

Communication IQ™

We know that communication is important. **97% of employees and executives report that lack of alignment with teams impacts the outcome of tasks and projects.** We also know that leadership development matters – research from the Center for Creative Leadership shows that development improves financial performance, attracts and retains talent, and drives strategic execution.

But despite recognition that the effective development of skills within an organization is key to its growth, **most communication trainings fail to yield results.** They often trade in tired clichés, vaguely urging the practice of “active listening” or boxing people into narrow, fixed personality types.

This limited mindset provides little support for meaningful growth. **Communication IQ™’s research, on the other hand, suggests that all people speak, with varying degrees of fluency, 7 Life Languages™:**



A Life Language™ is a preferred communication style. While everyone has their preferred style, all people are capable of learning to speak all seven languages. By gaining self-awareness about the strengths and weaknesses of their own style, and by learning about the styles preferred by others, teammates can learn to communicate effectively and avoid unnecessary conflict – *finally* speaking the same language.

The Communication Analysis Report is a character-based communication tool, built not only for personal development, but for developing effective teams. Unlike conventional personality tests, it is not only descriptive, but also prescriptive, focusing on each person’s potential for growth. It gives specific, actionable answers to the fundamental question: “*How do I form more positive relationships with others?*”

Teams that participate in Communication IQ™ workshops are educated not only on their own primary languages, but also on meeting the needs of their teammates. They will learn to communicate with people in all three Communication Intelligence categories – Acting, Feeling, and Thinking. They will also learn about the **Four Success Keys** for each language:

- **Filter Question:** the internal question that each Life Language™ needs answered.
- **Need from Others:** the unique relationship need which must be met for each Life Language™.
- **Driving Passion:** the core motivator directing thoughts, words, and interactions for each Life Language™.
- **Character Strength:** the unique strength that makes each Life Language™ stand out from the others.

When teammates truly understand each other, differences in communication styles can be seen for what they are – opportunities for diverse strengths to shine. **With instruction, guidance, and practice, individuals learn to speak other languages more fluently, and identifying and resolving the root causes of conflict between themselves and other people.**

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Services Offered

Team Workshops

Every team using the Communication IQ™ (CIQ) framework will start with a **Foundations Workshop**, which introduces the basics of the **7 Life Languages™**. We also offer supplementary workshops which apply that knowledge to a central topic. Point-of-Need workshop topics include:

- Team Dynamics & Agility
- Sales Team Enablement
- First Line Leaders
- Leadership & High Potential Development
- Diversity, Engagement & Inclusion



Placement Integration

Communication Analysis Reports and CIQ™ trainings are offered as add-on services for our retained search clients. When new team members join a team, the dynamics of that team always shift. CIQ™ profiles are particularly useful for easing these transitions, helping the new hire and the pre-existing team acclimate to one another's communication styles.

Needs Met

We find that CIQ™ is particularly helpful in meeting the following needs:

- Boosting team morale and providing positive conflict mediation strategies
- Building a culture of trust, engagement, collaboration, inclusion, and transparency
- Helping teammates collaborate more effectively following a change in leadership

Total Performance Leadership (TPL)

While improved communication is key to improving in all of the nine TPL principles, we recommend CIQ™ services for organizations targeting the following focus areas:

- Unified Leadership
- Stakeholder Engagement
- Clarity in Everything
- Measure what Matters
- Ahead of the Curve

