

INTENTIONAL COMMUNICATION

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WORDS TO LIVE & WORK BY:

“The basic building block of good communications is the feeling that every human being is unique and of value.” – Unknown

“Trying to lead everyone results in leading NO ONE in particular.”

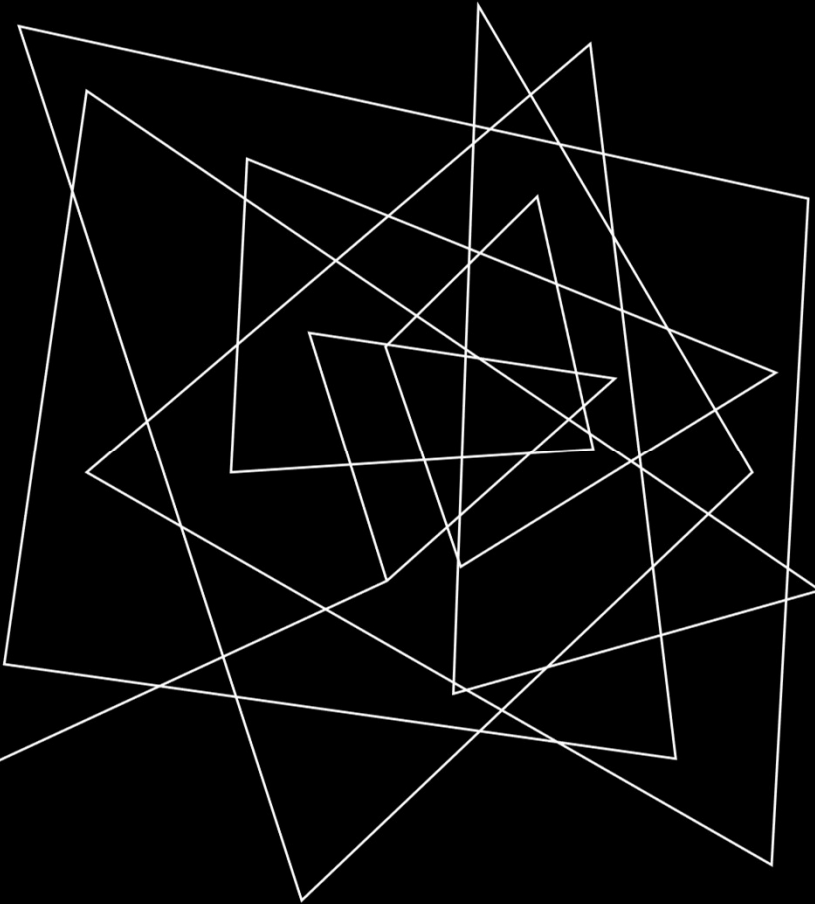
“Leaders who set out to give are more productive than leaders who seek to get.” - Seth Godin

**“Actions Speak Louder than words” - my mother & grandmother
(and a whole bunch of other
people)**

WHAT IS INTENTIONAL COMMUNICATION?

Intentional communication is a style of communicating where both parties get their needs met. It increases the likelihood that both parties truly hear each other, has wide application, and can be used in every interaction.

Intentional communication not only makes your messages clearer, it encourages others to stay curious and reciprocate effective communication. This direct approach creates less room for emotional bias and errors in thinking.



**WHAT GETS IN THE WAY OF
NOT JUST INTENTIONAL
COMMUNICATON,
BUT EFFECTIVE
COMUNITCATION?**



COMMON CULPRITS OF INEFFECTIVE COMMUNICATION



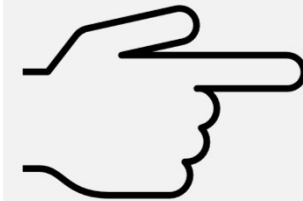
FEAR



OVERWHELM



**LACK OF
KNOWLEDGE**



**DIRECTING VS.
CONVERSATING**

THE PATHWAY FOR INTENTIONAL COMMUNICATION

WHY

THE 'WHY' IS THE HEART, THE INSPIRATION

WHAT

WHAT IS NEEDED TO MAKE THE HAPPEN?

HOW

HOW ARE WE GOING TO MAKE THIS HAPPEN-SPECIFIC STEPS & TIMELINES?

**YOU HAVE TO LEAD
YOURSELF BEFORE YOU LEAD
OTHERS**

WHY

**WHY DO YOU DO WHAT YOU DO? WHY DO YOU
CARE?**

WHAT

**WHAT STEPS DO YOU TAKE TO SHARE KNOWLEDGE,
INFORMATION, AND INSPIRATION? WHAT DO YOU DO
TO KEEP YOURSELF HEALTHY, FOCUSED, AND
CONSISTENT?**

HOW

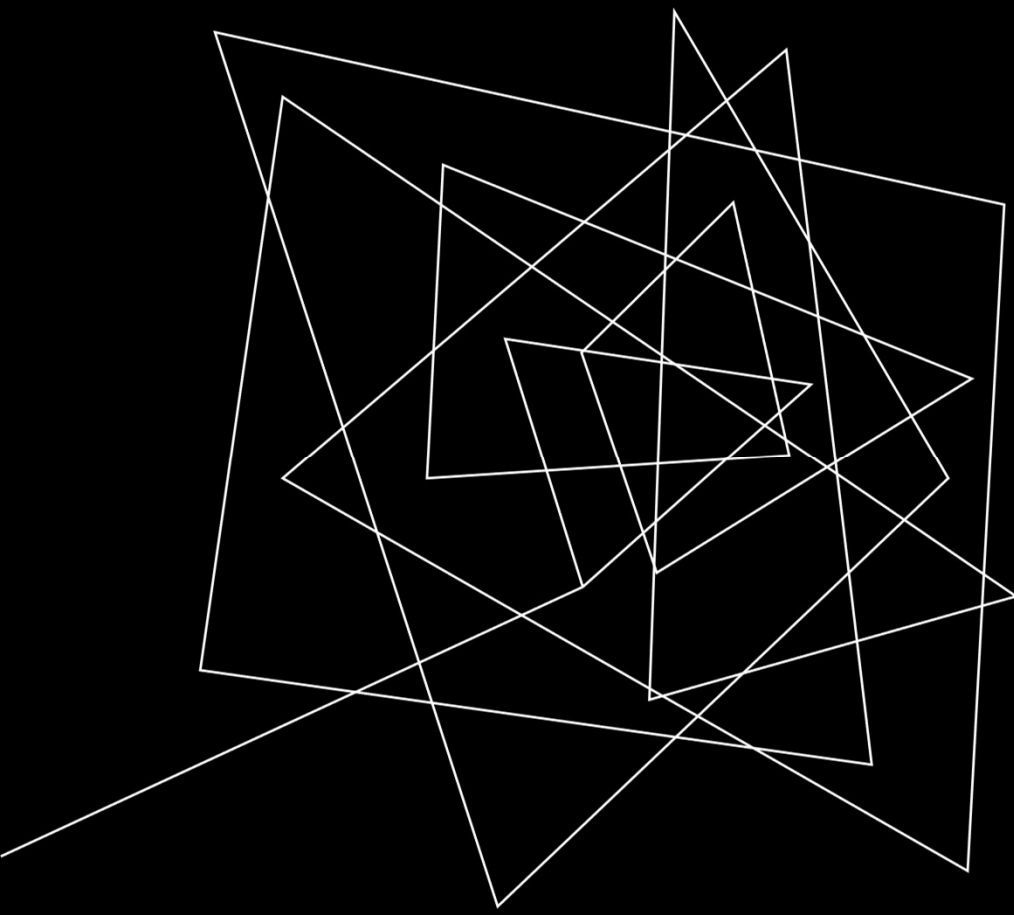
**HOW ARE YOU GOING TO CHALLENGE YOURSELF TO
STAY PRESENT, FOCUSED, AND CONSISTENT? HOW
WILL YOU TEST TO SEE HOW YOUR METHODS ARE
WORKING (OR NOT)?**

INTENTION

**VITAL – BUT REMEMBER, INTENTION DOES NOT
EQUAL IMPACT**

IN THE FIVE DYSFUNCTIONS OF A TEAM: A LEADERSHIP FABLE,
PATRICK LENCIONI WRITES A CAPTIVATING STORY OF A NEWLY APPOINTED CEO IN A STRUGGLING STARTUP. IN IT, HE NOTES THE FIVE MOST COMMON DYSFUNCTIONS WITHIN A TEAM:

- 1. ABSENCE OF TRUST**
- 2. FEAR OF CONFLICT**
- 3. LACK OF COMMITMENT**
- 4. AVOIDANCE OF ACCOUNTABILITY**
- 5. INATTENTION TO RESULTS**



**IF THERE IS NO TRUST,
THERE IS NO
AUTHENTIC
COMMUNICATION.**

THE 8 PILLARS OF TRUST: DAVID HORSAGER “THE TRUST EDGE”

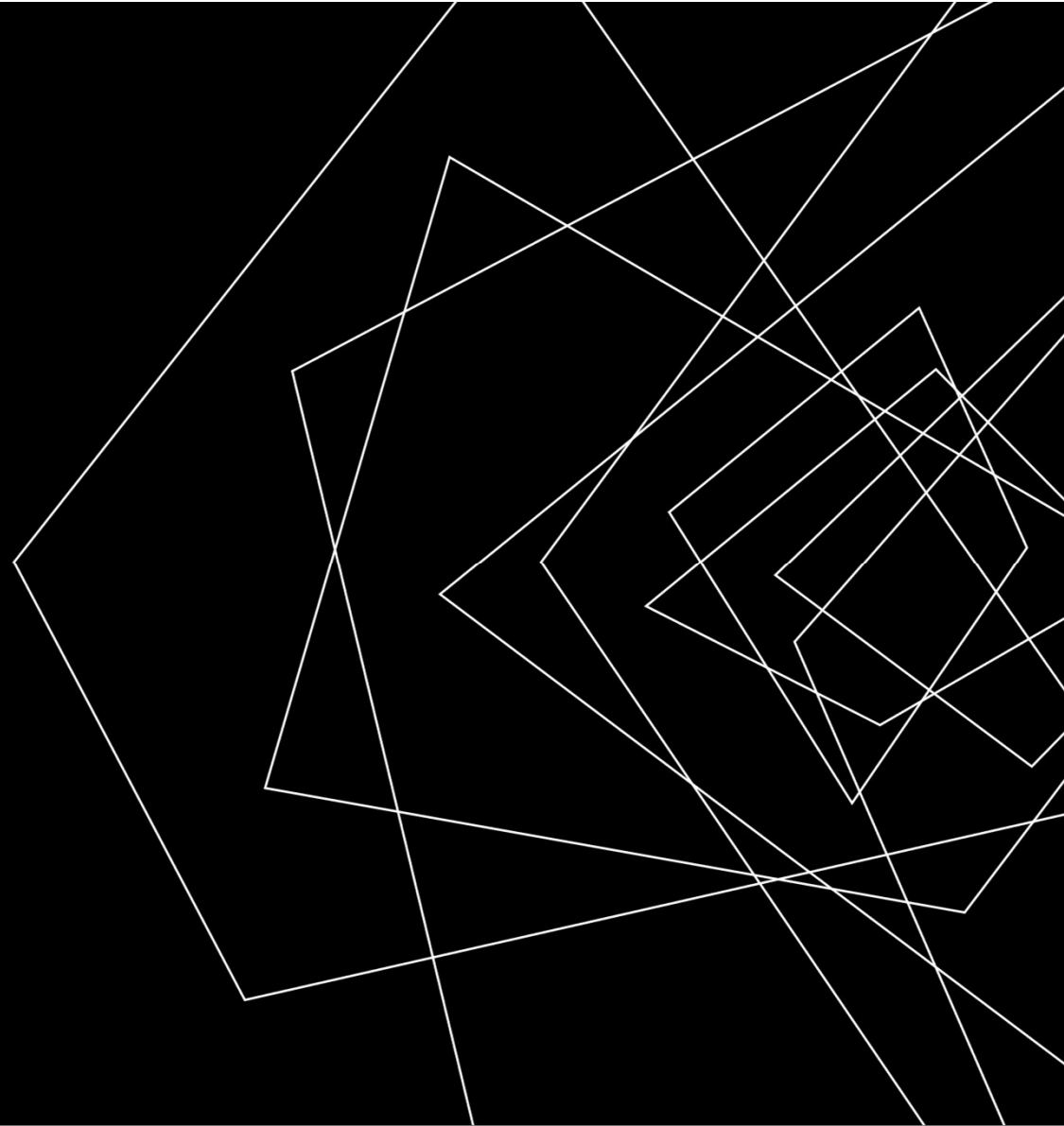
- **Clarity:** *People trust the clear and mistrust or distrust the ambiguous.* Be clear about your mission, purpose, expectations, and daily activities. When we are clear about priorities on a daily basis, we become productive and effective.
- **Compassion:** *People put faith in those who care beyond themselves.* People are often skeptical about whether someone really has their best interests in mind. “Do unto others as you would have them do unto you” is not just an old saying. It is a bottom-line truth. Follow it, and you will build trust.
- **Character:** *People notice those who do what is right ahead of what is easy.* Leaders who have built this pillar consistently do what needs to be done when it needs to be done, whether they feel like doing it or not. It is the work of life to do what is right rather than what is easy.
- **Competency:** *People have confidence in those who stay fresh, relevant, and capable.* The humble and teachable person keeps learning new ways of doing things and stays current on ideas and trends. Make a habit of this.

THE 8 PILLARS OF TRUST: DAVID HORSAGER “THE TRUST EDGE”

- **Commitment:** *People believe in those who stand through adversity.* Commitment builds trust.
- **Connection:** *People want to follow, buy from, and be around those who are willing to connect and collaborate.* Trust is all about relationships, and relationships are best built by establishing genuine connection. Develop the trait of gratitude, and you will be a magnet.
- **Contribution:** *Few things build trust quicker than actual results.* At the end of the day, people need to see outcomes. You can have compassion and character, but without the results you promised, people won't trust you.
- **Consistency:** *It's the little things—done consistently—that make the biggest difference.* The little things done consistently make for a higher level of trust and better results.

INTENTIONAL COMMUNICATION IN A REMOTE WORKING ENVIRONMENT

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SYSTEMS ARE A FORM OF COMMUNICATION: DISCOURAGE OVERWORK

- Working too much or too long in a day is terrible for you. Research with Finland's state workers over a 40-year span found that those who worked more than 11 hours a day "doubled their risk of depression." Another study found that working more than 55 hours a week can cause you to lose cognitive function.
- Sleep is also incredibly important for effective team collaboration. When a member goes for a long time with less than seven hours of daily sleep – their brain will function as though they drank more than the legal limit

HOW CAN WE WORK SMARTER, NOT HARDER?



SET COMMUNICATION EXPECTATIONS

Remote & hybrid employees often have trouble with work-life balance because they feel the need to respond to communication in real time, regardless of the hour. This can increase stress and overwhelm. Set some boundaries and expectations about when a remote team should be available for communication and how long it should take them to respond



WORDS TO LIVE & WORK BY:

“CLEAR IS KIND” – BRENE BROWN

**“PEOPLE YELL LESS WHEN THEY KNOW
MORE” - UNKNOWN**



PRACTICE PATIENCE AND EMPATHY

Adjusting to remote & hybrid work is an ongoing process; everyone will be at different stages of the journey. Patience is key when people are becoming familiar with workplace management software and other new technologies. Try to understand each person's home situation and allow them to adjust their work schedules when they have personal commitments at home. Showing empathy will help build team and organizational loyalty.



KEEP IN TOUCH WITH CASUAL COMMUNICATION

In an office, co-workers can engage in casual conversation. While you can't duplicate this experience for remote teams, you can make time for informal communication. Encourage group chats and virtual coffee breaks via video conferencing. Schedule online social events and play some games. Getting to know each other helps remote teams connect



OTHER WAYS TO INCREASE INTENTIONAL COMMUNICATION REMOTELY

1. Have a clear communication management system: TEAMS, etc.
2. Remember that communication comes in many forms – where is the intentionality of your system set up for people to find what they need, when they need it? Is it intuitive? Is it kept up to date?
3. Are your systems clear for all employees – do they know who to contact and when?



SUMMARY

EVERYTHING IS COMMUNICATION

**WHEN WE LISTEN TO UNDERSTAND AND COME
WITH CURIOSITY, EVERYONE CAN WIN**

**THE WAY SYSTEMS ARE SET UP COMMUNICATES
VOLUMES TO STAFF AND STAKEHOLDERS**

CLEAR IS KIND, EVEN WHEN DIFFICULT

TRANSPARENCY BREEDS TRUST

CONSISTENCY AND CLARITY ARE KEY

ADDITIONAL BOOK RESOURCES TO HELP IMPROVE COMMUNICATION:

- Intentional Communication: Patrick King
- Crucial Conversations: Kerry Patterson et al.
- Non-Violent Communication: Marshall Rosenberg, PhD
- The 16 Undeniable Laws of Communication: John Maxwell
- The Elevated Communicator: Maryanne O'Brien
- Leadership is Language: L. David Marquet

PODCASTS FOR LEADERSHIP IMPROVEMENT & TRAINING

- COACHING REAL LEADERS with Muriel Wilkins
- COACHING FOR LEADERS– Dave Stachowiak.
- A BETTER LEADER: The Andy Stanley Leadership Podcast
- THE UNBURDENED LEADER with Rebecca Ching
- THE IMPACT MULTIPLIER CEO



THANK YOU FOR SPENDING TIME
WITH ME TODAY-
KEEP IN TOUCH!

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