

The Evolve Communication Method

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EMPATHY

Ask about and acknowledge the person's situation and feelings. Their position would be yours if you walked their exact path. They need to know you are truly on their side.

VISION

Ask questions to define the outcome they seek for themselves. For example: What is the realistic, yet positive outcome you desire? What vision are you committed to and willing to work for?

OPPORTUNITY

Collectively identify the small, bite size, opportunities in what they can do right now. For them to believe in what they can achieve, they need to take immediate, yet manageable action. As you listen to them, seek to find what is manageable. For some it is big steps forward, and for many it is small, tiny victories strung together.

LISTENING

People who can openly speak their feelings find that process alone to bring relief. Encourage them to speak, even if it isn't "productive." Ask open ended questions, such as: How do you feel? What can you realistically do about it? What has worked best for you in the past?

VALUES

Our values drive our behavior. We adhere to them, but can forget them under duress. To remind them of their values ask this simple question: If your children/loved ones were in this situation, what would you tell them?

EXPERIENCE

Advice giving builds resistance. Hearing "you should" or "I suggest you..." means the person hearing this has already failed to do it. Instead say "In my experience I did..." or "In a similar situation our company did..." Respond to their challenges and opportunities by sharing a true story of what you did or witnessed, so they are free to absorb and observe the knowledge without judgement.

