

# Communication Workshop



AMERICAN  
SUBCONTRACTORS  
ASSOCIATION  
METRO WASHINGTON  
THE FIRST & FOUNDING CHAPTER OF ASA

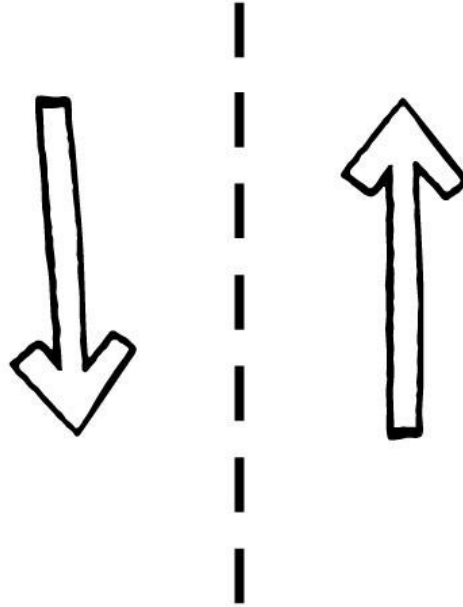
Presented By Chad Prinkey



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Communication is a  
Two-Way Street





# The Style Clash

- Your intentions when you communicate don't always translate depending on the perception other people have when you send it.
  - Recognize your style, are you more reserved or more direct?
  - Consider the other person's style & adjust accordingly.
- How would you describe your style?
- What style of others do you find most difficult?



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# The Simple Misunderstanding

- When you're the one sending the message, slow down.
  - Reread
  - Delayed send\*
- When you're the recipient, clarify.
  - Reread the message
  - Even if it is as simple as restating what you believe you heard/read.
- What can you personally improve to eliminate simple misunderstandings?



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# Wrong Mode Syndrome



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# Wrong Mode Syndrome

Use email with the following rules:

- Sending formal documents that people are *expecting*.
- Recapping phone calls and meetings to maintain an accurate written record of commitments.
- To schedule meetings or phone conversations.
- For simple, 1-3 question clarifications that won't require explanation.
- If you send someone an important email, call them to make sure they know you sent it...they get way too many emails to guarantee yours will be read in a timely fashion.
- If you're feeling angry or frustrated with the person you need to communicate with, take a moment to collect yourself and either pick up the phone or use email to simply schedule time to talk.

If you're about to explain something, **pick up the phone.**



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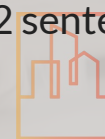
# Wrong Mode Syndrome

Meeting in-person takes more effort, but it's worth doing as long as everyone is really **present** in the meeting:

- No laptops open or phones in hand during in-person meetings with the exception of the note-taker and anyone who must look something up for the good of the meeting.
- Get together in-person when a group is involved...there is too much room for people to hide and start multitasking on conference calls and virtual meetings.
- Meet in-person when a relationship is unraveling, as being in the same room with someone increases the sense of humanity.

Use text messages for simple and timely messages that don't need to be "on the record". Things like, "I just got to the jobsite, where should I park?" and "Are you free to talk for 10 minutes this afternoon?" are great text messages.

- Text messages should never be more than 2 sentences long. If they are, consider just making a phone call.



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# Failure to Communicate

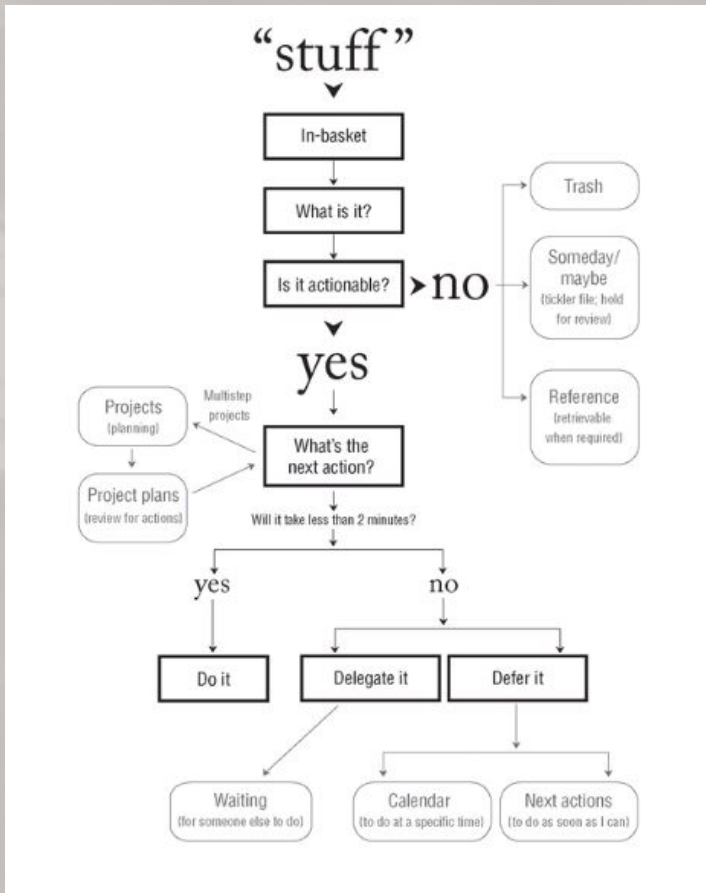
- With as busy as people get one of the biggest issues is people aren't responding. That ultimately comes from having an organizational structure to have your week & days planned accordingly.
- Prioritize
- Maintain daily processing time



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# Withholding Information

- Usually comes from the lack of trust that the other person won't hurt you if you give them information. We don't tell them things because we worry they might use that knowledge against us.
- Sometimes we withhold information because our own ego won't acknowledge something that puts us in a bad light.



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# Withholding Information

When it comes to withholding information there aren't "tips" like the other issues. It is a much more emotional subject.

- You have to embrace the mentality that bad news never gets better with time, it only gets worse. The amount of pain that you will have to deal with now is less than the amount you will have to deal with by addressing it later.
- Assume positive intent & build trusting relationships with people where you don't have to worry people are going to use information against you, the thing to do is to address your relationship through the appropriate channels.



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# Holding Grudges

- Sometimes people are going to do things that are going to hurt you. Most of the time they aren't hurting you intentionally.
  - Even if they did do it intentionally, you still have to get the job done.
- Usually grudges come from some wrong that you feel was never made right.
  - If you feel others are holding grudges with you, seek to make it right.
  - If you are holding a grudge, seek resolution & bury the hatchet.
    - Acknowledge that even though there might be some bad history, you still have to work together
- Embracing the mindset that the industry is small & if I leave a wake of bad relationships behind me, I'm not going to have many friends to help me.



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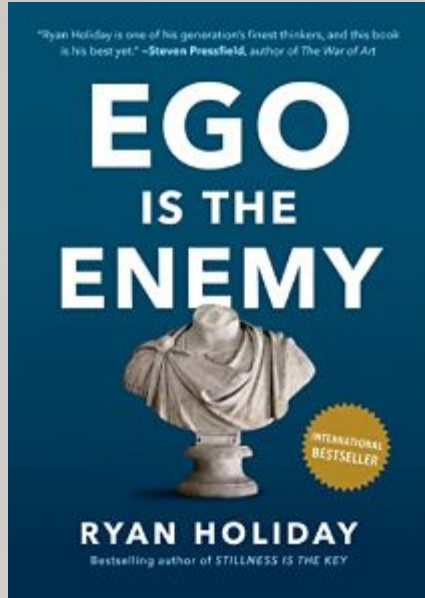
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We tend to judge ourselves by our  
*intentions* & others by their *actions*.

Seek *empathy* for their actions as  
you would want them to seek  
*empathy* for yours.

# Resolving Conflict



- Are you trying to win or are you trying to be successful?
- It takes courage to admit your mistakes
- Are you admitting your mistakes?
- Address the action, not the person



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Is there a grudge you're holding onto?

What can you do to let it go?



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What role are you playing to create  
conflict today?



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# Preventing Conflict

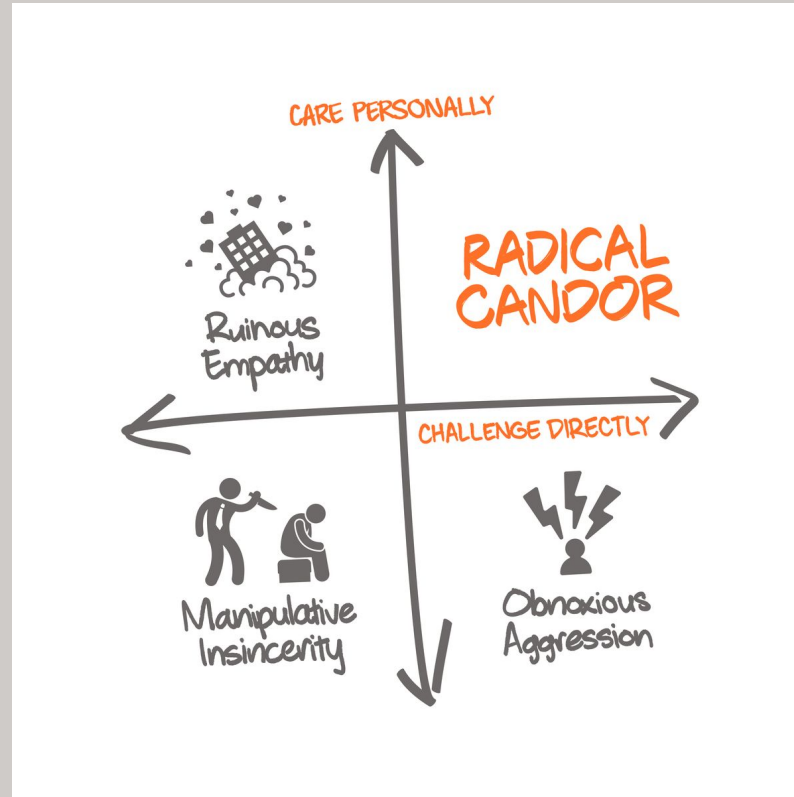
- Invest in planning conversations
- Be clear about what must happen
- Be equally clear about what must not
- Emphasis consequences without threatening
- Implement check in/progress discussions for accountability




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# Straight Talk - The Standard of Communication





What strategy would help you most in preventing conflict?



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# Lessons Learned

- Self assessment
  - What was the topic today that resonated with you most?
  - Of everything we talked about today, what is the thing in need of most improvement?
  - What are you committed to doing as a result of this session?
- Presenter assessment
  - Please shoot me a note and let me know what you thought I did best today and what you recommend I do better next time!



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# Vision & Values



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## Our Vision and Values

Our vision is to play a role in guiding great construction companies to change the building industry for good by improving their businesses and running projects as **one team**. We want our brand to be synonymous with progress in the building industry.

Fundamentally, we stand for **positive change**. That means we seek out avenues of progress and antiquated ways of doing things that we can replace with new methods that improve results for everyone. **We believe in the power of relationships and empathy**, and that people should do business with people they trust.

**Our clients are bold and so are we.** We believe the building industry improves when good companies raise the bar on the customer, vendor, and employee experience. We believe in the **power of radical transparency** to empower companies and employees to make better decisions about who to hire and where to work. We believe in industry involvement; **giving** without strings attached.



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