

# What's NOT Being Said NEEDS to Be Understood

Pete Smith  
President, SmithImpact



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# COMMUNICATION MATTERS

The **biggest fallacy**  
regarding  
communication is that  
**100% exists within**  
**Body Language, Tone,**  
**and Words.**

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## (Un)Common Communication

3 Key Questions

1. What's the most important conversation you're going to have this week?
2. What's the best outcome of that conversation?
3. **Who do you need to "BE" in that conversation in order to produce your desired outcomes?**

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'Who You Are' and  
'How You Are'  
Influences The  
Outcome

## CONTENT and CONTEXT

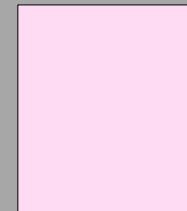
**CONTENT** - Visible actions and spoken words

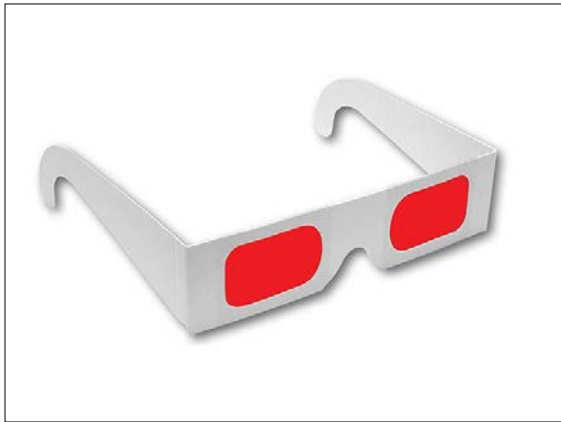
**CONTEXT** - The setting around us and within us, which affects the messages we send and receive.

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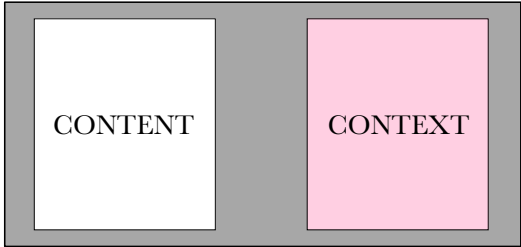
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## Exploring Content and Context What Color is the Wall?





## Exploring Content and Context



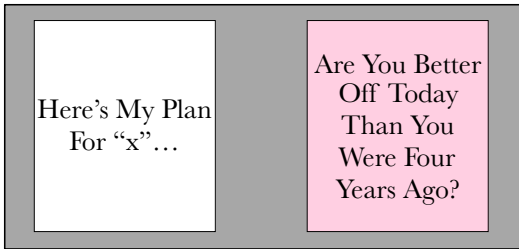
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## Gut Reaction

In many relationships, I believe the woman is responsible for most of the home \_\_\_\_\_.

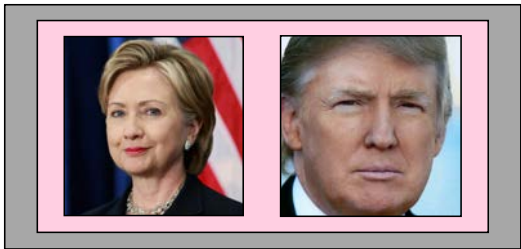
## Politics



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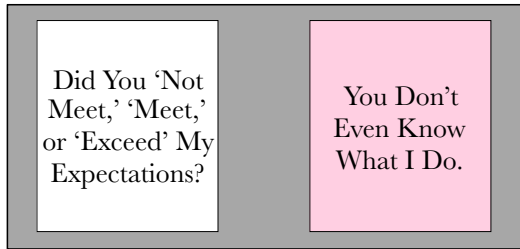
## Politics



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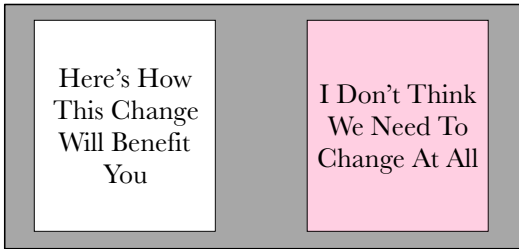
## Performance Reviews



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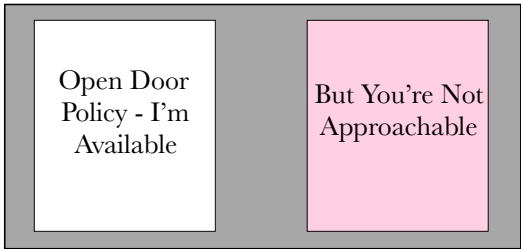
## Change



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## Leadership



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## Our Internal Context

<b>FEAR</b>
• Looking Foolish
• The Need to Be Right

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## Our Internal Context



*"We don't see things as they are; we see things as we are."  
~ Anais Nin*

*You're not just experiencing this presentation as it is; you're also experiencing it as you are.*

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If Content is King,  
**Context is God!**

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## What Did You Hear?

# Curiosity.

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## The Power of Words

*Did they...*

Feel

Think

Believe

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## The Power of Words

**Yes, BUT...**

**Yes, and...**

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My  
To-Do  
List

I need to...  
I've got to...  
I have to...

My  
To-Do  
List



# Trigger Phrases

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## Trigger Phrases - Said and Unsaid



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Have a Minute?

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AS I SAID BEFORE

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SHOULD SHOULDN'T

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### The Slippery Slope of Email

On Sep 27, 2018, at 1:47 PM, Matthew [redacted] wrote:  
Yes! Thank you for the connection. We are all set. When we get to planning our spring conference education, I will be reaching back out. Probably later in November/December.  
Matthew

Good morning, Matthew.  
Hope you're doing great. I wanted to circle back about the '19 Spring Conference. I think you mentioned it was going to be held on April 11th? Are you still interested in having me be a keynote speaker for you that day? If so, is that something we could discuss further? I want to make sure to get that date reserved for you on the calendar.  
Thanks again.  
Pete

On Feb 5, 2019, at 11:03 AM, [redacted] Matthew [redacted] wrote:  
Pete,  
As you should have gathered from my OOO, I am not working with [redacted] or any of my former clients at this time. I am unsure if they have already selected speakers for the conference, but you can reach out per the instructions in my OOO to Bill [redacted]. Our conference committee chair had your info previously as well and you're welcome to reach out to him too - brian[redacted]@jpmc.com  
Matthew

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### One Approach - Massive Results

HUMILITY

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### Useful Phrases

"I don't have to be right about this"

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### Useful Phrases

"Are you willing to be open-minded about..."

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### Useful Phrases

"If I'm understanding you correctly..."

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Yes, and...

HUMILITY

# THANK YOU



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Today

