

Halloween

SPEAKERS

Susan Heaton-Wright

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Welcome to the superstar communicator podcast. My name is Susan Heaton-Wright, a leading impact speaking and communications expert. My aim is to show you how to make an impact. So you will be heard, listened to and respected for career success. Listen weekly to the podcast, and go to our website, www.superstarcommunicator.com

Hello, this is Susan from superstar communicator. We're coming up to Halloween woohoo! And it's that time to think about scary things. And in particular, scary ways that people communicate, guess what, this is the superstar communicator podcast, we're not going to talk about something else. So I have picked five ways that people let themselves down by having scary communication. So you're ready? Are you ready to recognise these people? Are you ready to have a little laugh at their expense? Are you ready to perhaps reflect and think that you might be doing some of these things, but let's be kind, alright.

So the first person, it's all about them, they expect you to listen and to adore them. But if anybody else is speaking, they are disrupting either they are openly not listening to you, or they are talking to somebody else, whilst you're talking, trying to put you off. I've come across people quite often like this in business, who have big egos, and they don't seem to realise that there is a bigger picture than their opinion, or them themselves. There was one person that I can think of, who definitely fell into this category. She was an award winning business owner, obviously had a significant business. And I was in a meeting with her, she commanded the stage because she had all of these wonderful opinions. And then when somebody else started talking, she got up and noisily made a telephone call, and then made some coffee, loudly disrupting the conversation. And really putting off the other person. I was appalled by that because it was showed a real disrespect to somebody else. But here is the sting in the sale. With it in here is the sting in the tail. Come on Susan. And a few months later, there she was in the newspaper. And she had been taken to court for for her behaviour by one of her team, who were so distressed by her behaviour, undermining their credibility and their work ethic and everything, that they had a nervous breakdown and had to leave the company and this individual sued her. And I thought, gosh, I was in a meeting for half a day this person worked with this person on a daily basis resulting in their mental health being impacted, okay. So, if you are somebody who falls into the category of trying to always have centre stage not respecting other people have to think about that because any communication is two way.

So the second one is the mumblor. The mumblor is somebody that you know, speak like this, they've got something very profound to say they're there, they're at the meeting or they're there doing a presentation or public speaking and everybody is struggling to hear them. They might have something really, really good to say but you don't know because you can't hear them. And guess what, as human beings we do not want to work too hard to listen. And you know that what I normally say which is we need to speak so it's as easy as possible for other people to understand us and take on board what we say. A mumblor is

one of those people that makes it very, very difficult for us to listen and understand, and we are going to switch off. Now however good or however kind or lovely personality they are, the best will in the world, we're going to switch off. So if you are a mumblor, please take this on board, I know that you've got some fantastic things to say, please make sure we can hear them.

So the third one is the interrupter. Ah, don't we just love these people not. We are in mid flow in a presentation and we get an interruption even though we've made it clear that there'll be questions at the end. It can take you out of your comfort zone, you've got into a flow, you're really making sure that everybody understands what you're saying that you're putting something very clear and focused on board so that people can listen to you. And this person is interrupting you constantly. And it has an impact not just on your performance, but also the other people who are listening, because they're going to be distracted by from what is being said. It could be that if you're in a meeting, that you are interrupted constantly by somebody, and it's got nothing to do with what you're saying it is a power struggle. However, I'm someone who on occasions, just through sheer enthusiasm has interrupted somebody else, because I wanted to add to it and to help them. If you're that sort of person like me, be mindful because this is the other person's moment. And if they're a particular type of character that they would be put off by that it might stop them from saying some really good things. So try to wait until that person has finished. And if you are somebody who's constantly interrupting, perhaps you've had feedback of this, or it's part of your game, don't, I do not respect you. Enough said.

So the next one is the person who carries on going on about something that they in a meeting, they pick up on one tiny thing, and then they almost take over the conversation going on and on and on about it. I was in a meeting probably two weeks ago. And I mentioned something about professionalism. And this individual went on and on and on saying that the only people that could be professionals are people that have a professional qualification, which they have to update every year. And absolutely, I appreciate that, because that is one idea of professionalism. However, there are many people who do not have a professional qualification as he would say it. And yet they perform. And they deliver on a professional level. Given that I come from a music background. The idea of a professional musician is actually something very different from having a CIPD qualification, for example, but he would not let it go to the point that I actually stopped the meeting halfway through because it was no longer worth my while wasting my time talking to him. In fact, I wasn't talking to him, I was listening to him. If you are somebody that gets a bee in your bonnet, or perhaps you're somebody that latches on to one thing, and won't let it go, stop it. See if you can take a deep breath and start the conversation again. If you feel strongly about something that somebody said, you could easily say that then move on. Or alternatively, if you feel that it's better to do it, contact them independently afterwards. Okay.

So the final one is the person who goes completely off topic where I am from, we talk about this as going round the Wrekin. In other words, going round all of the little tiny lanes in the countryside, rather than going from A to B a very straightforward route. And these people you ask a question, and they will launch into a story and an explanation and what they did, it always comes back to them. And as an answer to a simple question can take five minutes. Two examples of this or that regularly, I meet with other professional speakers. And we're given 30 seconds to say what we're doing. Most of us stick to that 30 seconds, then we get one or two. And you can see them getting comfortable and launching into a 10 minute explanation getting back to them how wonderful they are, and everybody switches off. Not only is

it frustrating, because everybody else thinks, Well, if I'd known that I would have done 10 minutes and publicise myself, but also, it takes more time and it means that a meeting or an event overruns.

The second example of this is in a meeting, when you are asked a question. And instead of having the information there, perhaps with a little bit of data or something, it launches into so much detail. An example of this is when I was a trustee of a music school a few years ago, and there was one lady, she was lovely, and she did an awful lot of work. But the tuck shop was her area, now, you would think that she would have, right we've sold this amount, and we made this much profit, we're going to get some more stock here. However, this was not how it worked with her and if there would be literally a 45 minute discussion led by her about how the mars bars weren't selling well enough, and therefore they were going to get more Cadbury's flakes. But in the meantime, there had been a rush for Skittles. And it went on and on and on to the point when it became a bit of a joke with everybody else, which was a real shame, because she was such a good person. I adore her. But it did mean to say that meetings that should have taken an hour and a half, were almost doubled in length because of these explanations. If you are that person, and we're all very well meaning, think about a summary of what you need to say. And if necessary, if there's more explanation needed, other people will ask you those questions. And if you've got more data and information, you could share it round, so that people so that people could comment on it later.

So I've got five scary things. Just to let you know, again, the person that it's all about them that they won't listen to anybody else, the mumblor, the interrupter the person who carries on about themselves. Sorry, the person that carries on about one particular thing just won't let it go. And the person who goes completely off topic.

So if you want to know more about superstar communicator, there are a couple of ways that you could find out more. First of all, I have my 10 top tips to being a superstar communicator. I will put the link below for you to grab that copy. Also, we have a monthly lunch and learn which is on the last Tuesday of every month, just for 30 minutes. A lot of people they will eat their lunch while they're listening to it. And we discuss a communication related topic. And I share some top tips facilitate the meeting and we share ideas. Recent months have been on five top tips to being a great super, a great public speaker, how to listen with impact, how to say no with impact and how to raise your credibility. So if you would like more information and be kept up to date for the next one, you need to register at www.superstarcommunicator.com/webinar-interest .

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