

Communication Strategies to **Grow as a Professional**

LawsoftheGrow**vine.com**

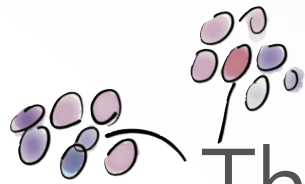


SCHOOL GROWTH®



WE **GROW** SCHOOLS AND THE PEOPLE WHO HAVE THE COURAGE TO LEAD THEM



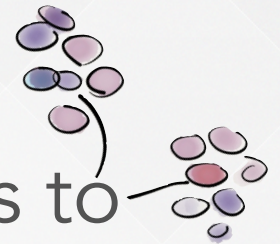


The joy of life and
leadership is rooted
in relationships.

—Scott E. Barron

Perspective

- What are your goals when it comes to relationships?
- Are you cultivating a vineyard or a garden?



VINEYARD VS GARDEN



Grapevine Facts

- A Grapevine is a perennial plant—Vineyards are long-term investments
- Without human cultivation, grapevines will naturally grow into a bushy tree that is a mess of leaves and branches.
- Disciplined pruning and training helps the vines stay grow purposefully, enabling the grapevine to produce the best fruit.

I Heard It Through the Grapevine

Songwriters: Barrett Strong & Norman Whitfield



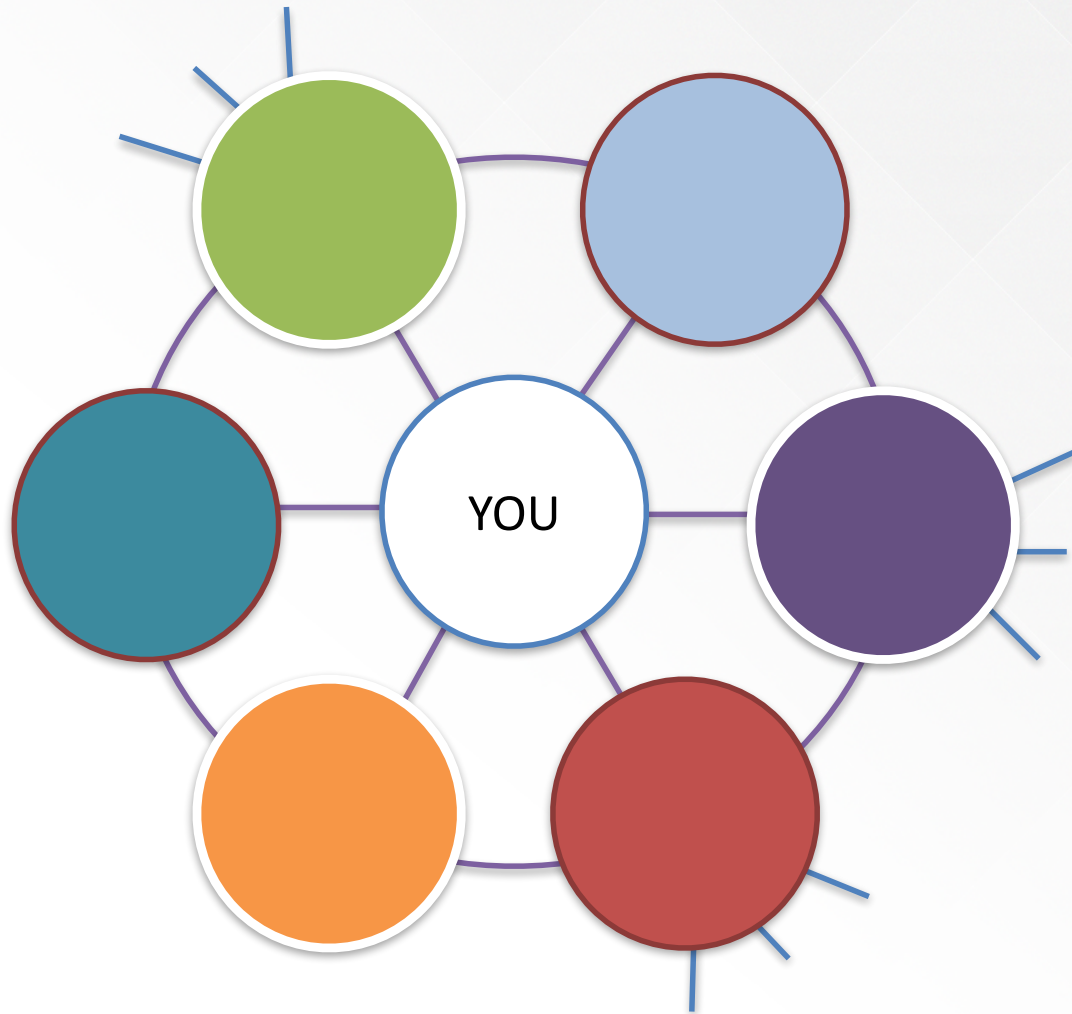
I bet you're wonderin' how I knew
'Bout your plans to make me blue
With some other guy you knew before
Between the two of us guys
You know I loved you more
It took me by surprise I must say
When I found out yesterday
Don't you know that I heard it through the **grapevine**
Not much longer would you be mine

Oh I heard it through the **grapevine**
Oh I'm just about to lose my mind
Honey, honey yeah

You could have told me yourself
That you loved some one else
Instead I heard it through the **grapevine**
Not much longer would you be mine
Oh, I heard it through the **grapevine**
And I'm just about to lose my mind

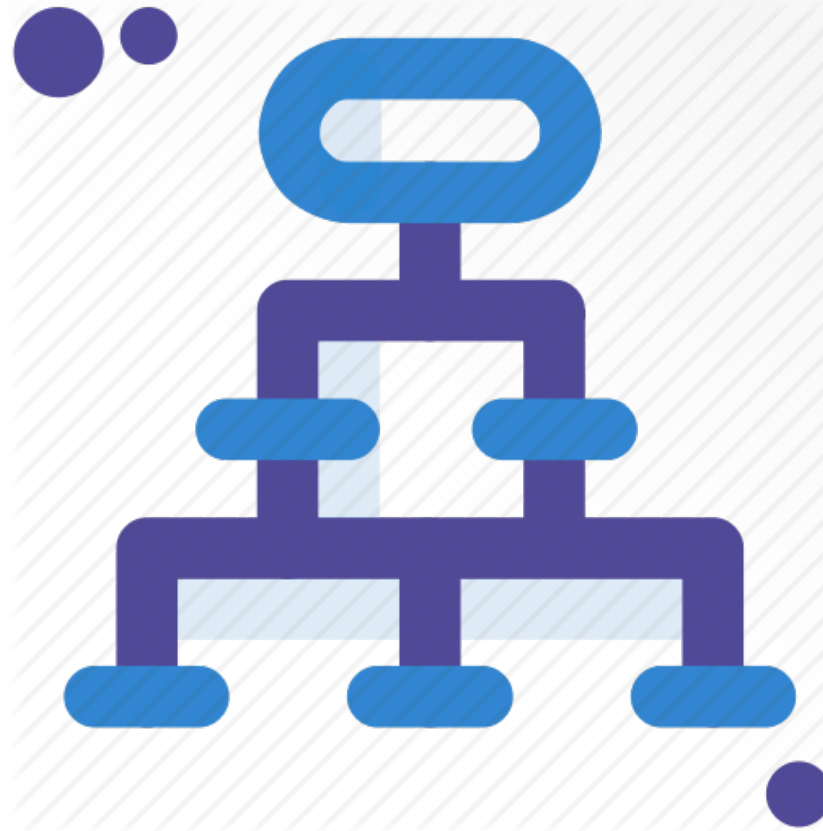
People say believe half of what you see, Son
and none of what you hear
But I can't help but be confused
If it's true please tell me dear
Do you plan to let me go
For the other guy you loved before?
Don't you know I heard it through the **grapevine**

Your organization is
a complex, and too
often fragile,
Grapevine of
Relationships



GRAPEVINEINTERNAL

- Family
- Work
- Church
- Social Group



Culture is
someone's job
and it's
everyone's job

GRAPEVINEEXTERNAL

TARGET
MARKET

KEY
INFLUENCERS

GENERAL
PUBLIC

RESEARCHDATA

Patterns of communication
is the most reliable predictor
of a team's success



"The New Science of Building Great Teams"
by Alex "Sandy" Pentland, MIT Human Dynamics Lab

RESEARCH DATA

ENERGY

1

The **number** and the **nature** of exchanges among team members

1. Face-to-Face
2. Phone/Video Conf
3. Handwritten Note
4. Email/Texting

ENGAGEMENT

2

The **distribution of energy** among team members.

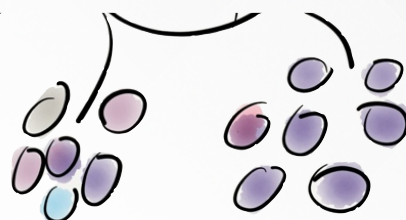
Maximum engagement is achieved when team members have relatively equal and reasonably high energy.

EXPLORATION

3

The **energy between a team and other teams** with which it interacts. Higher-performing teams seek more “outside” connections to learn and innovate.

GRAPEVINE FACT



HOW you communicates
is exponentially more important
than WHAT you communicate

“Communication – the human connection – is the key to personal and career success.”
—Paul J. Meyer

LAWS OF THE GRAPEVINE

Habits that produce a
healthy and productive



Grapevine

REVIEW QUESTIONS

1. What is your Grapevine?
2. How important is your Grapevine to your success?
3. What is the most reliable predictor of the performance of a team?
4. What are the three communication factors that impact team performance?



MISS COMMUNICATORS



HALL *of* FAME

GRAPEVINE LAW #1



Lebron James



Kelly Ripa



Capt. Crozier

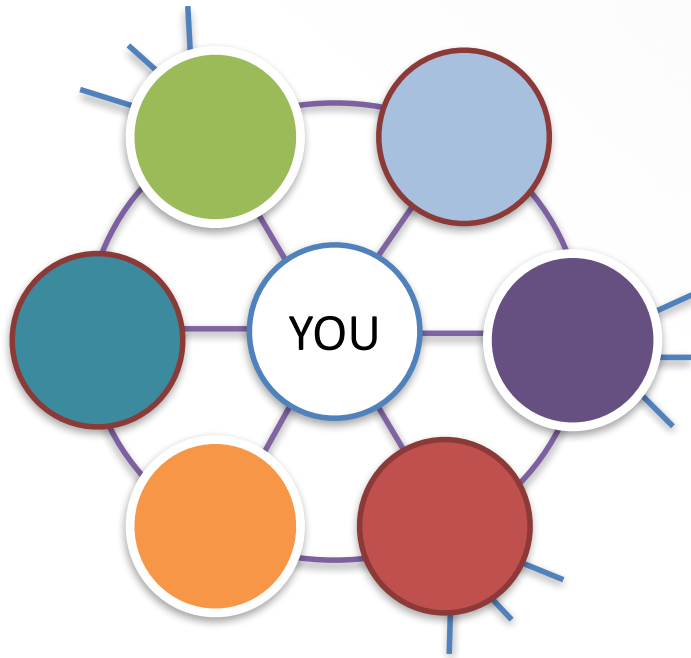
“Although we live in an information technology age, we often find ourselves in failure to communicate situations. “
—Johnny Tan

GRAPEVINELAW #1

People derive the value of their relationship with you based on the **sequence** in which you share information

GRAPEVINELAW #1

Sequence



- Status
- No Secrets
- No Surprises
- The Scoop
- Contribution

GRAPEVINELAW #1

Sequence

Up ■ Out ■ Down ■ Around

GRAPEVINELAW #1

Sequence

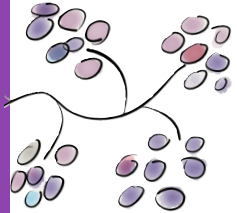
How can you build
engagement with your
internal grapevine?

GRAPEVINELAW #1

Sequence

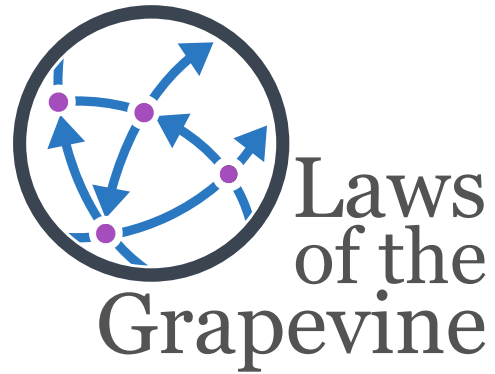
How can you build
engagement with your
external grapevine?

Good



Communication isn't a Goal—

It's a discipline to cultivate Relationships



Online Video Training
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