

Supercommunicators (Duhigg, 2023)

TUAA Leadership Summit

Presented by:

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By the end of the session participants will be able to...

- Review and discuss the different types of conversations contained in the book, *Supercommunicators*, by Charles Duhigg (2023)
- Determine which of the three types of conversation you are engaged in and how they influence connection
- List the ways in which poor communication can derail connection
- Describe how it feels to apply “supercommunicator” techniques and how they support human connection
- Walk away with tips and techniques to be a “supercommunicator!”

LinkedIn Learning Report

Most in-demand skills for 2023

10 skills companies need most

L&D pros need to ensure their people have the skills to navigate the evolving macro environment. That's why LinkedIn Learning pulled together the [skills companies need right now](#) based on paid job postings as well as standout skills of professionals who received a recruiter InMail or were hired in the past six months.

This list can help your employees grow their careers and lead your organization through this moment.

● Human skills remain critically important, especially with the ongoing prevalence of hybrid work.

1. Management

2. Communication

3. Customer Service

4. Leadership

5. Sales

6. Project Management

7. Research

8. Analytical Skills

9. Marketing

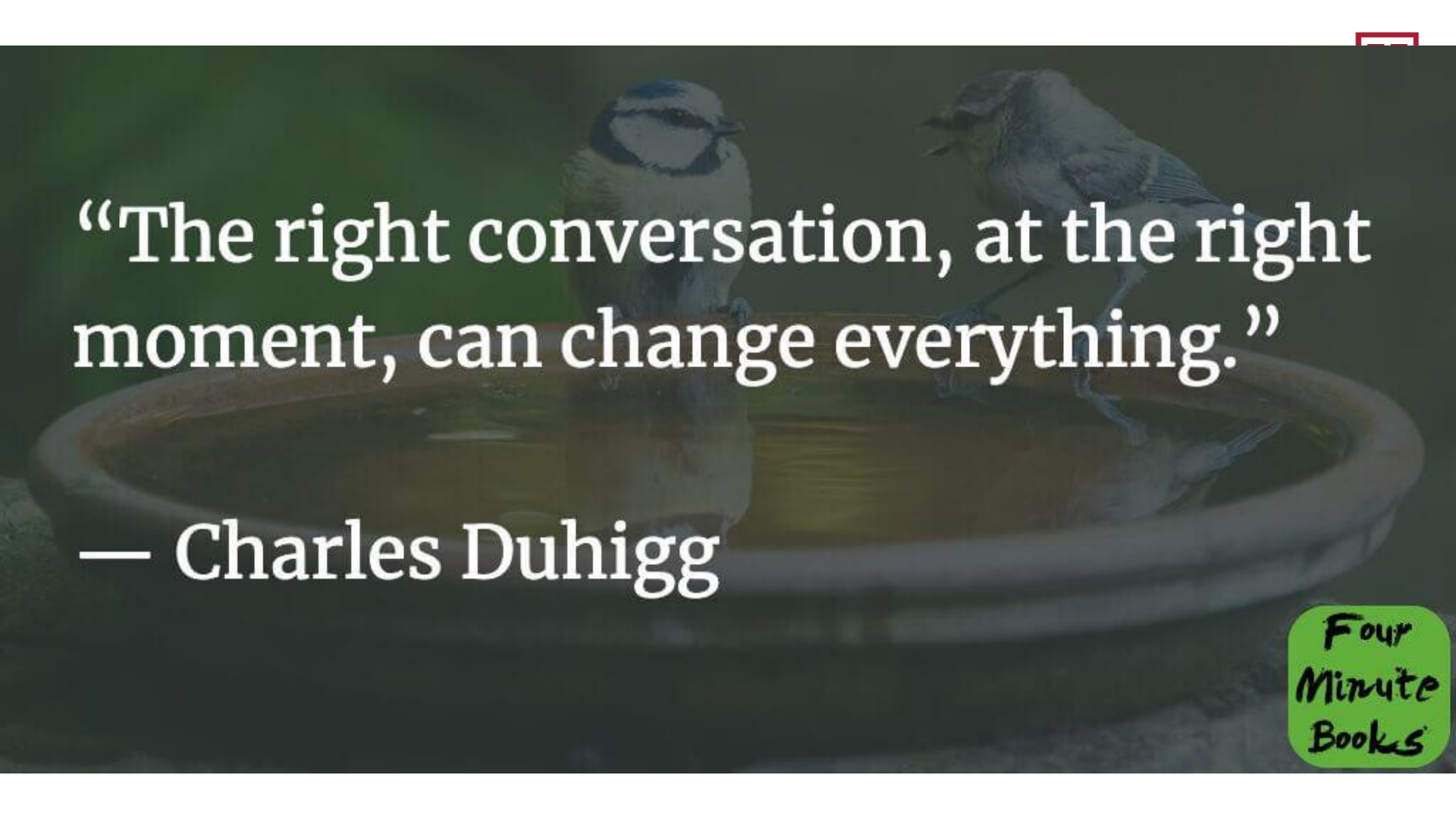
10. Teamwork



The most important goal of any
conversation is to connect.

CHARLES DUHIGG

COACHING *for* LEADERS



“The right conversation, at the right moment, can change everything.”

— Charles Duhigg

Four
Minute
Books

The Three Conversations



**WHAT'S THIS
REALLY ABOUT?**

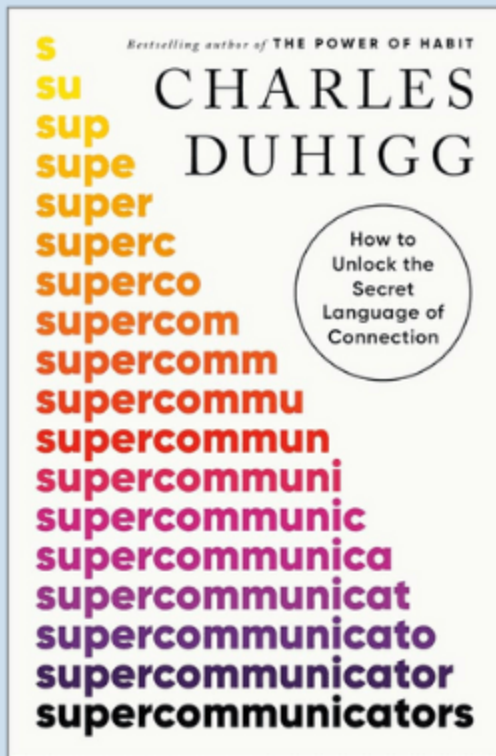
**Decision-Making
Mindset**

**HOW DO
WE FEEL?**

**Emotional
Mindset**

WHO ARE WE?

**Social
Mindset**



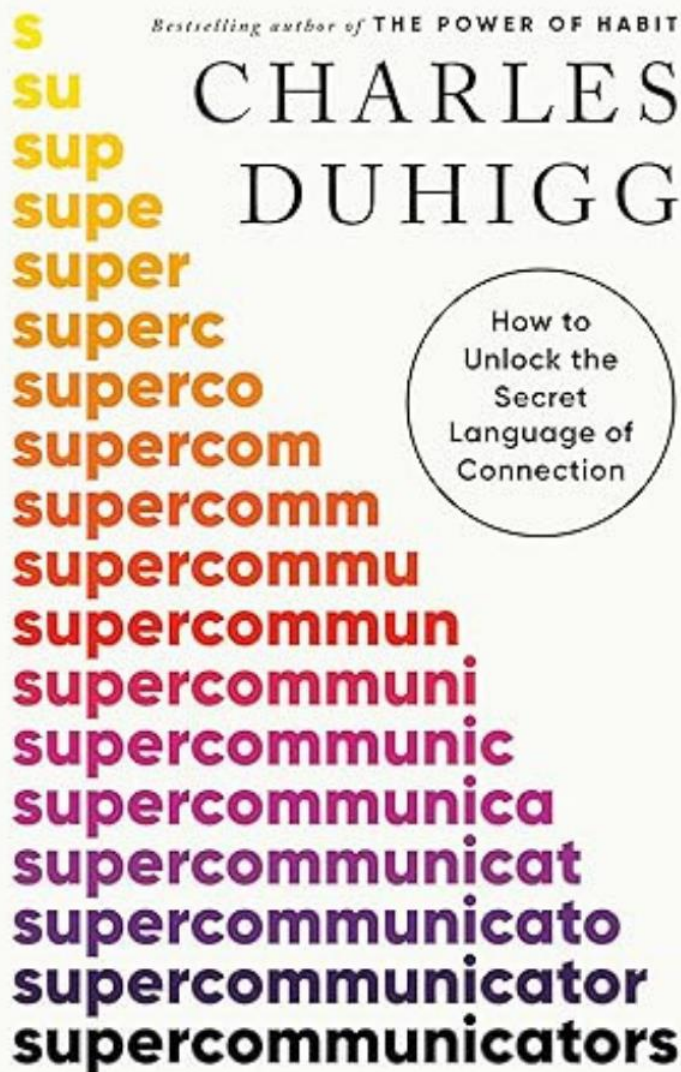
Whether we call it love, or friendship, or simply having a great conversation, achieving connection—authentic, meaningful connection—is the most important thing in life.

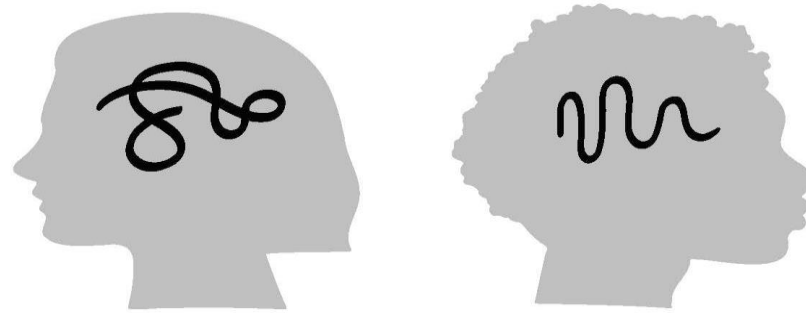
– CHARLES DUHIGG

The Big Idea:

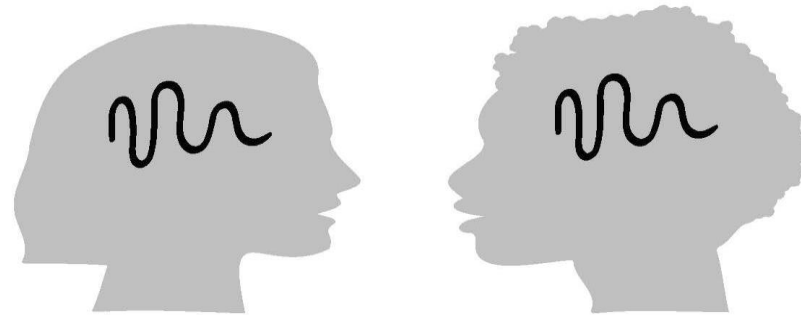
Every conversation we engage in is multi-layered.

www.tobysinclair.com





When people do things like watch movies seperately, they think differently.



But when they begin to talk, their thoughts align.

Share some of the ways in which people you know have demonstrated poor communication or listening skills.

Nobody has responded yet.

Hang tight! Responses are coming in.

Listening Activity Part 1 Directions



- Choose a topic that is not that important to you.
- Decide who will go first
- Begin your conversation with one person telling while the other interrupts, tells their story instead of listening, looks at their phone, and any other non-attentive ways you can think of.
- I'll tell you when to switch

In one word, how did if feel to have conversation # 1?

Nobody has responded yet.

Hang tight! Responses are coming in.

The Matching Principle



- Successful communication requires recognizing what kind of conversation is occurring and then matching each other.

Charles Duhigg

The Three Conversations



The Learning Conversation – Activity Tips



- Rule 1
 - Pay attention to what kind of conversation is occurring
- Rule 2
 - Share your goals, and ask what others are seeking
- Rule 3
 - Ask about others' feelings and share your own
- Rule 4
 - Explore if identities are important to the discussion

Attending sounds like...

- Wow! Interesting!
- Tell me more about that.
- That must have been____. Say more.
- How did that happen?
- What did you think about that?
- That's interesting.
- How did you feel about that?
- What did you do?
- What were your options?
- What did you do next?
- How did that work out?
- What else?

Attending sounds like:

Verbal acknowledgements:

Uh-huh.” “Ok.” “Got it.” “Wow.”

Verbal prompts:

Speak more about that.” “Tell me more.”

Empathetic responses:

“I can only imagine how _____ that is for you.”
“That must be so _____ for you.”

Paraphrasing:

It seems like...” “It sounds like...” “Just to be clear...”

Listening Activity Part 2 Directions



- Choose a topic from the list on the handout.
- Decide who will go first
- Begin your conversation with one person telling and the other listening and using as many of the program's recommendations for being an effective communicator
- I'll tell you when to switch

Conversation Topics



1. Engaging an untapped alumnus that you meet at an event
2. Make a case for the importance of an annual (every year) gift
3. Talking to a parent or family member about their child's possible attendance at Temple
4. As board chairs, tabling or postponing an important conversation that has become heated.
5. Responding to someone who says they “want to volunteer” – but has not had a strong prior relationship with TUAA or Temple.

In one word, how did it feel to have conversation # 2?

Nobody has responded yet.

Hang tight! Responses are coming in.

Practical versus Empathetic



Lean into data and reasoning



Lean into stories and compassion

Do you want to be...



Helped

A practical “What’s this really about?” conversation



Hugged

An emotional “How to we feel?” conversation



Heard

A more social “Who are we?” conversation



"One of the things we know about people who are supercommunicators ... is that they tend to ask a lot more questions, like ten-to-twenty times as many questions as the average person."

Charles Duhigg, author of "The Supercommunicators"

Vulnerability



Asking
Questions

Emotional
Contagion



Connection



The most effective communicators pause before they speak and ask themselves: Why am I opening my mouth?

Charles Duhigg

Supercommunicators: How to Unlock the Secret Language of Connection



A white speech bubble with a black outline and a drop shadow, centered on a solid yellow background. Inside the bubble, the words 'KEY TAKEAWAYS' are written in a bold, black, sans-serif font.

**KEY
TAKEAWAYS**

SUPER Communicators

"CONVERSATION is the COMMUNAL AIR WE BREATHE"

A book by Charles Duhigg
Sketchnote by: Tanmay Vora | QASpire.com

TO COMMUNICATE WITH SOMEONE, WE MUST **connect** WITH THEM THROUGH ALIGNMENT

OUR BRAINS CRAVE CONNECTION



SUPER COMMUNICATORS
SYNCHRONIZE EFFORTLESSLY

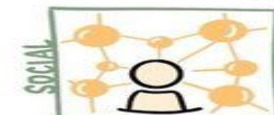
THE THREE CONVERSATIONS



WHAT'S THIS REALLY ABOUT?
decision making mindset - choosing or analyzing

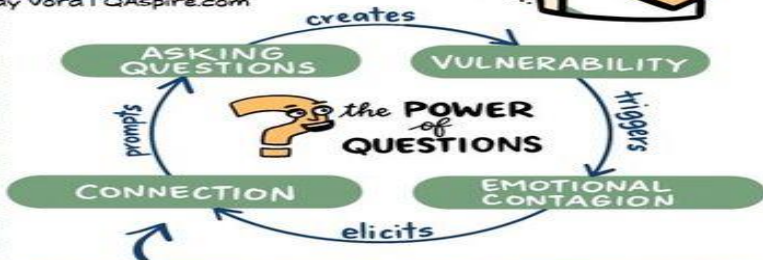


HOW DO WE FEEL?
emotional mindset helps shape our beliefs, emotions and memories



WHO ARE WE?
social conversation - relationships, how others see us, how we see ourselves

Miscommunication happens when people are having different kinds of conversations



1. **PAY ATTENTION TO WHAT KIND OF CONVERSATION IS OCCURRING**

2. **SHARE YOUR GOALS and ASK WHAT OTHERS ARE SEEKING**

4. **EXPLORE IF IDENTITIES ARE IMPORTANT TO THIS DISCUSSION**

3. **ASK ABOUT OTHERS' FEELING and SHARE YOUR OWN**

RULES of a LEARNING CONVERSATION



THE MATCHING PRINCIPLE
EFFECTIVE CONVERSATION REQUIRES RECOGNIZING WHAT KIND of CONVERSATION IS OCCURRING and then MATCHING EACH OTHER

Thank You,

Eric

