

When you view communication as a process, lean principles can be used to add value to your end customer with minimum waste.

If you're suffering from long, unproductive meetings; rambling, pointless conversations; and an avalanche of irrelevant emails—your team needs **Lean Communication**.

Lean Communication is designed to produce maximum value with minimum waste by applying lean thinking principles to the communication process. It's about communicating useful information, briefly and clearly.

Your team members will learn how to:

- Use outside-in thinking to define and deliver value from the listener's perspective
- Answer the fundamental question in the mind of every listener
- Get to the point quickly
- Structure their messages for maximum effect
- Strip out irrelevant information and clutter
- Find the right balance of clarity and directness
- Employ "user-friendly" language for clarity and impact
- Use a "pull system" to deliver just the information the listener needs when they need it
- Use lean listening for quality control and enhanced relationships

How will your company benefit?

- Improved business and personal outcomes
- Shorter, crisper meetings
- Fewer errors and misunderstandings
- Better decisions

What's different about this course?

- Principles are applied to actual situations
- Designed primarily for experienced team members
- Expertise and credibility of the instructor

About the instructor

Besides deep expertise, the most important qualification for teaching Lean Communication is to be able to model the principles being taught. **Jack Malcolm** brings half a lifetime of experience as a trainer, coach, and writer on all topics concerned with the art and science of effective communication; and as an award-winning public speaker, he leads by example and is a dynamic and engaging teacher.

LEAN COMMUNICATION TOPICS
Introduction: Principles of lean communication
Participants will be able to: <ul style="list-style-type: none"> ▪ Articulate the importance of effective and efficient communication for the enterprise and themselves ▪ Describe how lean principles can be applied to the process of executive communication ▪ Identify waste in everyday communication
Adding Value
LC Key #1: Answer <u>the question</u> LC Key #2: Outside-In thinking
Participants will be able to: <ul style="list-style-type: none"> ▪ Use outside-in thinking to craft messages that add value to the listener ▪ Answer <u>the question</u> in the decision-maker's mind
Brevity
LC Key #3: Top-down organization LC Key #4: So What filter
Participants will be able to: <ul style="list-style-type: none"> ▪ Get to the point quickly with a top-down message structure ▪ Apply the SO WHAT test to weed out unnecessary detail and clutter ▪ Make their communications more efficient and concise
Clarity
LC Key #5: Transparent structure LC Key #6: Candor and directness LC Key #7: User-friendly language
Participants will be able to: <ul style="list-style-type: none"> ▪ Make their logic transparent and comprehensible ▪ Speak candidly and directly while maintaining the relationship ▪ Ensure their exact meaning is communicated effectively
Dialogue
LC Key #8: Just-in-time communication LC Key #9: Lean Listening
Participants will be able to: <ul style="list-style-type: none"> ▪ Let the listener/audience dictate the pace of information exchange ▪ Learn how to be fully engaged to "listen for lean" ▪ Use responsive listening
Lean Special Topics
Lean PowerPoint
Workshops and deliverables: Participants are instructed to bring a live project or proposal for use during the class, which forms the basis for a series of breakouts where they practice and receive coaching on the individual and collective skills taught in the course.