

# Ongoing Discussion “Thought Piece”

## *Communications as a Process*

Prepared and Presented by

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for

**Aerojet Rocketdyne’s**

**InThinking Network**

# Communication...

As a Process

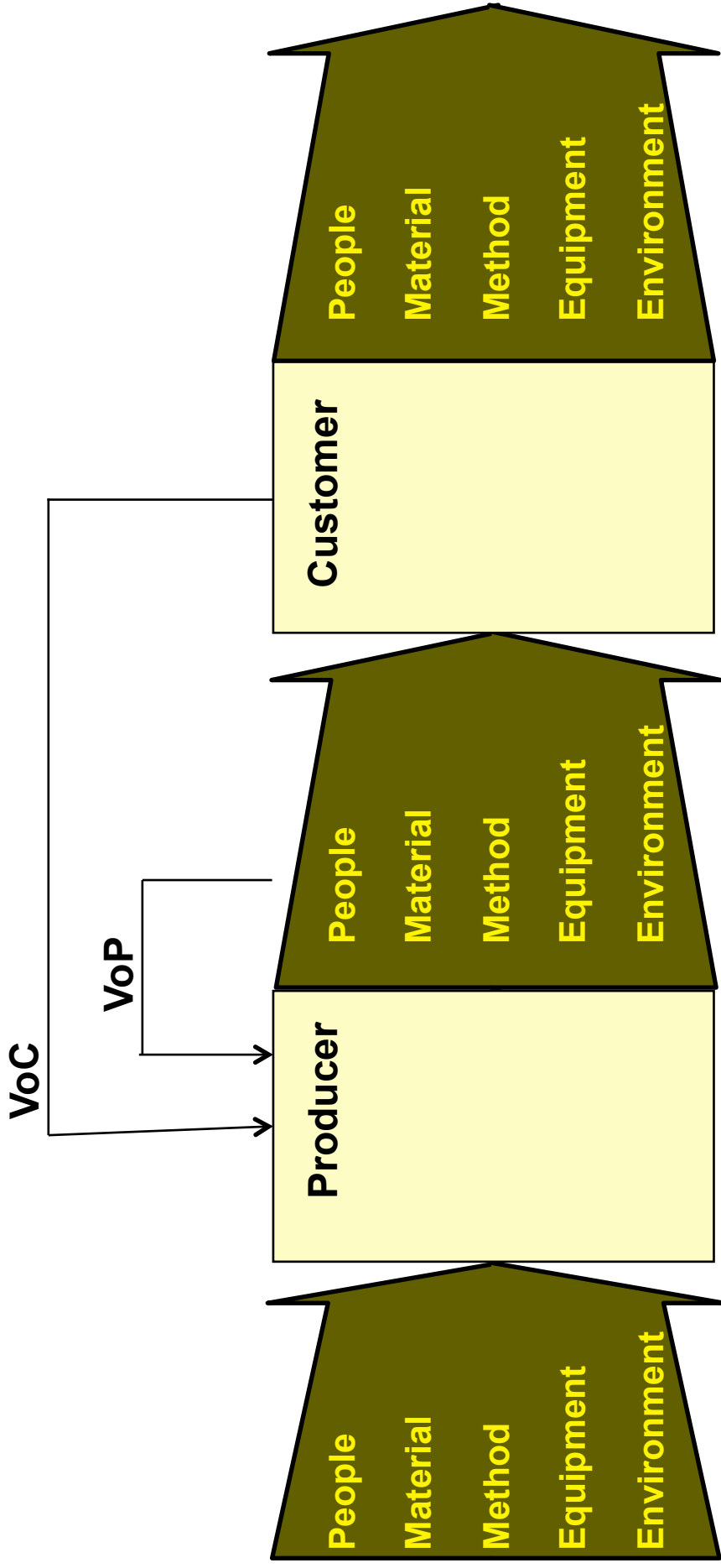
# Communication

- “I know what I told them, I don’t know what they heard.” – Lionel Chicoinne to Dr. Deming
- “If you had listened hard enough, you might have heard what I meant to say.” – Rod McCuen
- “My two ears ache from all your worthless speech.” – Chaucer

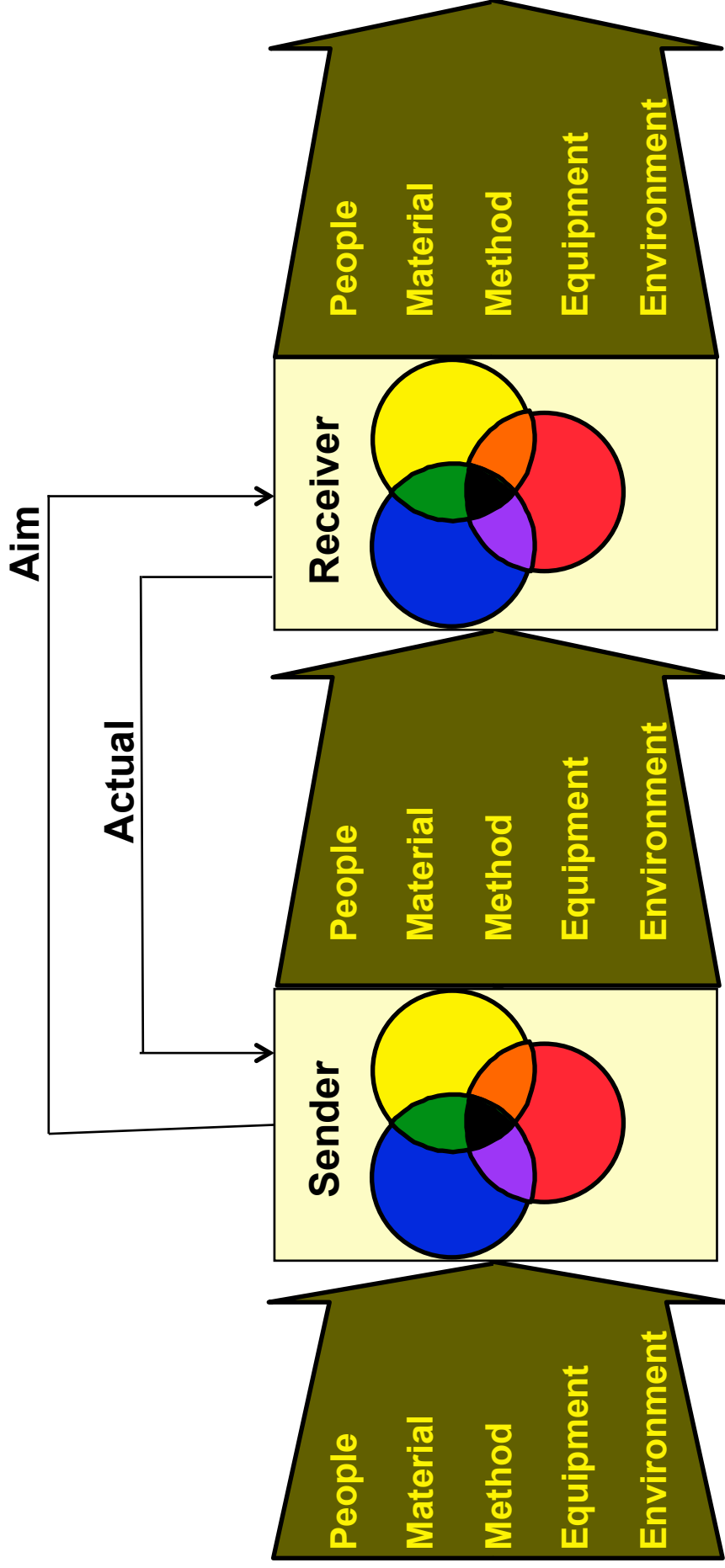
# Communication

- Communication is a process that combines People, Material, Method, Equipment, and Environment.
- Like any process, it has an aim.
- It has senders, receivers and noisemakers operating on Physical, Logical, and Emotional frequencies.

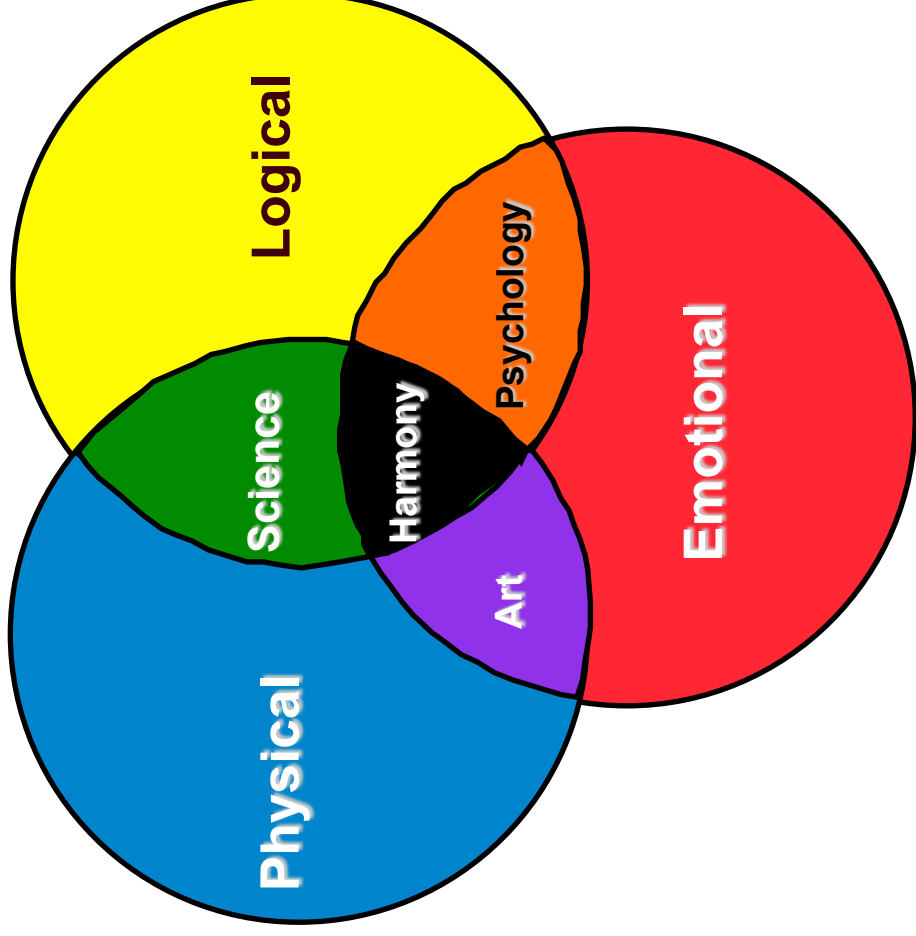
# Process Model



# Process of Communication



# A Framework for Communication



# Aim of Communication

- The aim of communication is for others to take a desired action, or no action.
- You communicate by what you say and do and by what you don't say or do.



# People

- Senders
- Receivers
- Noise makers
- Signal makers

# Material

- **Visual:**
  - Written
  - Body language
  - Pictures/ graphics
  - Video
- **Audio:**
  - CD
  - Thumb drive
- **Tactile**
  - Prototype
- Sculpture
- **Olfactory**
  - Pleasant
  - Not so pleasant
- **Gustatory**
  - Food, Drink

# Method

- The method you use depends upon the:
  - Time until desired action
  - Time needed by the receiver to prepare for action
  - Number of people to take action
  - Complexity and interdependency between receivers that should take action
- Single or multiple passes
- With or without feedback
- Avoid Rule 4 of the Funnel

# Equipment

- **Visual**
  - TV/monitor
  - Phone
- **Audio**
  - Phone
  - Speakers
- **Tactile**
  - Phone
  - Braille
  - 3-D printer
- **Olfactory**
  - Natural
  - Artificial
- **Gustatory**
  - Phone?

# Environment

- **Barriers**
  - Noise makers
  - Knowledge
  - Fear
- **Enablers**
  - Proximity
  - Learning encouraged
  - Joy
  - Signal enhancers

# Sentence Structure

- Declarative
- Imperative
- Interrogative
- Exclamative

# Question

- Do you have the authority to make an imperative? Were you there to make a declarative?
- Do you have the knowledge to make an interrogative?
- Do you have the passion (or Caps Lock) to make an exclamative?

# Questions

- “For every complex question there is a simple answer, and it is wrong.” – H. L. Mencken
- “Questions are always more important than answers.” – Joseph Schumpeter



# Use Multiple Sensory Delivery

- **Visual:** writing; sign language; pictures; look in their eyes; facial expressions; body language;
- **Auditory:** audio “tapes”; video “tapes”; inflection; music; noise; silence;
- **Tactile:** hands on; close proximity; sign language; kick in the ass;
- **Olfactory:** odors imprint memory; fear; joy;
- **Gustatory:** provide food; drink;

# Use Multiple Sensory Reception

- Visual: read; focus on sender's eyes, hands, body language; peripheral vision;
- Auditory: listen for inflections; hidden meanings; rhythm;
- Tactile: hands on; catch;
- Olfactory: recalling memory;
- Gustatory: eat; drink;

# Question

- What is your preferred mode of communication to receive important information?
- What is your preferred mode of learning?

# Communication Matrix

	People	Material	Method	Equipment	Environment
Physical					
Logical					
Emotional					

## Biography

Executive career in operations and quality management spans world-class enterprises, multinational high-technology organizations and entrepreneurial ventures, with consistent success in improving quality while reducing cost. Dell, Lexmark, Tokai Rika, Samsung, Liteon Technologies, Austin Energy, Ford, GM, US Departments of Defense and Energy are a few of the organizations that have benefited from my technical and transformational leadership. Extensive European and Pacific Rim (China, Taiwan (Ex-Pat), Singapore, India, Malaysia, Korea, and Japan) supply chain experience.

- Deming Medal
- Engineering Society Gold Medal
- ASA Fellow
- ASQ Board of Directors (past); ASQ Automotive Division Chairman (past)
- American Insurance Congress Board of Directors (past)
- Accompanied Deming on over 1000 occasions as he helped clients all over the world.

"He was my student, and there's none better in the world... It takes a little ingredient called profound knowledge, and he's got it."

W. Edwards Deming

## Contact

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