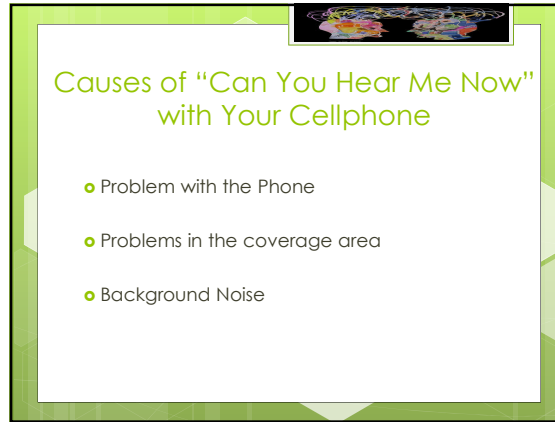




Effective Communication in IT

"Can you hear me now?"

The slide features a green background with a hexagonal pattern. At the top, there is an image of two human heads with colorful, tangled lines representing neural activity or communication paths. Below the image, the text "Effective Communication in IT" is written in a bold, green font, followed by the phrase "Can you hear me now?" in a smaller, black font.



Causes of "Can You Hear Me Now" with Your Cellphone

- Problem with the Phone
- Problems in the coverage area
- Background Noise

The slide has a green border and a white background. At the top, there is a small image of a globe. The title "Causes of 'Can You Hear Me Now' with Your Cellphone" is centered at the top. Below the title, there is a bulleted list of three items: "Problem with the Phone", "Problems in the coverage area", and "Background Noise".



Causes of "Can You Hear Me Now" In Business Communication

- Background noise caused by stereotypes
- Problem with the sender/receiver speaking two different languages
- Problems in the coverage area caused by "Me First" communication

The slide has a green border and a white background. At the top, there is a small image of a globe. The title "Causes of 'Can You Hear Me Now' In Business Communication" is centered at the top. Below the title, there is a bulleted list of three items: "Background noise caused by stereotypes", "Problem with the sender/receiver speaking two different languages", and "Problems in the coverage area caused by 'Me First' communication".

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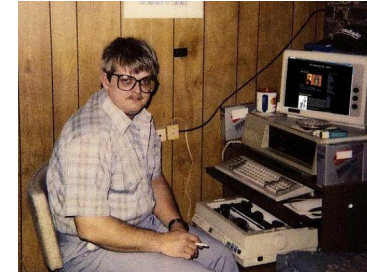
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### Discussion Points

- The Stereotype
- The Language Barrier
- Communication vs. Effective Communication
- What Can You Do?
- Wrap-Up/Questions

### The Stereotype

### The Stereotypes of IT People



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### The Stereotypes of IT People

- "I have a solution, now, what's your problem?"
  - Cocky
  - Know-it-alls
- "Why do I need to see or speak to a customer?"
  - Lack of Communication Skills
  - Reserved
  - Nerdy

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### The Language Barrier

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### The Language Barrier

- "What do you mean you don't understand what I am saying?"
  - Talk with Acronyms and 'Techie Terms'
  - Condescending
- Always focusing on rules instead of the reason
  - Sometimes you have to fix the customer
  - Look at processes/desired outcomes

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Communication  
vs.  
Effective Communication



Communication  
vs.  
Effective Communication

**Communication**  
"We are upgrading the system."

**Effective Communication**  
"On Saturday, March 9<sup>th</sup>, 2013 (one month), we are upgrading the Help Desk System." Additional reminders will be sent out prior to the upgrade.



What Can You Do?

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### What Can You Do?

- Open and Responsive
- Look at the BIG picture
- IT Customer Relationship Managers
- Link IT to Business Outcomes!
- Create Win-Wins

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### In Conclusion

- Can You Hear Me Now – Yes I Can
  - Stereotypes
- Language Barrier
- Communicating Effectively
- Add Business Value

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### Questions

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