THE ART OF EFFECTIVE COMMUNICATION

CURT STEDRON
NCSL
House Hunters

Downtown Loft

House in the ‘Burbs
YOU MUST HAVE CRITERIA TO MAKE A DECISION.
What is your primary criteria?

Swimsuit Season

Drown my sorrows
But what determines our primary decision making CRITERIA?
It's not hard to make decisions when you know what your values are.

Roy E. Disney
But where do our CORE VALUES come from?
Pop Quiz!
Where do our Core Values come from?
LOGIC?

LEFT BRAIN

LOGIC
ANALYSIS
SEQUENCING
LINEAR PERCEPTION
MATHEMATICS
LANGUAGE
FACTS & REASON
THINKS IN TERMS OF WORDS
COMPUTATION
The PRISONER’S DILEMMA
PROSECUTOR’S OFFER

TALK/SILENT: FREE/10 years

TALK/TALK: 6 years each

SILENT/SILENT: 3 years each
If Cinderella's Shoe Fits Perfectly, Then Why Did It Fall Off?

Disney Logic

Posted By: Joey Harde
Paradox
WOULD YOU RATHER?

Constantly feel **ITCHY** for the rest of your life, or constantly feel **STICKY** for the rest of your life?
EMOTION

RIGHT BRAIN

CREATIVITY
IMAGINATION
INTUITION
ARTS (motor skills)
RHYTHM & TONE (musical)
NON-VERBAL COMMUNICATION
FEELINGS & EMOTIONS
VISUALIZATION
DAYDREAMING
“All information processing is emotional. Emotion is the energy that drives cognitive activity.”

Kenneth Dodge, Duke University
“Brain states are the fundamental result of an **EMOTION**. Our conscious, rational thoughts **are merely the added icing to the emotional cake.**”

Joseph Ledoux, Neuroscientist
“Reason is the slave of the passions.”

David Hume, Philosopher
“Emotion is the mother of reason.”

Frank Burgess, Poet
The Trolley Car Problem
Emotion overrules Logic
Would you push this button?
Even MATH is vulnerable!
SAINT SIMON

Twice this semester Simon has been removed from his home due to significant physical abuse. He was hospitalized both times, once for defending his younger sister.

In class, Simon is always cheerful, never misbehaves, and tries hard despite his performance. He is quick to participate and always tries to help his classmates.
BAD BILLY

Twice this semester Billy has called another student a vulgar racial slur—both times you reprimanded him. The second time, he called you an offensive expletive. Calls home were unreturned.

He has started several fights in class, including an incident where he slapped a girl for not letting him cheat off her during a test. School and law enforcement officials were called in.
“Almost exclusively, our gut instincts overrule our rational choices.”

Richard Thaler, 2017 Nobel Prize for Economics
Our choices are determined by our Primary Criteria

Our Criteria is determined by our Core Values

Our Core Values are determined by our Right (Emotional) Brain
PERSONAL CONTEXT

Share a time where this dynamic applied to you—where you made a decision based primarily on **EMOTION**, and justified it afterwards with **LOGIC**
TACTIC #1

Tell a good story
“In our information saturated age, you won’t be heard unless you’re telling stories. Facts and figures and all the rational things that we think are important don’t stick in our minds at all. *Stories creates ‘sticky’ memories by attaching emotions to things that happen.*”

Nick Morgan, Harvard Business Review
“The argument made by a man’s LIFE is of far more weight than an argument made by a man’s WORDS.”

Socrates, Philosopher
LEN BIAS
PRACTICE THIS TACTIC

Tell your partner a 1 minute story that shows an example of you being “selfless.”
TACTIC #2

Value Reframing
LIBERALS

Care, Equality, and Fairness

CONSERVATIVES

Security, Loyalty, and Purity
ENVIRONMENTAL REGULATION
INCREASED MILITARY SPENDING
Let’s PRACTICE
TACTIC #3

Show Empathy
EMPATHY

“The ability to understand AND SHARE the FEELINGS of others.”
"The research evidence points strongly to the conclusion that empathy is the most potent factor in bringing about learning and change."

Carl Rogers, Psychologist
“Instead of relying on market research, Jobs honed his own version of empathy—an intimate intuition about the desires of his customers.”

Steve Jobs Biography
The GOLDEN ARGUMENT
SUMMARY

Humans make decisions based on CRITERIA derived from their CORE VALUES.

Those Values are primarily determined by our EMOTIONS.

Our communication achieves deeper IMPACT when we target our message at the RIGHT BRAIN.
Not KARATE, It’s JUDO