



Volume 2, Issue 5

June 2011

Inspiration and ideas come from all around us. The ability to integrate new thoughts and make the strategy + communications + leadership link helps companies and executives alike elevate their performance.

Because it's challenging at the top, [The Aerie Company](#) offers you useful and thought provoking ideas to help you soar to new heights. Enjoy these latest insights.



In This Issue

[What a Silent Father Can Teach Us About Communication](#)

[New Links](#)

[About The Aerie Company](#)

Quick Links



What a Silent Father Can Teach Us About Communication

"The most important thing in communication is hearing what isn't said."

-- Peter F. Drucker

While that's sage advice from the man considered the father of management, Drucker was fortunately a hearing man. Louis Ulberg, another influential father, contributed some equally valuable lessons about communication. Although his insights came from quite a different perspective and he never planned that they'd be shared beyond his family or lifetime, they are useful to individuals as well as business today.

In "[Hands of My Father.](#)" Ulberg's son Myron gives his father the kinds of words he did not have. In this heartfelt memoir of a hearing boy growing up with deaf parents, he shares his earliest years forced into an

adult role as interpreter and voice for his father. From the richly executed language of his father's hands, Myron was taught to become the gather of data and translator of information. He learned to intensely focusing face-to-face when you to someone, the importance of not interrupting and why you shouldn't mince words – obvious communication lessons deaf people can teach the business world. Working with deaf colleagues, Bruno Kahne noted in his article [Lessons in Silence](#) for business magazine **strategy+business**, that the deaf communicate much more efficiently than hearing people and are uncommonly effective in getting their point across.



Bridging the gap between deaf parents and the hearing world while enduring painful ignorance that dismissed the hearing-impaired as "dummies" required skills and responsibilities of Myron much like the marketing function in an organization – listening, watching, deciphering, overcoming misperceptions, reframing, responding and communicating with a wide range of audiences.

As you build your business and personal market leadership consider how to apply these communication insights from a community with acute perception:

- **Be the eyes and ears** -- It's naïve to believe people will immediately accept and trust you, particularly if you are seen as different. You can overcome this, like people who don't have the physical ability to hear, by becoming hyper adept at the nuances of listening, anticipating needs and communicating. Consistently listening and monitoring the verbal and nonverbal cues of your customers and competitors will reveal what's relevant to them. Don't be afraid to ask questions to more get clarity when you don't understand. If you haven't been listening and interpreting the community needs and wants back to your organization, demonstrating your value and gaining a competitive advantage will be a major challenge.
- **Simplify your message and communicate with impact** - Deaf people are direct and they have an incredibly strong desire to exchange information efficiently and without embellishment. So whether direct translator or mere interpreter, say what you mean as simply as possible. Rid yourself of the jargon and focus on customer benefits. Include a call to action so your audience knows what to do with the information when they receive it. If you need help tightening your message, hire a professional. Don't fall prey to poet Robert Frost's observation when he said "half the world is composed of people who have something to say and can't, and the other half who have nothing to say and keep on saying it."
- **Remember that actions speak louder than words** - Communication is more than just the exchange of words. Sign language is intensely visual and very expressive. Likewise, a tiny percentage of any interaction with another person transpires through the actual words that you say – most is communicated through body language, voice, tone, grammar and facial expressions. Leadership experts agree that the most underused skills are the nonverbal ones. So find ways to touch your audience beyond words with visual elements. Embrace new communications channels like social media tools if they fit your marketing mix. As the rule of business change and our work moves to more virtual environments, nonverbal communication will play an even more crucial role.

When people see but don't "hear" you they will make assumptions and then define your value to the marketplace. In our hyper distracted world, staying focused on the conversation will serve you well. Keep in mind that often the people truly handicapped in communication are those who aren't listening and paying attention to what they hear.

If you'd like help monitoring, interpreting and communicating your message, [contact us](#) at The Aerie Company.

And a very Happy Father's Day to all the favorite dads who have taught us about the power of communication!

New Links

Links to help you communicate more effectively.

The message we may see with our eyes doesn't always match what we hear with our ears. Recently released, [The Silent Language of Leaders](#) offers great insights on how body language can help or hurt you as a leader.

See our website at www.aeriecompany.com for more links.

About The Aerie Company

Because it's challenging at the top, The Aerie Company collaborates with organizations and executives to identify, articulate and communicate their value.

For more information on how we can help you build market leadership that demonstrates your distinctive benefits and communications impact, visit our website or contact us at info@aeriecompany.com.



Suzanne Jones

Click here to check out previous insights from The Aerie Company on best practices, advice on communication and building market leadership.