

The Sky Is Falling! Getting your Message Across when Seconds Count.

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One of the single most important activities in your life relates to your ability to communicate. Communicating under pressure tests our effectiveness like nothing else. Learning how to relate to others during difficult situations will certainly increase your professional value and enrich your personal and workplace relationships.

We all know that it is far easier to be effective when one has the time to prepare their thoughts in advance. Unfortunately, in today's high pressure society, prep time is a luxury that often evades even the most optimistic communicator. While nobody gets the message right every time, there are some general approaches that can help to increase your odds of a successful interaction.



There are words, and ways of saying them, that are not only helpful, but can turn a difficult situation around. In everyday emergencies, the wrong words can amplify a problem, despite the best of intentions, making situations worse. Saying the wrong thing can literally generate negative responses in the mind and body that impede action – physical or psychological.

Fear, Pain and distress can trigger a shift from ordinary waking consciousness to a vastly more receptive and suggestible state. This is nature's way of contributing to our survival. In an emergency, we do not have time to consider complicated scenarios; we are programmed to respond to authority, to follow a leader to safety. A threat requires action, not analysis. Due to this hardwiring (genetic programming), a person who knows how to communicate under pressure can readily assume the role of authority in an emergency. This can provide a much needed sense of safety and certainty into rather unpredictable or uncertain times.

Methods of communicating are often habitual and therefore can be difficult to change. Awareness is often the first and most crucial step.

When stakes are high and the pressure is mounting, it becomes vital to strike a balance between focus on the goal and flexibility in how you will get there.

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