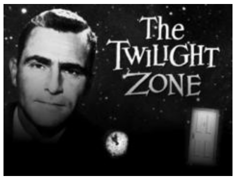
MONTHLY MUSINGS ON LEADERSHIP, ORGANIZATIONS & COMMUNITY

From Roo to You

**November, 2011**

# But I speak IT, not Finance

## Communicating with Business Decision Makers




Consider if you will, three alien beings – an HR professional, an IT project manager and a Chief Financial Officer. All are discussing implementing a HR information system but none are communicating in the same language. The HR pro needs an ATS that will manage applicant flow, have self service PTO, single point of entry and EEO reporting. The project manager wants to know about the portal, interface, architecture (what does Franklyn Lloyd Wright have to do with this?) and something about cookies. The CFO wants to know how to report the project on the corporate dashboard, the incremental productivity improvement and the breakeven point. This conversation really getting "outside of my wheelhouse."

Is this an episode of Twilight Zone, or just another day at the office?

How can we do a better job of communicating in the language of the receiver? Recently, Roo partnered with Capecci Communications to deliver just such a workshop. We hope these tips help you the next time you are searching for a universal translator.

## Audience Analysis

**What, Why and Who**

When preparing for a discussion, presentation or negotiation, we frequently spend too much time focusing on the points we want to make, and too little time focusing upon the other party's wants, needs and communication preferences. Before your next significant communication, take a moment to consider:

**What:** What are you communicating? Are you providing an overview, detailed project plan or technical specifications? Spend time crafting your key messages

**Why:** Why are you communicating? To inform, decide, discuss, instruct, or some other reason?

**Who:** Who are you communicating with? What are her priorities? Why should he care? What's in it for her? Does he speak your language?

**When and Where**

Now that you understand your key message, audience and communication purpose, you are ready to deliver your message, but when is the right time and place?

**When:** Consider the receiver's communication preferences. Is he a morning person? Is it the middle of month end? Can you just plop down and start a conversation or does she prefer to let the details percolate before having a discussion.

**Where:** For casual "FYI" type of communication, a hallway conversation may be just fine, but if you want the CFO to sign off on a significant expenditure it is best to meet where you will not be interrupted and you can have your proposal and justification information readily available.

For more in depth information about audience analysis, structuring key messages and framing issues, please contact Kelly Rietow (roosolutions@comcast.net) or John Capecci ( john@capeccicom.com ) and consider attending Roo's January 17th Workshop "Communicating with Business Decision Makers." Course details may be found here:

http://www.roosolutions.net/Downloads/LIAcourses2012.pdf