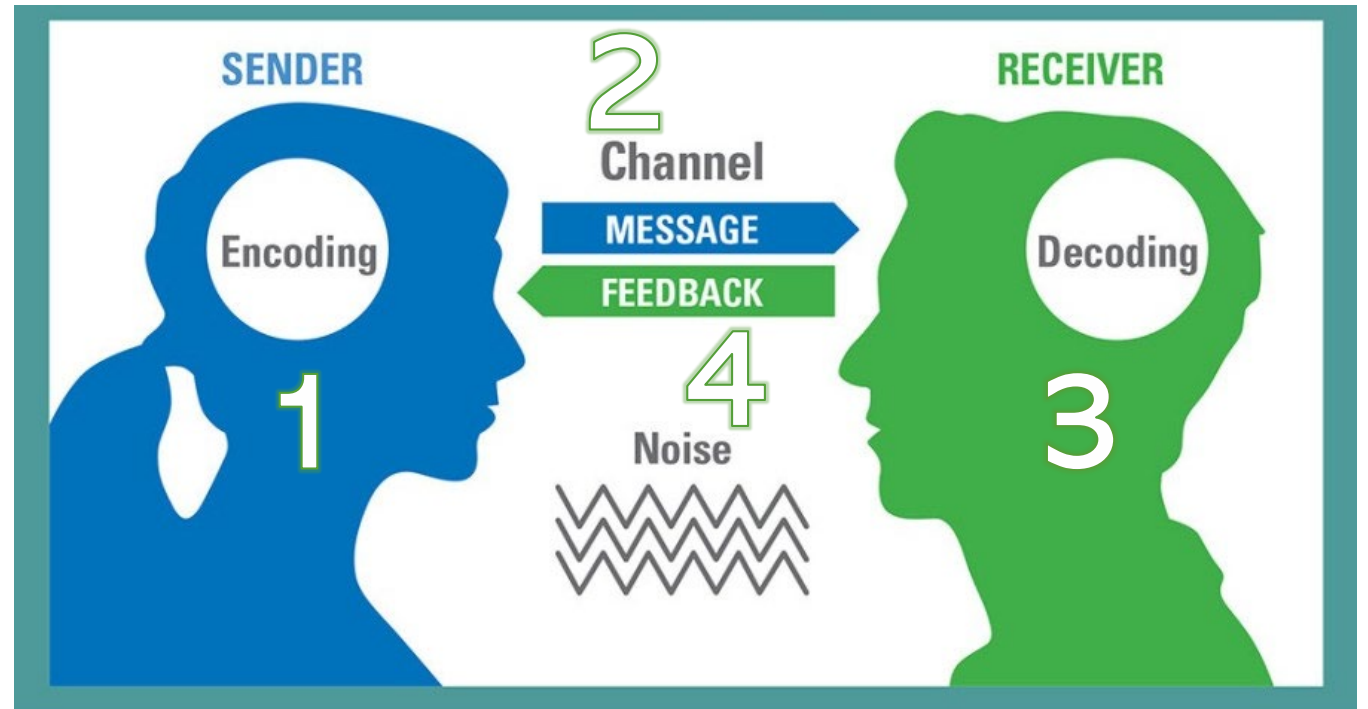
- Communication basics
- Communication styles
- Inefficiency
- Adaptation

What's the difference?

- Efficiency is defined as the ability to accomplish something with the least amount of wasted time, money, and effort or competency in performance.
- Effectiveness is defined as the degree to which something is successful in producing a desired result

Communication Models

- Various communication models
- 4 basic principles



Understanding Your Communication Style

Self Assessment

SCAN ME



Communication Styles

Intuitive

- Unemotional and freeform
- Prefer bottom-line communications that are short and to the point

Analytical

- Unemotional but linear
- Prefer confident communications using hard facts and numbers

Functional

- Emotional and linear
- Like control of the process
- Prefer process-oriented and linear communication

Personal

- Emotional and freeform
- Prefer to establish an interpersonal relationship
- Prefer informal and warm communication

Inefficiency

The Pitfalls of Abruptness

- Cutting someone off
- Ending a conversation before the receiver has had a chance to ask questions
- K...

Per my last email

(phrase)

You better re-read the whole thing again so you won't ask me stupid questions.

How to be direct without being rude

1. When giving feedback, use facts not emotions.
2. When expressing your opinion instead of saying “you” say “I”.
3. When turning someone down, turn “No” into a maybe or a soft yes.
4. When making a request be considerate, not commanding.

Adaptation

Effective Knowledge Sharing

- ..Hello??...

Adaptation Strategies

- What can we adapt for better communication?
 - Prepare for their communication style
 - Empathetic Listening
 - Active Listening

The harsh start-up

- First 3 minutes will make or break the conversation
- What is a Harsh start-up?



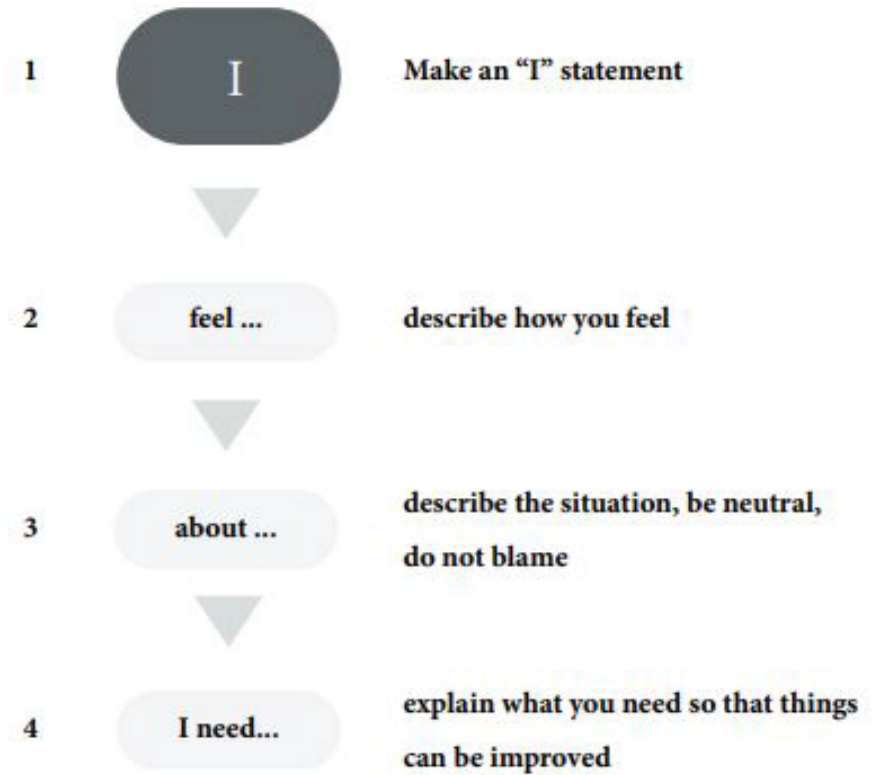
Softened Start-up

- What is a Softened start-up?
- Benefits of a softened start-up



Softened Start-up Activity

1. Think of a conflict you had in the past. This could be with a work colleague, family member, spouse, or partner. On a piece of paper or in your phone notes- describe what happened, including what was said and the outcome of the disagreement.
2. How could you have approached the conversation in a gentler, non-confrontational way.
3. Using the formula, write your softened start-up down



Resolving Miscommunication

Prevent Misunderstandings

- Clear expectations
- Active listening
- Prepare your body language for reception
- Know the audience
- Acknowledge differences that may cause breakdown
- Best intentions

Resolving Miscommunication

- **Recognize miscommunication**
 - **Lack of communication**
 - **Incorrect medium**
 - **Non-verbal cues**

Takeaways

- Find the best way to get your message across
- Be efficient, but don't leave out important information
- Its ok to be direct
- Use the communications style quiz within your organization
- Adapt for success

California State Parks Mission

To provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high-quality outdoor recreation.

Thank you



Erik Hernandez

Emily Walsh



Erik.J.Hernandez@parks.ca.gov

Emily.Walsh@parks.ca.gov