

C.A.P.T.U.R.E. The Excellence in Communication

“Inspiring Executive Excellence Beyond the Pace of Change”



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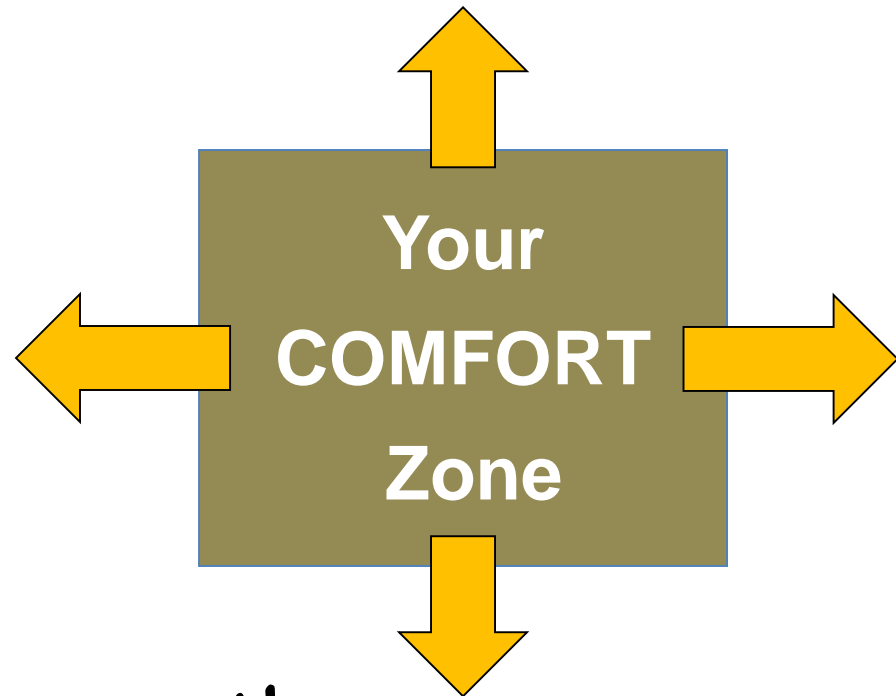


Webinar Outcomes



1. What is Communication Excellence
2. Identifying the Communication “Gap”
3. Effective Communications
4. Commitment to Excellence

“Think Around the Corner”



Don't MSU!

Thought for the day...



Assumptions

People are creative and eager to learn new & empowering things

People want to make a difference and feel a sense of accomplishment

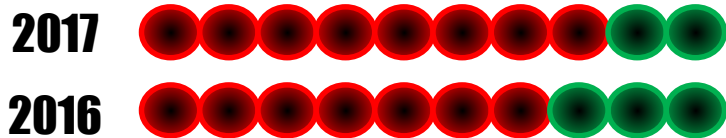
Connections and a “*Sense of Purpose*” make People “*Feel Good*” about themselves



Change = Stress

Stressed workers Continues to Rise

8 out of 10 employees



** 2017, Source U.S. Dept. of Labor*



OVERLOAD
46%



COWORKERS
28%

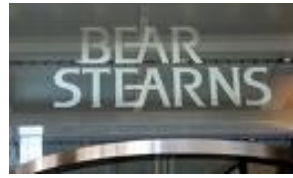


Performance
20%



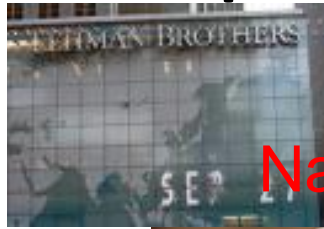
The Impact of Change

R&D Trade Agreements Taxation Corporate Governance Automation



Lean Risk

Profitability



Stockholder Equity Quarterly reporting SERVICE Middle East Dividends



Leadership

National Security

Cash Optimization China

Financial Controls



OSHA

Global Politics DEBT

Technology & Science

Quality

Healthcare

Pace of Change

Risk Management

Threat of terrorism



Globalization

Compliance

Bail-Outs Foreign Debt

Bio Fuels COSTS Competition



Innovation

Gov't Intervention & Controls

City Ordinances



Credit Debt

Pressure on short term performance

Covenants LABOR

Gov't Grants

Renewable Energy

Union Negotiations

Integration

Regulations

A.I.



FUNDING FOREIGN POLICY

Investor Activism

Corporate Scandals

Brexit Policies Growth

EPA

Recession

CHRYSLER

M&A Activity

The New Normal

- The Paradigm of Global Business & Competition has Changed
- Innovation & Leadership Communication is Vital to Success
- Power of Strategic Vision is Key: Brand Differentiation is an Imperative
- World Consciousness
- Global Logistics & Supply/Chain (Off-Shoring)
- Quantum Technological Advances
- Unleashing the Power of People
- Motivation & Morale are Essential
- Strategic Alliances
- Change Agents will Thrive
- Career Instability





New Aspects of Leadership Influence

“Winning Together”[®]

The “*What*” in Communication Success

PRECISION

Thought Leadership

Quality & Service

Change Optimization

Managing Others

Influence

Trust, Support Collaboration,
Communication

Innovation

Business Drivers

AGILITY

People Leadership

“Self-Awareness”

Autonomy (Empower)

Interpersonal
Relationships

Integration “Buy-In”

Knowledge Transfer

Performance
Management

RESILIENCE

Results Leadership

Accountability

Performance Metrics

Closing the Gaps

Follow-Up

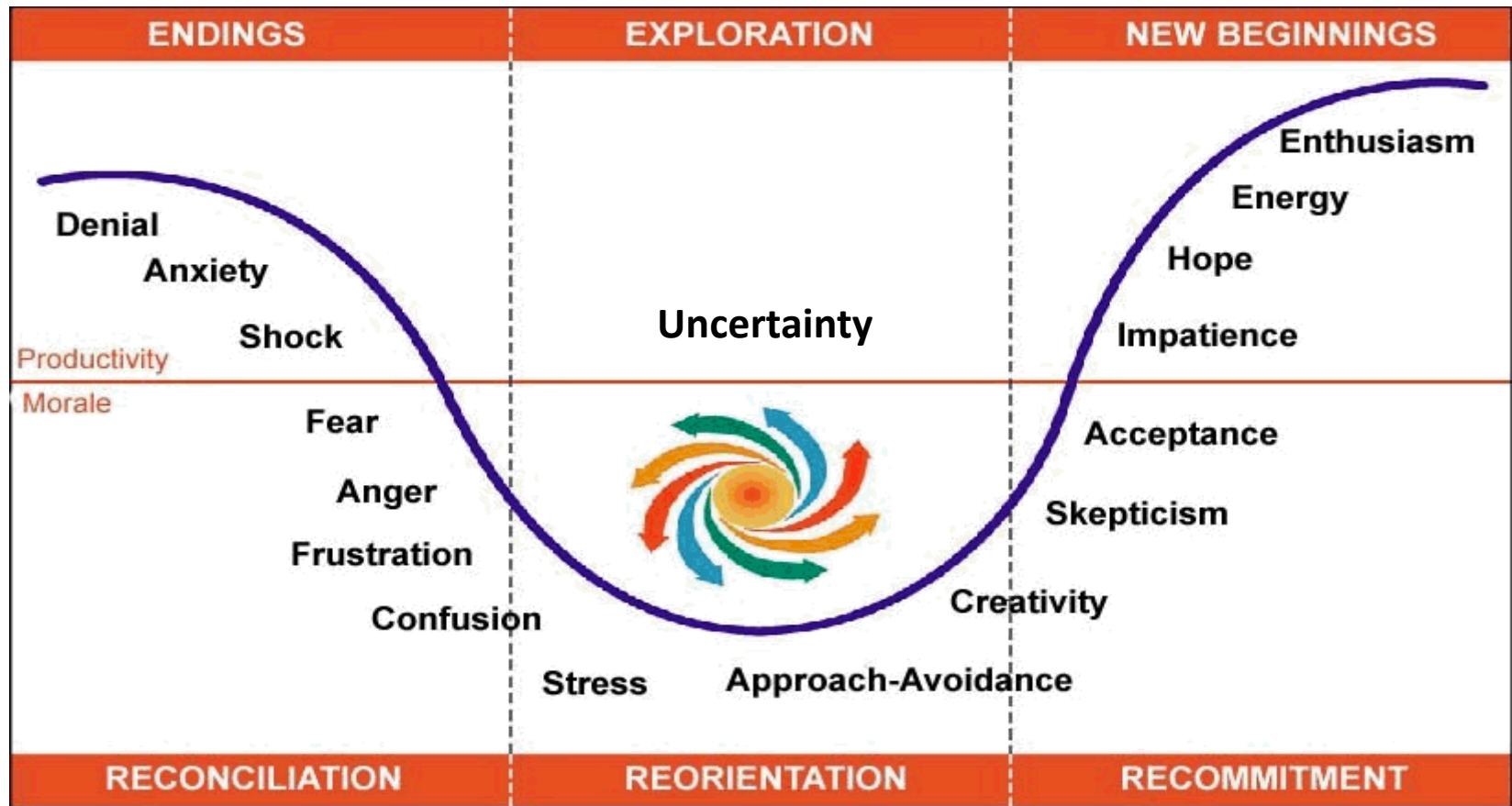
Re-Calibration

Customer Service

Technology/Systems



Psycho-Emotional Process of Change



Requires letting go
of the old

Requires information to
generate new
directions and options

Requires taking action

- *Internal Process of Change*,
By William Bridges



Shift in Perception

What are the Implications of effective Communication specific to the following?

- **Change Optimization**
- **Customer Solutions**
- **Future Growth & Direction**
- **Negotiations Effectiveness**



Corporate Fatigue

12 Reasons that Create **Communication Silo's** & Why Most Leaders Fail to **Drive Change**.

1. Lack of **Vision and Strategic Thinking**
2. Inability to tell a "**Business Story**"
3. **Exposure** (Calculated Segmentation)
4. Failure to closing the "**Obstacle Gaps**"
5. Systemic **Disequilibrium** (Cultural Dissonance)
6. Failure to create small & **Short-term Wins**
7. **Lack of Passion**
8. Failure to **Re-calibrate**
9. Intellectual **Complacency**
10. **Resistance to Change**: - Allowing "**what was**" (**Historicals**), to drive the future
11. Neglecting to **Sustain Positive Momentum**
12. Failing to create a powerful **Mental Coalition** ("**Buy-In**")

Adapted from "**Leading Change**,"
John Kotter



Building Credibility

“Self-Awareness”

Resilience: CSF's
Critical Success Factors

Agility:
Shift in Perception

Precision:
Cultural Alignment

- Leadership Influence & Decision Making
- Strategic Growth Objectives (Direction)
- Financial Acumen (Value Creation)

- International Pulse (Know Your Audience)
- Benchmarking (Best Practices)
- Negotiations: Nuance

- Talent Development (KPI's / Rewards)
- Relationship Building (Advocacy)
- Cultural EQ (Know Your Audience)

C.A.P.T.U.R.E.™ the Excellence

Communication Model



“Big Picture”
Outcome

Who, What,
When, Where,
Why & How?

Autonomy

Metrics

Accountability

Build Trust

Mastery



C.A.P.T.U.R.E. Difficult Communications

Self-Awareness

- **Time-Line** (Integrity & Positive Intent)
- **Metric** (Agreements & Commitments)
- **Ownership** ("No Surprises Rule")
- **Facts** (Impact / Process / Deficit)
- **Understanding** (Listen & Learn)
- **Empowerment** (Collaboration & Support)
- **Clarity** (Business & Operational Impact)
- **Expectations** (Audience)
- **Accountability** (Clear Direction)
- **Positive Intent** (Respect, Integrity, Trust)
- **Define Impact** (Business, Systems, People)
- **Neutral Language** (Opportunity)



Conscious Leadership™ Roadmap

C.A.P.T.U.R.E. the Excellence



The Difference We Make



Communication Sources

“Audience”

Body

Voice

Words

- Gestures: How you look when saying it
- Eye contact, expressions, proximity
- 55% of the message (nonverbal cues)
- Tone: The way you say it
- Volume, pitch, speed
- 38% of the message
- Word choice
- What you say; phrasing, filler words
- 7% of the message



A Different Level of Thinking

*“It’s not about doing different things...
It’s about doing things differently.”*

- Syntesis Global



2018 Leadership Webinar Series

- March 22 The Link Between Emotional Intelligence and Success
- April 26th – C.A.P.T.U.R.E. Communication Effectiveness
- **May 24th – Workplace Diversity—Valuing the Individual**
- June 28 - Creating a Culture Based In High-Trust
- July 26th – Networking & Relationship Building
- August 23rd – Delegating in a New Economy
- September 27th – Conducting Difficult Conversations
- October 25th – Your Personal Brand
- November 29th – Tier Networking: Call-Send-Call

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Conclusion

- ⦿ Know your audience
- ⦿ Communicate to Understand
- ⦿ Build credibility & trust
- ⦿ Remember:
 - Alignment: Vision, Mission, Values & Goals
 - Commitment to Excellence
 - Clarity of Intent
 - “*Big Picture*”





Thank You!

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