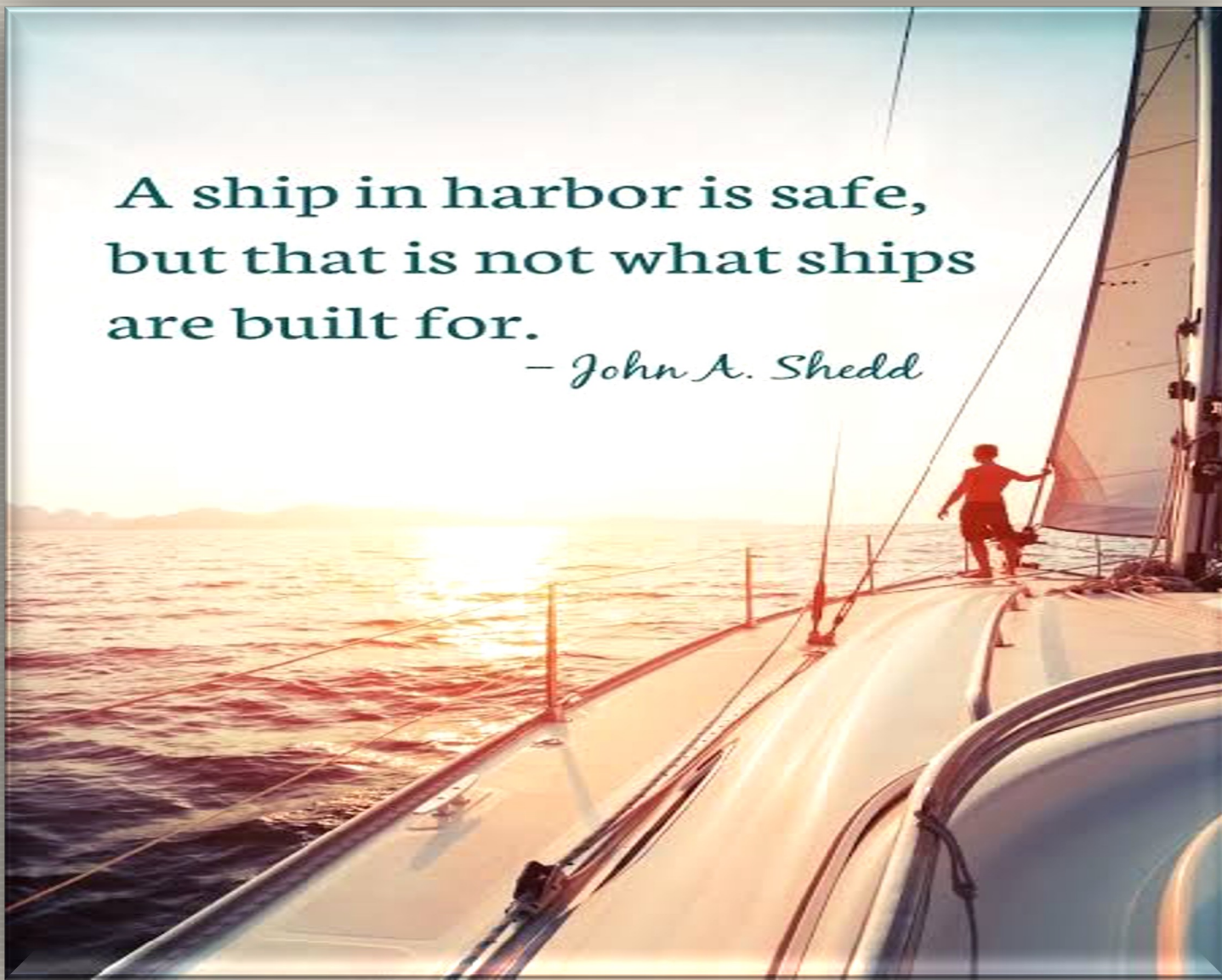


A ship in harbor is safe,
but that is not what ships
are built for.

— *John A. Shedd*



Why it's important to be a really good Communicator in the Board Room

Negotiation

Persuasion

Influence



Critical thinking



Problem solving



Decision making



Assertiveness



Teamwork

Unlock Board Room excellence – Discover the power of quality communications

PRESENTED BY
GERARDINE LALLY
JUNE 2024



“

Your ability to
communicate is an
important tool in your
pursuit of your goals.

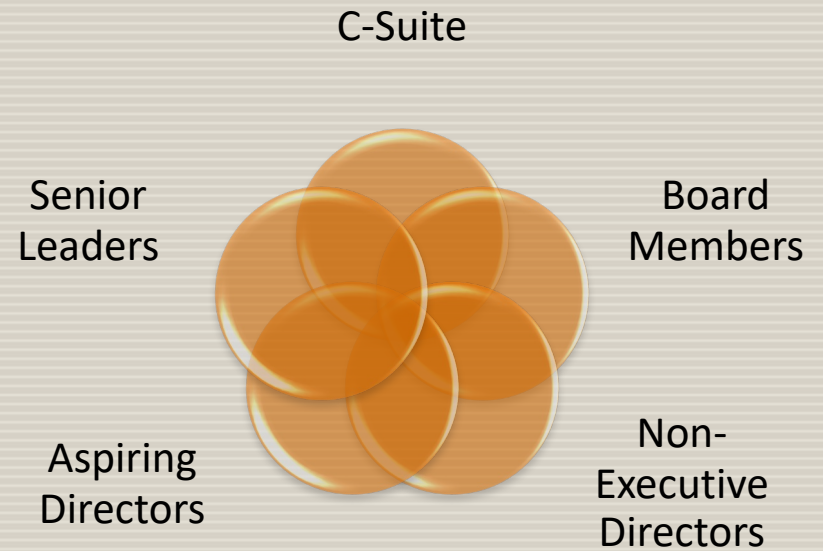
- Leslie C Brown

Opportunity and goal



Focus

Welcome



Today



Secrets to confident communications in the boardroom



Six strategies for getting ideas heard



Build confidence & presence



Go from Good to Great in the boardroom



Some of my Clients

Medtronic

Boston
Scientific

Keoghs
Crisps

Credit Logic

Dillon
Eustace

The
Information
Lab

BWG Group

HPC Group

Village Vets

Maxol

MTM
Engineering

Activ8 Solar
Energies

Board Room Enhancers



Communications

Transparency

Focus on decision

Diversity of thought

Big communications blunders in the boardroom



Constantly checking devices



Breathless, nervous, rambling



Failure to establish eye contact



Book ending badly




Unprepared



Asking NO questions



If you express yourself simply, it inspires confidence.



**How can I
get them to
listen to me?**



**Why am I
so nervous?**



**How can I
keep their
attention?**

The consequences of poor communications

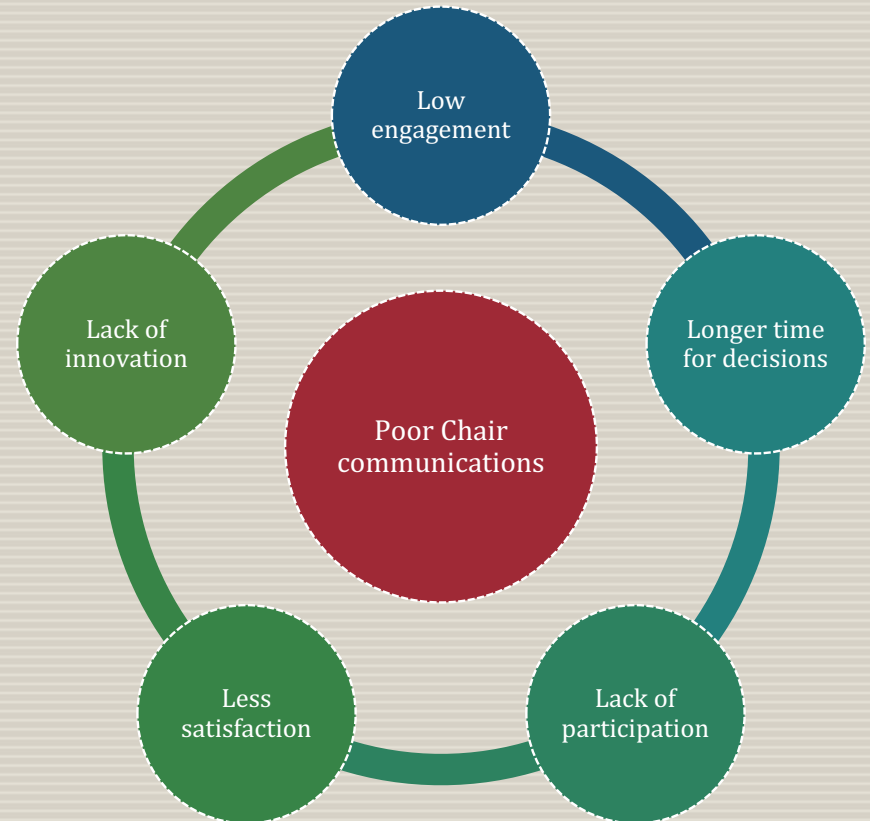
Time lost due to misunderstanding

Frustration due to uncertainty

People left out if not all inclusive

Messages misunderstood or misinterpreted

Negative energy reduces influence



The Presentation in the Board room- mistakes



Not allowing time for interaction

Don't make it a bored presentation

Too Much

No core message

Getting the Presentation right



Look at Board's pain points and burning questions



Highlight risk and impact from any decision



Why is your way the best option



Satisfy the So What



Allow interaction and engagement

Let's reflect



What impact has communications on your role?



What are you most proud of?



What do want to achieve from our time together?



What are your communications challenges ?

What makes a really good communicator?



Relaxes and clarifies



Opens Up & listens



Eye contact & facial expression



Awareness & engages



Restates & repeats



Warmth & Wit

”Effective communications is 20% what you know and 80% how you feel about what you know.”

Polish your communications skills



Pause and
remove fillers.



Broaden your
small talk.



Control your
voice.



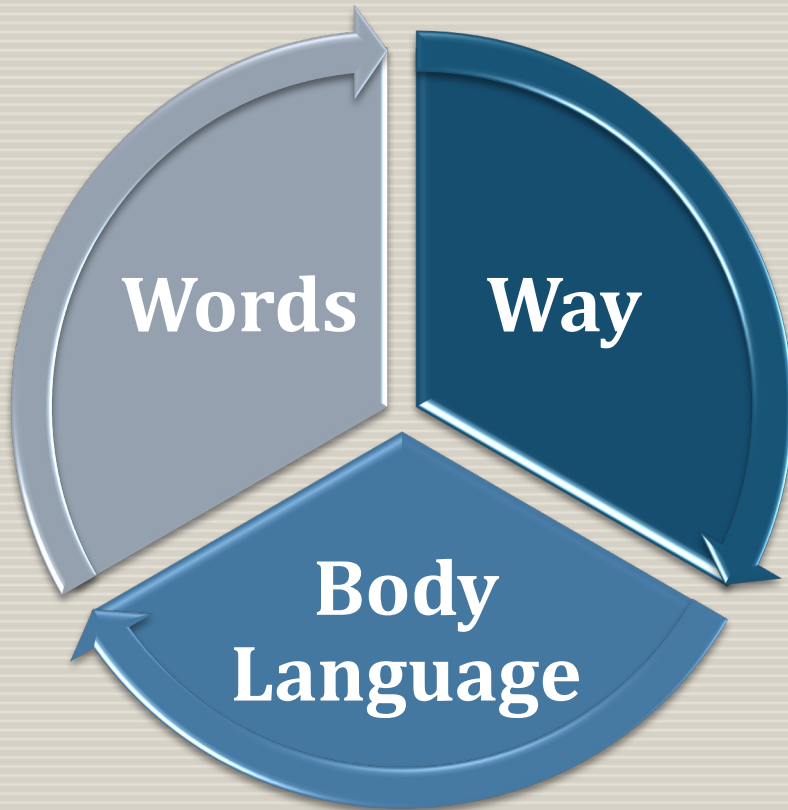
Overprepare.



Less can be more



Invoke your
vertical



**55% Body
Language**

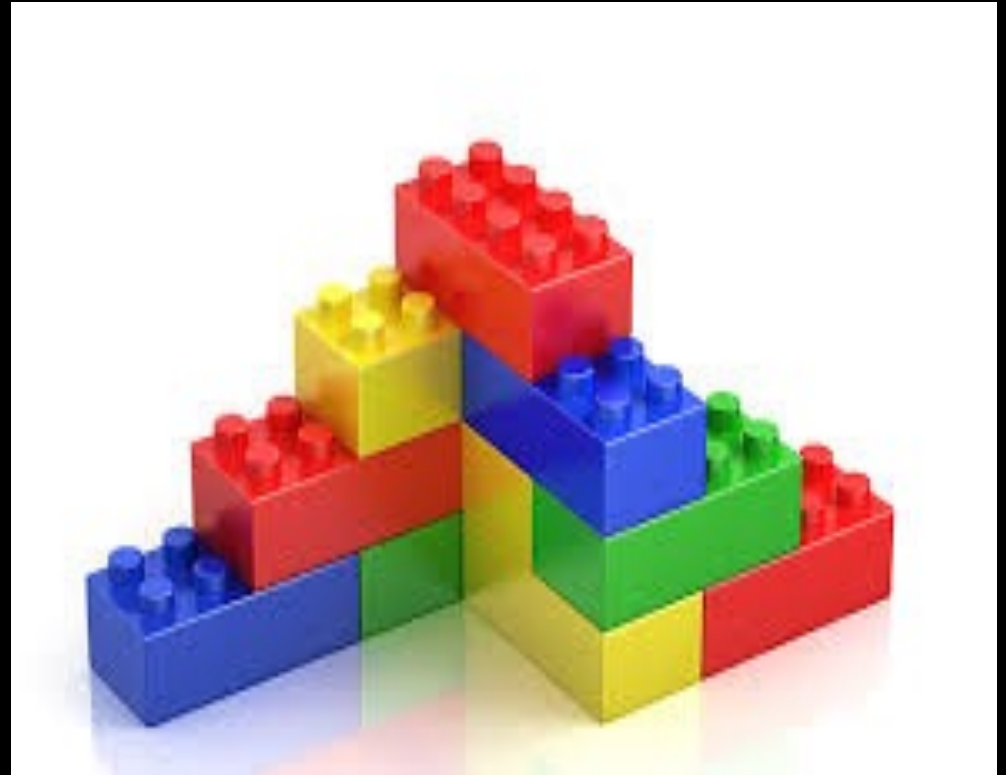
38% Way

7% Words

Your expressive tool kit

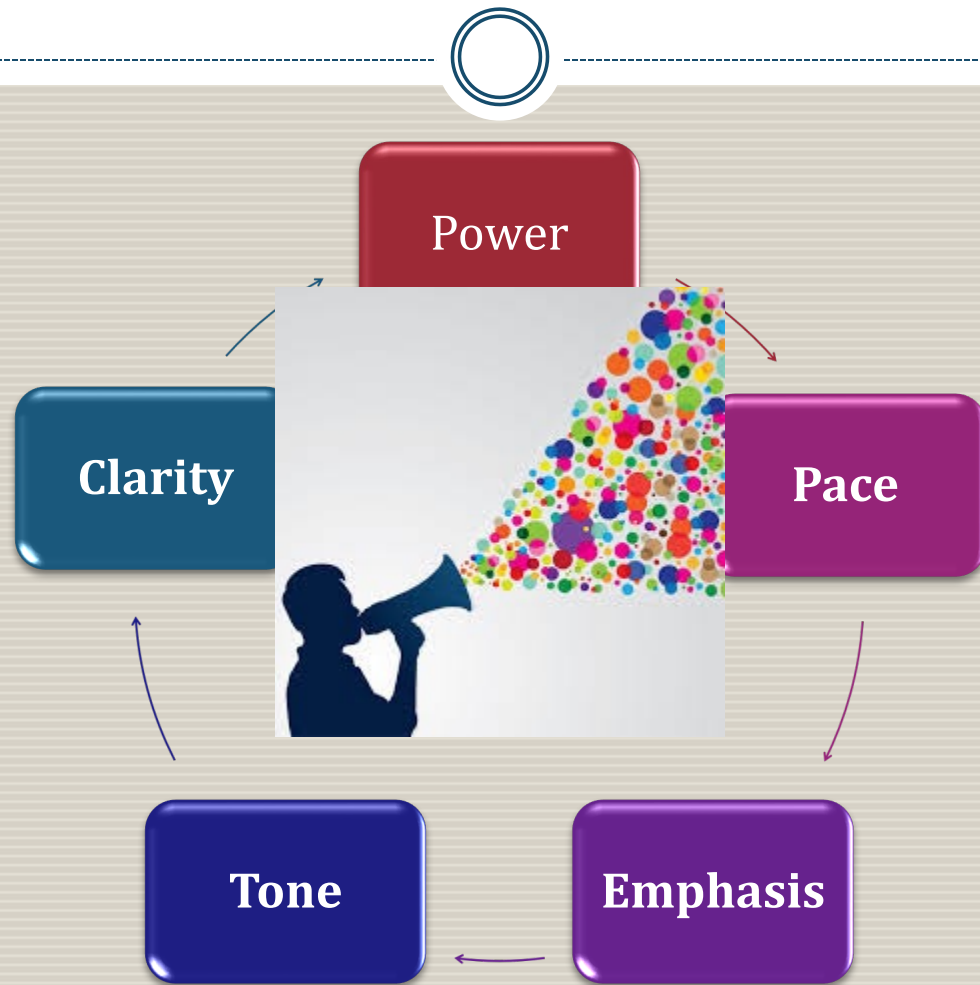


- Eyes
- Face
- Body
- Voice
- Pace
- Message architecture



10% of
conflict
is due to
difference
in opinion
and 90% is
due to
delivery &
tone of voice.

Voice: Move, Inspire, Influence, Persuade



Think. Breathe. Speak.



1

Pause to breathe.

2

Pause before you begin.

3

Pause at the end of each sentence.

**“Think like a wise man but communicate
in the language of the people” WB Yeats**



Avoid....



Milk & Water words : I Feel,
I Think,
I Hope,
Doubt: Possibly,
Probably,
I'm not sure,
Perhaps,
You could argue,
Acronyms,
Jargon

Include....



Questions,
Analogies,
Anecdotes,
Examples,
Prior Knowledge of
Listener,
Quotes & Sound bytes,
Visual descriptions,
Context.

Six strategies to get your ideas heard.



1. Preparation



2. Don't leave communications to the board room alone



3. Connect personally with your Board



4. Focus on your impact



5. Embrace difference of opinion and difficult conversations



6. Always back yourself

1. Preparation





**Are You
Prepared to
Deliver
YOUR BEST?**

Best Preparation



What?



How?



Why?

SO WHAT will get to the root of why

**A GOOD UPDATE
HAS AN OBJECTIVE.
IT IS CREATED WITH
INTENT AND
TRIGGERS ACTION.**



‘Too much information’

The power of structure



‘Information is a source of learning. But unless it is organized, processed, and available to the right people in a format for decision making, it is a burden, not a benefit.’

2. Don't leave communications to the board room alone



A lot can be achieved by reaching out to board members
Between meetings.

This can be a great way to ensure
alignment and ultimately lead to more effective outcomes
than going into a meeting without understanding
the perspectives of your stakeholders.

5 simple steps for better communications at meetings



1

Stick to the Planned Topics as Much as Possible

2

Enhance Communication with the Best Technology

3

Pay Close Attention to Your Body Language

4

Ask Questions to Bring Others Into the Conversation

5

Keep Any Unnecessary Distractions to a Minimum

3. Connect personally with your Board



Know why. Know how. Know when.



Communicate clearly
and you shall be
understood.



Be succinct – ‘I have a
different point of view’
and then back up with
2 or 3 reasons with
data.



Read the room.
Awareness is 90%
success.

Keep the conversation focused, engaging and balanced



Effective listening & speaking



Asking powerful questions



Framing discussion items



Providing feedback

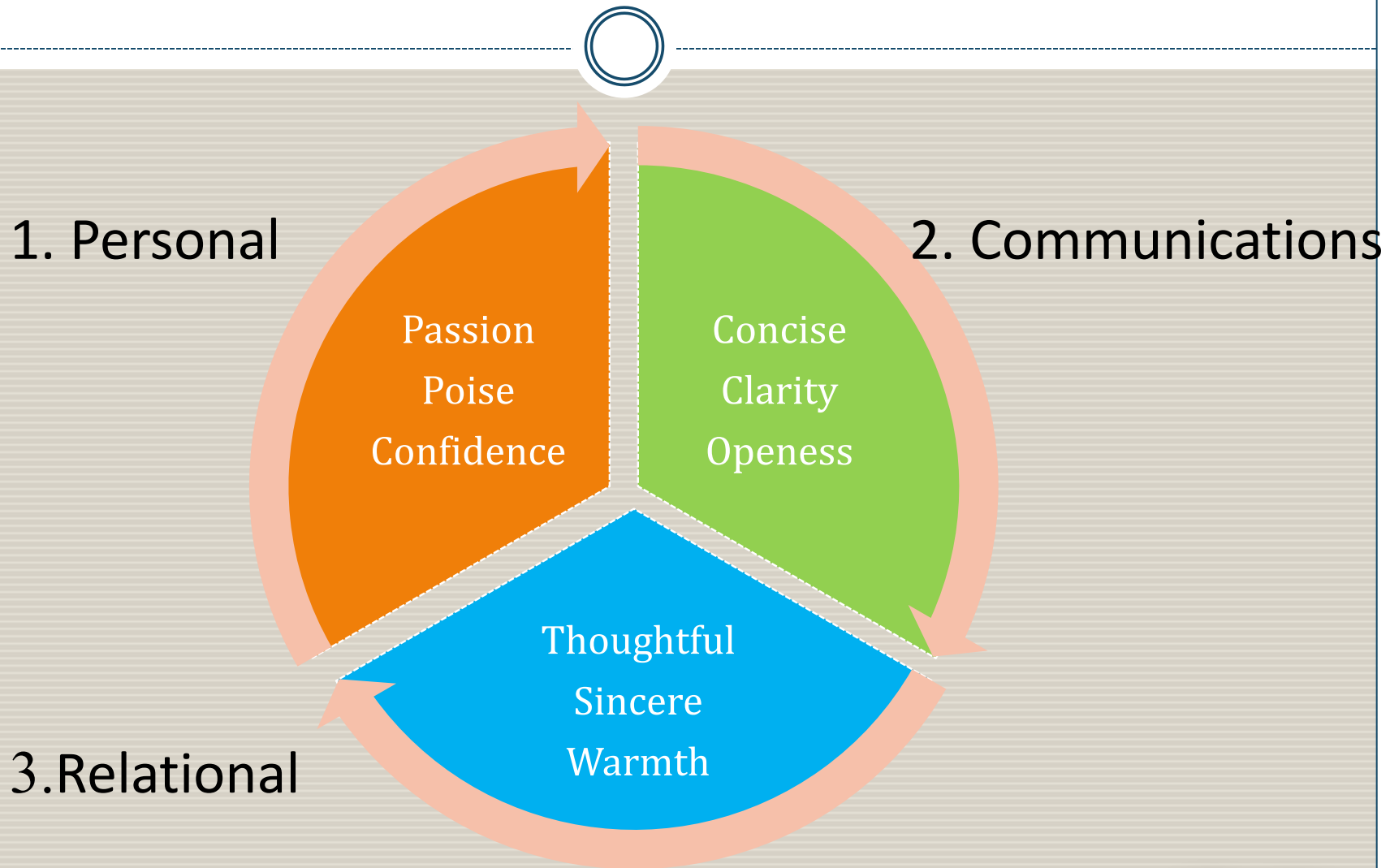
4. Focus on your impact



The image features a dark blue background with several light bulbs hanging from the top. Most of the bulbs are unlit and appear as dark, translucent shapes. On the right side, one bulb is brightly lit, casting a warm glow. The text is centered over the unlit bulbs.

Be Clear
Be Concise
Be Confident

Personal Presence is a dynamic mix of 3 things



How can I be more persuasive?



Being able to have an opinion and defend that is an incredibly important skill in life.



Start slow with small wins



Pace of speech to listeners perspective



Understand your listeners perspective



Be yourself – personality and wit



Share positive and negative sides Then focus on drawing positive conclusions



Make sure you are right....

Tip: Turn off automatic pilot



Don't just choose the easiest form of communication. Stop, consider your options, and choose the right channel and ,medium for your message.

5. Embrace difference of opinion and difficult conversations



**DON'T TAKE
CHALLENGES
PERSONALLY – YOU
ARE ON A JOURNEY
TOGETHER.**

Communication is what makes a team strong

Communication

“EFFECTIVE COMMUNICATIONS IS AN ABSOLUTE PREREQUISITE OF SUCCESSFUL COLLABORATION. THINK QUALITY NOT QUANTITY.”

Collaboration

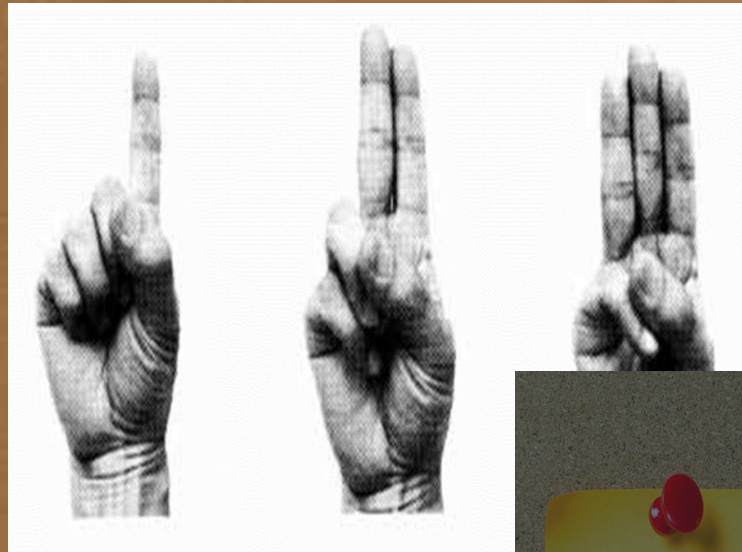


6. Always back yourself



**DISPLAY EXPERTISE.
SHOW PASSION. AND
SUSTAIN COHERENT
CONFIDENT
CONVERSATION.**

REMEMBER THE RULE OF 3



**"If you want something stuck in someone's head,
put it in a sequence of three."** – BRIAN CLARK

copyblogger

THE POWER OF FEEDBACK



We hit stumbling blocks



Typical blocks in communications



Struggle to convey our thoughts and ideas in an accurate way



Difficult to get buy in from the Team



Addressing business challenges while building trust



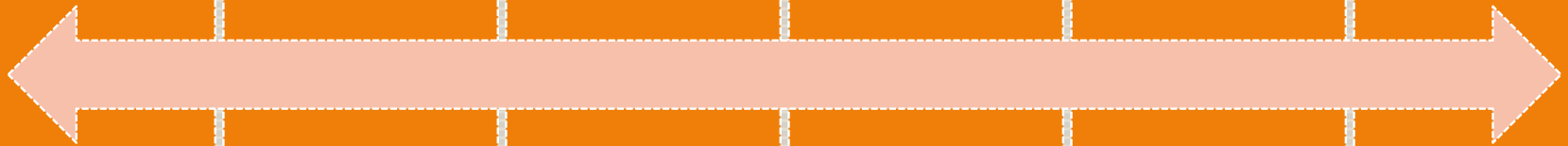
Not enough time to prepare well



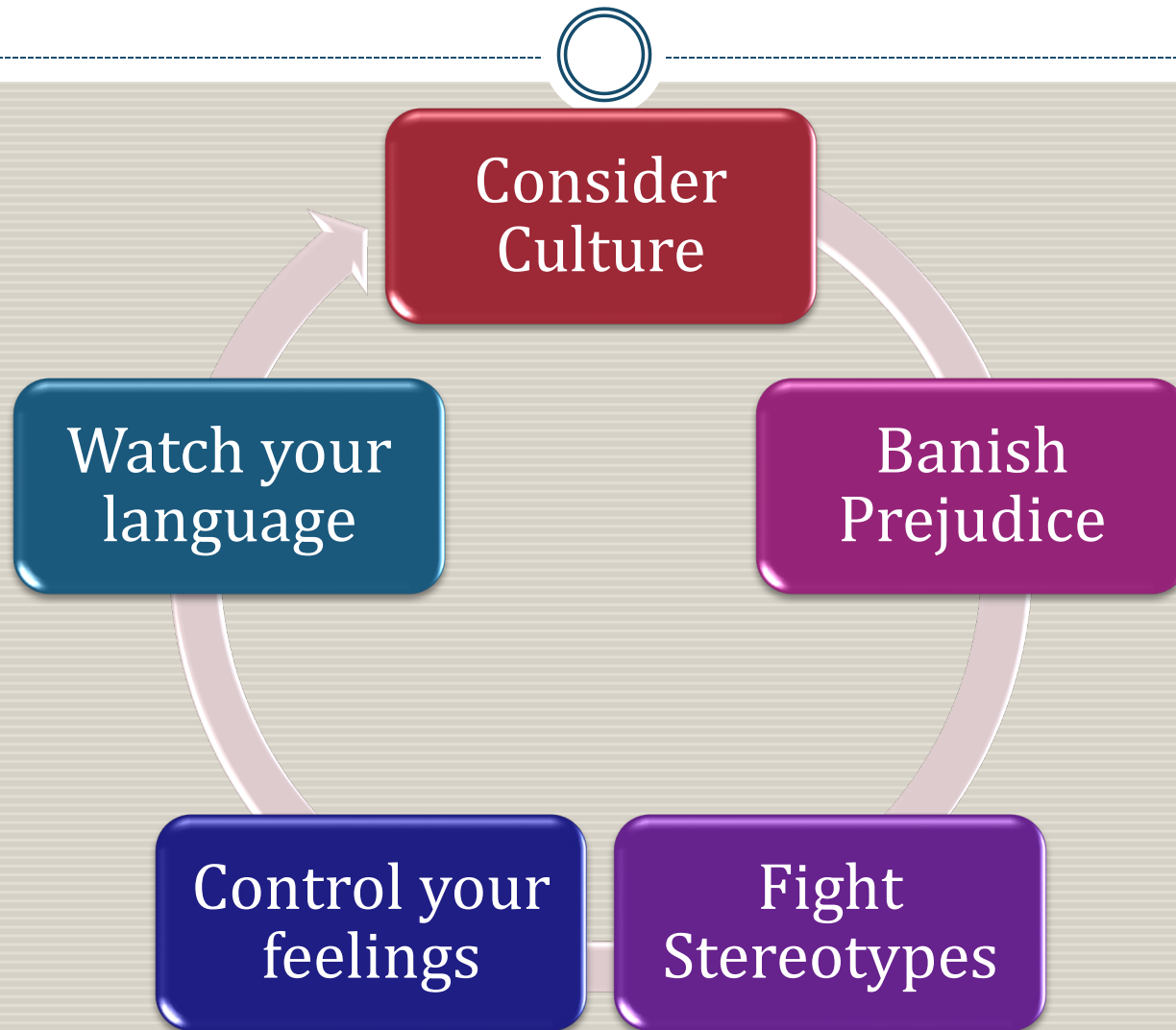
Difficult to get past an objection and take to another level



Not really sure of The Why!



Overcoming the blocks



Listening

**... The reason we have two ears
and one mouth... we should
listen more and talk less !!**

Fact



Most people do not listen with intent to understand

They listen with intent to reply

The Biggest Communication problem is we do not listen to understand

We listen to reply.

How to listen



Look interested.



Involve yourself by responding.



Stay on target.



Test your understanding.

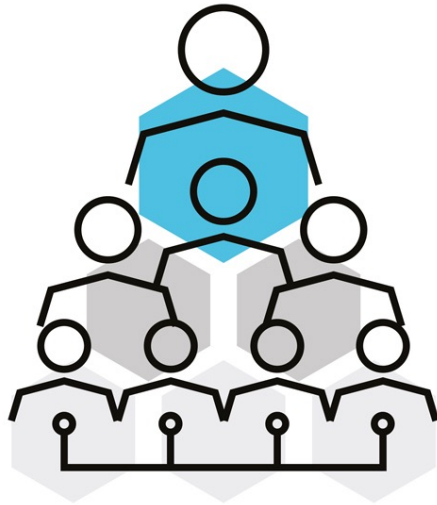


Evaluate the message or content.



Neutralise your feelings.

The Effective Chairperson communications



Competence

Flexible & Adaptable

Firm

Honest

Open

Patient

Fair

Stamina

Chair: It's a balancing act



Be a Leader



Be a Follower



**A GOOD CHAIR
PROVIDES EFFECTIVE
LEADERSHIP NOT FOR
THE COMPANY BUT
FOR THE BOARD.**

Healthy atmosphere in the boardroom



Message



Awareness



Consistent



Trustworthy



Believable



Supported

Final thoughts for meetings



Communication is a critical component of understanding how to run effective meetings, and learning to communicate better can easily be the difference between an unproductive meeting that wastes everybody's time and a good one that delivers on the original objectives.



What you say must have a purpose, and you need to stay on topic. Remember that communication does not only go one way, and it is also not only about what you say.

Today's takeaways



Speak up, engage and allow the board to get the benefit of hearing from you.



Know your Why - your purpose on the board. This motivates you to speak up.



Build relationships.



Be clear and rational and use body language for impact.

So what do you need to be ?



Talk to me 1:1 & Please share your feedback



@GerLallyAssoc



Gerardine Lally



@gerardinelally



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