

MAKE YOURSELF CLEAR

with

AUTHENTICITY

THESIS: Recipients in an information or experiential transaction want to know that a person – not a machine – is the caretaker of the transaction, even if a machine helps to move that transaction along.



TEACHERS

1

Pursue Win-Win-Win Scenarios.

2

Add Yourself to the Situation.

3

Slow Down to Make Room for Learning.

4

Move as the Line Moves.

5

Calibrate for the Familiar.

Good teachers work hard to understand where their students are, articulate where they want them to be, and think deeply about how to get them there. If that sounds easy, don't forget: you have to factor in that each student has a different collection of prior knowledge, prior experiences, and preferred modes of learning, depending on what is being learned. Also, each student can only become fully invested in his or her learning process, fully "enrolled," if he or she encounters a sense of familiarity and trust in the classroom. Good teachers build the conditions for full enrollment. Once that is established, learning follows.



SELLERS

Ask a question (or series of questions) and make sure the person or people know you are listening and doing your best to understand.

TRAINERS

For every piece of content, and every learning activity, and every environment in which learning might take place, take into account and provide different types of learning styles and channels.

SERVICE PROS

Listen to the customer, confirm understanding, and then offer not only a solution, but also suggested steps for repeating the solution, or, even better, avoiding the problem altogether.

LEADERS

The best leaders-as-teachers respect the time and talents of their team members, and do not call them to meetings – subtracting chunks of their life out of a calendar – without having a sense of what people already know about the agenda topics.

