

8-8-20 What Is Your Communication Style and Who Are You Attr...

Wed, 8/5 9:10AM 14:02

SUMMARY KEYWORDS

communicate, figure, business, communication, style, clear, direct, customer, katrina, launching, whiplash, playful, talking, change, comfortable, relationships, team, grown, carry, confident



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Hey, everyone, welcome to another episode. You know, in case you haven't been able to figure it out,



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I'm pretty direct.



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And my messaging is pretty clear whenever I communicate, or I focus on making it reasonably clear. And I would tell you that that has been either a blessing or a curse throughout my entire career. I don't know which one it would be both a blessing or a curse. It's probably been a little bit of both in my professional career as well as my personal life.



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It's not that I don't have a filter, I very much have a filter. If I didn't,



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I wouldn't have made it this far. I think the difference is that for me, I choose not to filter certain things that individuals expect me to write. It's not PC or it's not as gentle or it's not. I don't want to say kind because I'm not trying to be disrespectful or hateful, but it's not what someone would consider appropriate. To present an idea, the method that I use is just not appropriate, right? And it's very unfortunate, I would say, because the way in which I communicate is how most people in business communicate. Most people in business are direct and in your face to a degree, they're very clear about what they want. They make it known. They go in to try to get things done, and then they move forward right now is their time to build relationships. Absolutely. I talk to you all about booting relationships all the time, they're critical. But when you're sitting down and try to figure out where to move forward, you're sitting down trying to figure out how to move your team forward or launch a new product or a new idea or new, you know, a new line of some sort in your business. You can do a little bit of small talk and I do that, okay, I do want to see how people are doing and I check on them. But I will tell you that the bulk of my communication is very clear and direct. I actually pride myself on doing that. And because I have to lead my team from a perspective of being very clear and direct, I do that because I firmly believe in being fair and consistent. And you know that because I've shared that in previous episodes. So you're like, where does all this coming from Katrina, you just sort of launched into how you communicate? Well, you know, I've been having conversations with friends and people that I know about my communication, and trying to figure out again, how to consistently create a message that is beneficial to each of you, and how to properly share details that help you move forward, right, the entire point of this podcast is to help you be successful and move yourself forward. And so hopefully, I'm a landing that plane, but inherently, I'm doing what I always teach all of you to do, which is I'm looking in the mirror to say, how could I be doing it better? Could I be reaching out to more people could I be reaching different people? And one of the things that I landed on was a simple fact that while I probably could change my messaging, and maybe reach more people I really want to reach the people that I personally can speak to, which means they can identify with the way in which I speak and teach and lead. Right, that's what makes a good combination. And so as a coach, you know, and as someone who's gonna guide you and help you go down the correct path in your business, because I've been there. So it's not like I'm cheering you on the sidelines, I'm actually giving you tools and strategies and solutions to the problems that you're facing. You know, to be able to do that you have to be able to identify with my methods, and you have to feel comfortable in the way in which I'm teaching you. So if we don't resonate, and you don't like the directness, then we're not a good fit, right. And so for me to adjust the way in which I communicate, to get more people, it just doesn't work. Because inherently I'm always going to be me. I'm going to lead from the same position and the same perspective. And if that doesn't work for you, and it doesn't feel comfortable, then we're never going to move your business forward. And that's, that's pointless, right? Why would we Spend time trying

to build a relationship and you know me helping you lay a foundation of success if you don't feel comfortable listening to the way in which I teach, right, or the way in which I lead.



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So, you know, I just I was thinking about that today. And I wanted to share that perspective. I wanted to challenge all of you off talked a lot about messaging. But my question to you is, as you're building your brand as you're launching your business, are you keeping you in that? Or are you changing who you are now? Don't get me wrong. I have significantly changed over the course of launching legend, not because it's been horrible and hard. Some things have definitely been hard. But it's because I've adapted and changed and grown as a person. And I love it. You know, that's the whole point. That's one of the things that we get to benefit from wherever we are entrepreneurs and we started our businesses is that we grow and we change and so I've grown and changed Continue to add skillsets and continue to figure out ways to better communicate and better share my knowledge as a coach. Right. And, you know, as your business partner so to speak, right, I like to call myself, your business partner, the partner that you don't have to give a bonus to. So, you know, I am trying to strengthen myself so that I can be the better partner for you in your business. That doesn't mean I'm negatively changed, it's just been means that I've continued to hone my skills, you are honing your skills, you're changing yourself as you continue to grow your business. That's not a negative thing. Okay. What I'm challenging you to do is think about how you communicate right now, what is your style? Are you clear and direct? Are you gentle? Do you take a lot of time to gently let someone down because you also would want to be let down in that capacity. There's nothing wrong with it. There's no right or wrong way to be. Let me be very clear about that. You just have to be you and when you communicate to your customer or your client, they Have to see. Because again, it's all about building What? It's all about building trust, right? Because we're building trust with the people that we work with. And we're building trust with our customers and our clients. And the way in which they learn to trust us, is by seeing consistency in the way in which we behave, right. So if one day, I'm sending email messages, and I'm like, Oh, hey, girl, how's it going? And I'm all flowery and, you know, just playful, and whatever. And then the next day, I'm like, okay, I don't know what you're doing. You need to get this on track. You know, you're not running your business effectively. Then I go to very business oriented, no emotion, non supportive, just you better get your crap done. That's whiplash, right. And I know a lot of leaders whenever they're first starting out, they put their team through a lot of whiplash because they're trying to figure out their leadership style. And so, I'm telling you about my leadership style and talking to you about how I communicate because I attract people who like direct communication. And they like, very clear feedback.



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Right? So I'm not going to sit here and say, Well, you



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know, that's all okay. You'll feel better in a few minutes. No, I'm going to say, Hey, you know, that was a mistake. But it's okay, we're gonna get through it. The only way that we can move a business forward is by making mistakes. The fact that you tried is the point. Now you see, I'm not hateful about it. And I'm not going to beat you up. But I'm going to tell you the truth. And my direct nature is going to move you forward through this process. Because most of us who are running a business don't have time to shoot the breeze. We want to be able to move ourselves forward. And so I try to give that exact style because it fits with who I am. My challenge to you is, what is your communication style? Have you figured it out? Have you landed on exactly how you personally communicate? I'm not talking about email communication. I'm talking about how you introduce yourself. You know, we've gone through all those pieces. Talking about from a consistent perspective, can your team or your customer come and tell you your communication style? If you go and ask your team, what would they tell you? Would they tell you that you're clear and direct? Where they tell you that you're playful? Where they tell you that you let them down gently? Would you tell them that you are indirect communicator? And they have to figure out how to read between the lines? What would they tell you about your communication style? I think it's critically important that you ask that question. Because you may be striving for a leadership or a communication style in your leadership. Rather, you may be striving for a communication style, and you think you're landing it but the perception of your team is very different. And the best way that we can have people follow us, right, we can influence others is



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through our communication.



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That's all we can do is influence. And so the way that you influences how you communicate and how you lead, the only way that we can influence our customer or client to vote for our business with their dollars is the We have to be someone that they want to work with. Or we have to be providing a product that they believe in. And so how are you communicating with your customer or your client to build that trust, and have them know

that this is how you communicate every time that is your brand and your style of communication? They know what they're going to get with you. That's my challenge for you today.



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Like I said, a lot of people were talking,



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I have had, I remember being friends in college, and then in pharmacy school,



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rather, and then right after pharmacy school,



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and you know, I'd go to work and I come



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out and I go hang out with friends.



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And of course, inevitably, when you have friends, they start bringing in other friends, your circle starts to widen, especially after you graduate from school and you're making new professional relationships and everything else, right. And so the circle would widen. And I remember that it was it was women at the time. It was women. It wasn't, you know, men and women growing. If it was mostly women at that point, and and I remember having conversations where they would say, they just



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when you get introduced Katrina, they just don't like you.



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And I remember that, you know, it was something that I took to heart. That wasn't the point, let me let me get off of that, because it doesn't happen anymore. I've grown through a little bit of that. But the style of the way in which I would carry myself is sort of similar to the style that I carry. Now, I'm kind and I want to make you feel comfortable, which I didn't necessarily try to do then. But I'm still very confident and I carry myself with confidence. And I'm not really concerned about what other people think of me. I think we as entrepreneurs, we all have to have that. That hard outer layer of thick skin, right? Because there's the world is trying to keep us down to a degree, right, we've got a power against that against the status quo. And so I would say in all the ways in which people would say, Man, Katrina, you know, people just they don't get caught. They're not comfortable around you. Sometimes. When I would inquire as to why it was because I didn't care what they thought. Now, I wasn't a rude jerk. And I wouldn't say, you know what, I don't care what you think, you know, you mean nothing to me. I wouldn't use those words. But I would be introduced to them and I would simply carry forward and I would have conversations and what they thought of me didn't impact me. Right. What they thought of me didn't impact the way I was going to have fun that night, or who, who I spoke to, or how I carried myself because I had the self confidence within me to move forward. I know who I am. And for people who don't know who they are, that very much bothers them. And so I've you know, I've worked through all those things, and I've tried to help other people feel comfortable with my confidence, which is kind of weird, but true, right? In the business world, you do, you have to help other people feel comfortable, but I know who I am. And I've, I'm confident in how I communicate and I'm confident in what I bring to the table and also I'm asking you to do is be confident in who you are, and how you communicate and what you bring to the table. And if there are people that don't like that, then they're not your customer, and they're not your client, or they're not meant to be on your team. And so you know, I did an episode recently about don't change the job function or the job description, or the hours or whatever for a job posting, because you get so enamored by the person that you lose sight of what you're trying to fulfill in your business. It's the same thing here. Know yourself, know who you are, especially know how you communicate. Figure out how you can communicate in such a way that people are attracted to the confidence that you display because you know who you are, and how you effectively communicate that don't not be you. Okay? But like me, maybe you got to learn a few little tweaks to simply be confident and don't change that. But help people feel comfortable with your confidence. Unfortunately, but especially women, you know, I've just seen that throughout my career, maybe you have as well. But women definitely have a tough time with confidence because a lot of women don't have it. And it's unfortunate. And so I'm empowering you to be confident in who you are. Be confident in the way you communicate. Figure out your communication style. Ask your team, if you have a team, all

right, understand how your style will affect your customer and the client that you're trying to attract. And don't apologize for the way you communicate. Because if you're direct like me, that means you're going to get it done. Okay, and if people aren't drawn to that, you're just not you're not bringing forward the right people to be customers or clients in your business. And that's okay, they're out there, they're gonna find you. They're absolutely going to find you and you're going to be a breath of fresh air to them, because they're going to be looking for your communication style. All right. So that's your challenge for today. Figure out your communication style, ask around



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and then



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don't apologize for it, but figure out how to capitalize on it. You



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Go and be legendary.