



## CIO Roundtable Practices

### DNA ANALYSIS:

For any important presentation, email, phone call, virtual meeting or office meeting, take at least two minutes to think through the DNA of your listener(s). What are their Demographics, Needs & Interests, Attitudes and potential Objections to your communication?

### FOCUS STATEMENTS:

While driving in the car or on public transportation, pick random subjects – some serious, some business, some you are familiar with, and others you are not. Decide what imaginary audience you will talk to about each topic, and create Focus Statements (Position, Action, Resulting Benefits) extemporaneously. Record yourself when you make phone calls. Listen back for succinctness and clarity. Get to know Focus Statements like the back of your hand, and you will never again have that 'going nowhere' feeling while speaking.

Please incorporate various forms of feedback into your development plan including: video camera, voice mail, audiotape, friends, and colleagues.

Start today. The effort is worth it. You will end up feeling much more confident about walking into any communication situation and doing well. You'll have a greater range of effective choices at your disposal, and you'll more consistently get the results you want from the variety of communication situations you face. Please protect this important investment of time and energy you have made to your development, and practice the skills until they are your new habits.