



Fundamentals of Effective Communication

Week 4: Build Trust

Homework

In our final week together, we talked about the role of communication to help you *Build Trust* with your audience. If you missed the live training, please go to the Yacht Club Portal and catch the replay, as the homework will make MUCH more sense if you hear the full discussion.

In this exercise, you will think through the three factors of building trust within communication. Unlike other weeks, this week is about exploring your own thoughts and feelings so you can put these elements into practice within your communication.

1. The first factor we discussed was *meeting people where they are*. This most often becomes an issue when we have to repeat the same message over and over. While this is frustrating, it's important to understand that REPETITION IS PART OF THE PROCESS. Think about how you feel when you say something more than once and they still seem to not comprehend or act on your message. How can you adjust your mindset so you continue to engage in a productive way?



2. Next, we talked about how a straightforward approach to hard conversations builds trust because it demonstrates respect for the other party. Think about a sticky issue you have now, either in your work or personal life, and rehearse how you can address it in a straightforward, unemotional way. Either write it out below or record yourself as you practice.



3. Review what you wrote or recorded. Does it strike a balance between being clear and being compassionate? That can be tricky. Where can you be clearer? Do you need to soften any language to show more care?

4. Finally, the way you respond to questions and challenges communicates a lot about how your trustworthiness as a communicator. How do you feel when someone asks a question or requests further explanation? What can you adjust within your mindset to build trust with your audience when they have questions?
