



A WEEK IN *Learning*

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KNOW WHAT YOU ARE SAYING:

HOW COMMUNICATING TESTS OUR UNDERSTANDING By Gregory LaBlanc

Recommended by Ke Esparza, Learning and Development Specialist

We've all been there - we think we understand something, but when it comes time to explain it to someone else, we fumble. In a recent episode of the *Think Fast, Talk Smart* podcast, Gregory LaBlanc, a lecturer at both Stanford Graduate School of Business and Berkeley's Haas School of Business, shared some valuable insights into effective communication. He stressed that it is not enough to merely transmit information; we must also be skilled at translating our ideas into language that our audience can understand.



LaBlanc identified three distinct ways in which people perceive the world:

- **Formulaic way** that involves complicated explanations, enabling deeper understanding
- **Stories, the narratives** that captivate and connect us emotionally
- **Pictures and Images** that offer visual representations of concepts, enhancing comprehension through visual cues

While most of us tend to gravitate towards one of these modes of explanation, he emphasized the importance of being well-versed in all three and of being able to switch seamlessly between them. This versatility, he argued, is essential for effective communication.

In today's business landscape, digital transformation has made change management a critical task for organizations seeking to align their technologies with their organizational structures. LaBlanc stressed that effective change management is rooted in effective communication. To be a successful change leader, he recommended becoming "multilingual" and developing a deep understanding of the discourses that exist within different functional areas of a business.

If you would like to learn more about Greg's insights on effective communication, please click **HERE** to or the button down below to listen to the full episode of this podcast. Enjoy!

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