

California Grain and Feed Industry Conference

January 18, 2018
Embassy Suites Hotel
On Monterey Bay

Communications:

Why is this so hard?

Today's Objectives:

- Think differently about how you communicate.
- Identify the real source of the difficulties.
- Provide tools to enhance your communications.

To get started . . .

PLEASE:

Turn **OFF** your cell phones,
laptops, tablets!

Two Things:

- What just happened?
- Why did you react that way?

Ego's Anonymous

- **False pride**: when you think more of yourself than you should. When this occurs, leaders spend most of their time looking for ways to promote themselves.
- **Fear and self-doubt**: when you think less of yourself than you should. These leaders spend their time constantly trying to protect themselves.
- *“Hi, I’m _____ and I’m an ego maniac. The last time my ego got in the way was”*

Things we will talk about:

- Communication as a process.
- Distractions
- Cell phones
- Multi-tasking
- Listening skills

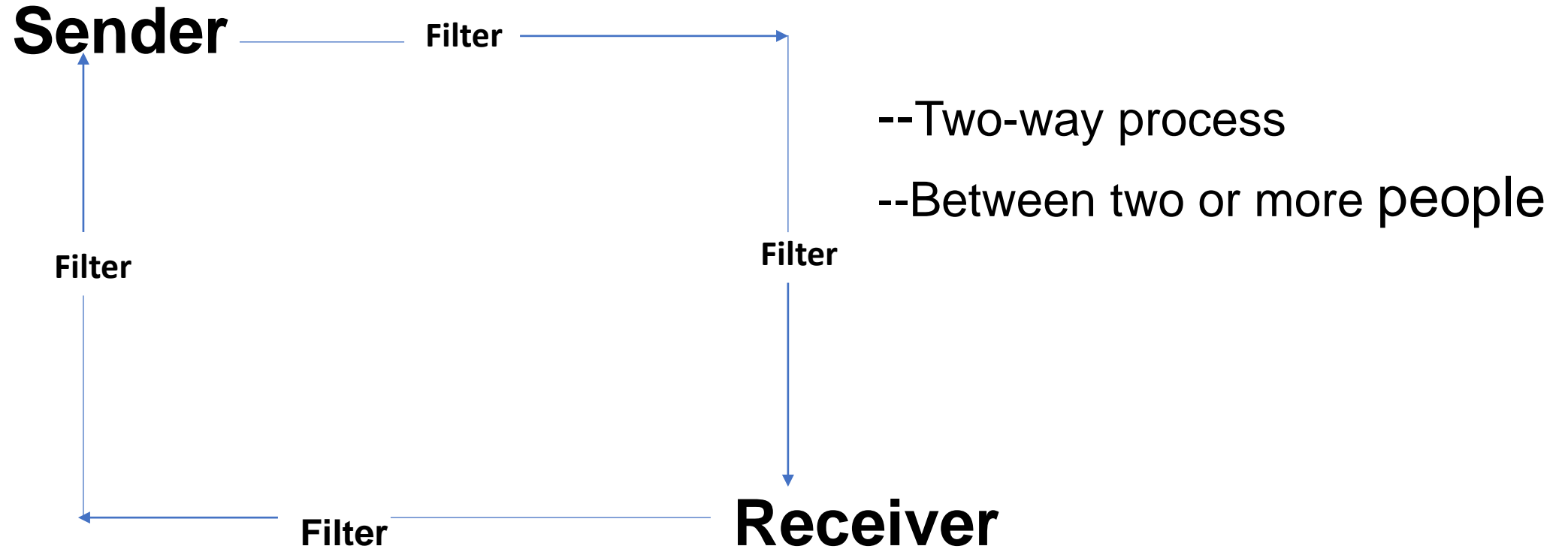
Millennials in the Work force—Now what?

- June 29, 2007: Apple introduces the iPhone.
- Today, 92% of teenagers have a smartphone.
 - 90% text
 - Average 30+/day
- The paradox: It made communications easier and at the same time, has isolated us. Especially teenage girls.
- CDC (2010-2015) 30% increase in suicides and severe depression amongst teenagers. 60% of the increase occurred in girls.
- 2 week ago: Janus/CalSTERS (\$2 billion of Apple Stock) blamed Apple and demanded they intervene. Apple's response: Blame the parents.

Generation Z--Centennials

- 42% of children 8 years old or younger have their own tablets/mobile devices—up from 1% in 2011
- These children spend 48 minutes/day on mobile devices—up from 5% in 2011.
- 71% of teens use Facebook; 52% use Instagram; 41% use Snapchat
- Of this group, 72% use more than one.
- Older teens (15-17) lean towards Facebook; more affluent use Snapchat or Twitter.
- Teenage girls use social media more than boys; boys play more video games.

Communications as a process



Multi-tasking

- Phone
- Computer (laptop/desk top)
- Cell phones
- Others

Sorry . . . Our brains don't work that way!

Ask yourself: *What is the message I am sending?*

Listening Skills

- Do you listen with the intent to understand?
Or . . . do you listen with the intent to simply respond?
- To the world, you may just be one person.
But to one person, you may be the world

Poor Communication or Being Irresponsible?

- Adjacent offices?
- “Well, I left him a message.”
- “I’ll just tell the USDA and have them shut you down.”

Summary

- Your ego
- Communication as a process
- Multi-tasking
- Listening skills

Thank You!

Marty Jakosa

martysmycoach@yahoo.com