

Business Language: Opportunities for the Corporate Speech Pathologist (CSP)

Language Skills Business Clients are Requesting
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“Communication – the human connection – is the key to personal and career success.”

Paul J. Meyer, found in <https://www.tameday.com/team-communication-quotes/>

“
86% of corporate executives, educators, and employees
cite ineffective communication and poor collaboration as
reasons for failures in the workplace.”

<https://www.expertmarket.com/phone-systems/workplace-communication-statistics>

87% of millennials believe that learning and development in the workplace is an important part of employment.

<https://www.expertmarket.com/phone-systems/workplace-communication-statistics>

**My goal is to help clients use
communication more effectively
in business.**

All business requires some type of communication.

We all are experts in communication. What we as SLPs know about communication applies to a lot of business communication.

Conversational Skills (think “Pragmatics”)

Clients are requesting coaching in

1. Being succinct

Likert Scale 1(terrible) to 10 (terrific)

2. Wording

- a) talking to audiences with mixed levels of expertise in the topic being discussed

- b) inductive vs deductive wording

Inductive: start with the facts and end with a conclusion

Deductive: give an overall statement and then present the reasoning or facts

More conversational skills

C. making “small talk”, American style

D. starting a new conversation with a previous listener by referring to the last conversation (ie, “As we discussed in our last conversation, ...”)

E. Extending a conversation (That sounds fascinating! How did you get started with that? What was the best part of _____?)

F. Interrupting someone politely

G. Getting involved in a group that is having a conversation

Conversational Skills, continued

H. Ending a conversation graciously

I Using direct vs indirect language (“Do this.” Vs “*Could you* do this, please?”)

Or, use a buffer (such as brief background information), explain the reason and what is being done already to solve the problem

<https://www.linkedin.com/pulse/direct-indirect-approach-business-communication-ellie/>

J. Idiomatic expressions; note that the same expression may have different meanings in different places

<https://www.theidioms.com/>

<https://connectingclients.org/most-used-business-idioms-and-their-meanings/>

Conversational Skills, continued

K. Questions to use to get to know others better: open vs closed ended questions

<https://blog.hubspot.com/sales/small-talk-guide>

L. Assertive vs aggressive communication, with examples

<https://www.berkeleywellbeing.com/assertive-communication.html>

Business Conversation Topics

K. How to give and receive a compliment; the cultural issue of humility

L. How to participate in a conversation as a newcomer to the group when you do not fully understand the topic

M. Changing topics gracefully: transitional words and phrases

<https://virtualspeech.com/blog/speech-transitions-words-phrases>

Feeling self-confident about communication

The only person who can measure a client's self-confidence is the client.

Likert Scale: 1(terrible) to 10 (terrific) (A 1-5 rating scale is also an option.)

Ask the client to help you develop a hierarchy of topics about which he/she knows a lot and cares a lot. Start by having the client talk for 1 minute on a subject he/she does not know about and does not care about. It's fine to invent "facts" for this exercise. Have the client self-rate his/her confidence in talking and give him/her your feedback on a rating. Then have him or her rate the work presentation or other activity he/she has just done on self-confidence or rate of speech.

Public Speaking

- A. Powerful introductions
- B. What's in it for me? (WIIFM)
- C. Self-introduction (if appropriate)
- D. 3 main points
- E. Summary slide
- F. Take-away slide: What the listener should do differently now
- G. G. Powerful conclusion

Public Speaking

G. Powerful Call to Action (CTA) or other conclusion

H. Pitch deck

I Story-banking

<https://nonprofitmarcommunity.com/storybank-system/>

J. Using stories to interpret data in presentations

<https://www.linkedin.com/learning/data-storytelling-basics/intro-14793121?autoplay=true>

Public speaking, continued

K. Delivering Negative News as Positively as Possible

<https://jenniferkahnweiler.com/how-to-deliver-bad-news-in-a-positive-way/>

L Virtual vs in-person presenting

<https://virtualspeech.com/blog/tips-virtual-presenting>

Delivery techniques

Microphone usage

Pause for the pause

Make it memorable!

Answering questions

1. How to avoid answering questions because you don't know the answer or are not the right person to comment publicly

<https://www.englishlessonviaskype.com/english-phrases-to-avoid-answering-a-question/>

<https://virtualspeech.com/blog/what-not-to-say-media-interview>

2. Coping with difficult audience members

<https://www.gingerleadershipcomms.com/article/the-five-types-of-difficult-audience-members-and-how-to-handle-them>

3. Prepare for questions. Read the local and national news to see if any of it applies to the topic. Use the “5 W and an H” method to consider possible questions and prepare answers. Include more information than what was in your presentation.

The communication disorders - that really aren't

“Stuttering”

“Articulation disorder”

Tell me more. Can you simulate it? When does it occur?

What???

True stories of how others may describe a communication challenge - and what it means to them

“How do I get my employee to stop beating a dead elephant?”

“My employee is stuck in the mud.”

“My employee needs ‘speech CPR’.”

“He has a mush-mouth.”

Ask: Tell me more.

Perseveration, perseveration...

Why it happens

Strategies that help:

Description

Definition

Associated words

analogy

Influencing Others

- A. Find out their values or interests.
- B. When your listener expresses interest, use some of those same words or phrases in your offer to help.
- C. Ask “Why would happen if we ...?” or “Can we?” to engage your listener if the (no longer “my”) idea needs help from others to be accepted
- D. Prior to the meeting, ask a person with influence in the group to review and maybe tweak the concept.
- E. Explain reasons for requested actions; use data if appropriate.

Influencing Others

F. Neuro Linguistic Programming (NLP) can help to influence others. Observe the other person's auditory, visual or kinesthetic style of talking and try to use the same style, if possible.

<https://nlpessentialguide.com/nlp-predicates/>

<https://nlpessentialguide.com/nlp-sensory-vocabulary-listing/>

G. Being an excellent listener, remembering what's important to the other person(s), and showing concern for the other person(s) over time

Vocabulary

...ncreasing level of sophistication of business vocabulary

A. Use a word-a-day approach.

https://workplace-english-training.com/emagazine/en/resources/business-wordphrase-of-the-day.html?utm_source=pocket_mylist

<https://www.scarymommy.com>

b) using more sophisticated general words, such as synonyms (incredible instead of great)

<https://absolute-english.com/business-english-vocabulary-you-need-to-know/>

(This is a list of 25 vocabulary words.)

<https://getsling.com/blog/business-terms/>

syn/ant app

(This list of 70 words is more advanced.)

Vocabulary, continued

A. Shades of Meaning (ie, irritated, frustrated, upset, angry, furious)

<https://www.businessenglishresources.com/shades-meaning-2/>

B. What to do if you are not understood, or do not understand others

C. Avoiding jargon and acronyms (such as NATO or FBI)

<https://acronymfinder.com/>

Common Business vocabulary

Performance appraisals - often done in January, may be done quarterly or on other schedules, etc.

Key Performance Indicator (KPI) - a plan for the company or division to keep it on track toward its' goals - assumes great communication

<https://corporatefinanceinstitute.com/resources/knowledge/finance/key-performance-indicators-kpis>

<https://www.scoro.com/blog/key-performance-indicators-examples/>

Return on investment (ROI) - after an investment, what will the person or company achieve?

Dictionary of business concepts

<https://www.mbaskool.com/business-concepts/human-resources-hr-terms/13103-401k-plan.html>

<https://businesszeal.com/glossary-of-business-terms-definitions>

Business Idioms

Business idioms, like other idioms, may be dependent on a culture, a location or possibly an industry.

<https://connectingclients.org/most-used-business-idioms-and-their-meanings/>

<https://www.topcorrect.com/blog/50-common-business-idioms/>

<https://www.talktocanada.com/blog/101-business-idioms-from-the-wall-street-journal-to-boost-your-esl-skills-and-to-gain-language-fluency>

Sports idioms (which may be used at work or with clients)

<https://blog.lingoda.com/en/20-popular-sports-idioms-in-english/>

<https://sportsidioms.com/category/sports/basketball/>

Change Management

Note: This can be a complex topic. My role is to coach the leader in the communication skills involved. To do that, here are aspects of change management.

1. Asking about and understanding fear of change.
2. Reassuring employees that they will be able to keep their jobs, if in fact they will.
3. Reframing change as something that will benefit the employees; explain how.
4. Listening skills should be frequently during the process of change. How is each person doing?
5. Learn more about the change management process:
<https://online.hbs.edu/blog/post/change-management-process>

Job Interviewing : answering questions fully

Behavioral Interviewing: how did you behave in the past when in this situation?

STAR: situation, task, action, results

<https://www.indeed.com/career-advice/interviewing/behavioral-interview-questions>

Case Interviewing: to assess analytical skills for consultants

<https://www.indeed.com/career-advice/interviewing/case-interview-examples>

Other types of interviews: panel, telephone, group, etc interview

<https://www.indeed.com/career-advice/interviewing/prepare-for-interview-types>

Strategic vs Tactical Goals

Strategic is long-range. Think “goal”.

Tactical is short-range. Think “objective”.

Managing up

Find out your supervisor's goals and areas of emphasis, so you can work together more effectively

Always keep him or her informed of any successes and especially any challenges you are facing.

Ask him or her to help you make connections in other departments if appropriate

<https://getlighthouse.com/blog/managing-up-advice-experienced-leaders/>

<https://workbravely.com/blog/pro-tips/managing-up/>

Supervision

A crucial component of supervision is communication.

Do you know how each person on your team likes to work?

<https://myhbp.org/leadingedge/public/distributions/1e0cbdd9-b2fe-4b03-9a26-5645d10fc091/assets/43983221-132b-4919-aa33-954c4532552b>

Tips for rookie managers:

<https://myhbp.org/leadingedge/public/distributions/e88167f4-cd25-40d1-a438-02322e543e81/assets/f05ae934-06f1-4457-9361-c616b178a0fe>

How Leaders Can Successfully Communicate on Hybrid Teams

<https://leaderlab.libsyn.com/roundtable-series-how-leaders-can-successfully-communicate-on-hybrid-teams>

Communication skills for supervisors

1. Setting goals for the team.
2. Learning each employee's strengths and weaknesses, and career development goals
3. Critical thinking: learn about the problem, obtain and analyze data, determine possible solutions, analyze data from each one, determine the best solution.
4. Critical thinking questions for supervisors:

<https://www.developgoodhabits.com/critical-thinking-questions/>

<https://www.linkedin.com/learning/developing-a-critical-thinking-mindset/benefits-of-a-critical-thinking-mindset?autoplay=true>

5. Listening skills
6. Meeting management skills for remote, hybrid and in-person teams
7. Communication improvement activities for teams

<https://www.indeed.com/career-advice/career-development/communication-team-building-activities>

8. End each session with “Is there anything else I should know about this situation?” Then WAIT !!!

Meeting Management

1. The Meeting Clock $\text{time} \times \text{number of attendees} \times \text{average hourly wage}$
2. <https://www.mcgurkin.info/clock.htm>
3. Agenda - sent out ahead with a question on it
4. Turn-taking discussed and enforced by leader
5. Employee engagement techniques if appropriate
6. Write key words on a board as topic discussed
7. Meeting Summary (include “who does what by when”)

<https://www.viktorwithak.com/meeting-management/>

Questions to ask

1. When is your next presentation?
2. Is it virtual or in-person?
3. Of all the topics you want to learn about from me, which is your top priority?
4. What do you want to learn about during our next session?
(Give a few options if possible.)

More questions

5. At the beginning of the next session, say “Last session you thought you would want to learn about _____. Your needs may have changed. Is this still what you want to learn more about today?”

6. Is there anything else I should know about (the situation, your learning style, etc)? After asking this, **pause**...and give the other person **time** to process the question and respond. Silence is your friend!

More questions

5. What was the most useful part of the session today?
6. How helpful was this session today, on a scale of 1(low) to 10 (terrific)?
7. What questions do you have about what we talked about?

Summary slide

Tonight we covered techniques on

1. Conversational skills
2. Public speaking
3. Influencing others
4. Vocabulary
5. Change management
6. Supervision

And more!

Which of these are you ready to learn about for possible use with clients?

Take-away :The bottom line

Communication counts. Our work as corporate speech pathologists matters. We have a lot to offer the world of business and industry!