

# Communication Matters

**Learning Focus #1**

*Being Aligned Supports Working Together*

TC&A



*“The way we  
**THINK** and  
**COMMUNICATE...**  
**Matters.**”*

*- The Leadership Blueprint*

Every day, we have the opportunity to **CHOOSE “how”** we are going to enter in, participate, engage and communicate within our personal and professional relationships. **ALIGNMENT** gives us the advantage to **CHOOSE “how”** to work and be in relationship with others.

What does **ALIGNMENT** mean?

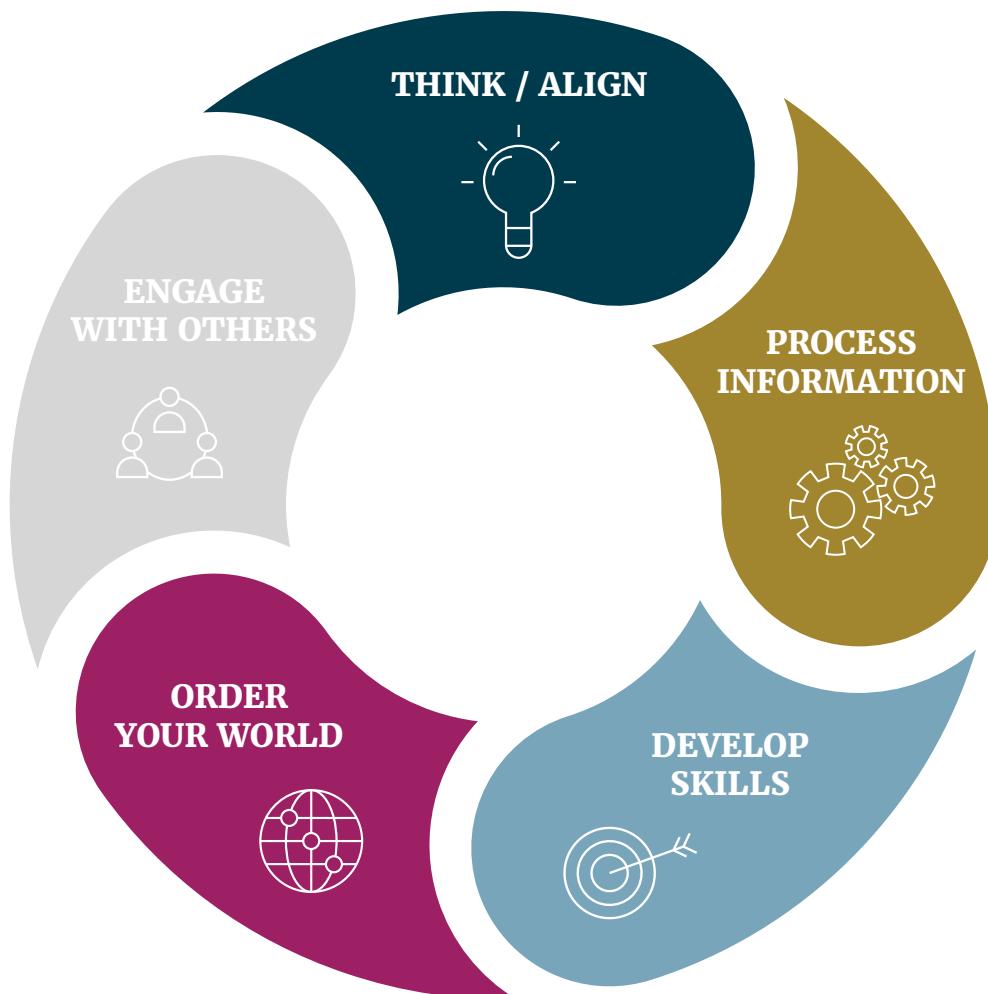
It means the way we **THINK** is in agreement or in alliance with another person, group or vision.

Often, our professional relationships focus on building relations with others that will support our work (or, we are supporting the work on behalf of others) for external outcomes within our role and responsibility. We may experience our relationships being diplomatic, kind, driven to succeed, competent, skilled and willing to be challenged. We have an opportunity to continuously learn and grow with others, in order to improve our present success and future goals for further success.

## *When we seek ALIGNMENT, we have a choice to:*

- 1** Listen for AGREEMENT.
- 2** Process information together, while staying in ALIGNMENT.
- 3** Provide focus for moving plans, strategies and goals forward because we are ALIGNED.
- 4** Organize with ALIGNMENT to stay the course.
- 5** Stay engaged with one another, as we work together for the common good of the organization or for the relationships we seek to build for the communal benefit.

***IN SUPPORT OF BEING IN ALIGNMENT,  
SEE THE TC&A COMMUNICATION MODEL© BELOW:***



When a working or personal relationship seems disconnected, strained, difficult, or just not going well, we may want to ask ourselves,

***“Where am I NOT in ALIGNMENT?”***

Often, our thoughts or our “gut” will indicate to us when we are not in alignment with another person or with a goal, strategy or vision. Many times, our inability to address a different thought, opinion or conflict, impedes our ability to say to someone,

“I’m not in full alignment with you or in alignment with the direction you want to go.”

Or, “I need more information to understand where we are going or what your expectations are with the project.”

***We can THINK of ALIGNMENT in this way:***

When the wheels on your car are not properly aligned, it can create an imbalance with your tires. This will create more damage of wear and tear on your tires, due to the lack of alignment. A lack of alignment can make driving difficult and even uncomfortable with the shaking and vibration from the steering wheel. If, you wait too long to align your tires, you run the risk of your tires blowing out, which can create a dangerous accident. From an automotive perspective, it is best to address the small issues of wear and tear on your tires and car, rather than wait for something more serious to transpire, which can be even more costly to your life and your car.

***There are always WARNING SIGNS, when there is not ALIGNMENT.***





We cannot stress enough how **IMPORTANT ALIGNMENT** is for us all - for our roles and responsibilities, our teams and for your organizations. TC&A is **ALIGNED** together in the way we **THINK** as a **TEAM** and **MOTIVATED** to bring our best support and communication of tools, resources and leadership coaching to YOU.

Our desire is for you to experience the benefits of *Leading Yourself...FIRST*, along with the gains of;

- Being in **ALIGNMENT** with others
- **PROCESSING** information with others
- Providing **FOCUS** with others
- **ORGANIZING** with others and
- Staying fully **ENGAGED** in dialogue with others

We experience greater purpose when reaching our goals and desired outcomes by following these steps.

The exercise below will guide you to further understand where you are or may not be in alignment with others.

**We are here for communication support and always want the best for you.**

**With Gratitude,  
The TC&A Team**

# Communication Matters

Learning Focus #1 Exercise

## *Are We Aligned?*



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In Tess' book, "The Leadership Blueprint – Becoming the Architect of Your Life and Work," one of the key elements of successful personal and professional relationships is the focus and understanding of this thought:

"The way we THINK and COMMUNICATE...Matters."

At the beginning of every long and lasting relationship, it is important to seek ways to shape, influence and impact the lives of one another and find ALIGNMENT in the way we THINK and COMMUNICATE. Our ability to find AGREEMENT supports a genuine MOTIVE within our choices and decisions that are most important in our lives.

When we seek ALIGNMENT, we have a choice to: Listen for AGREEMENT.

We encourage you to THINK about a recent dialogue you had with a co-worker, supervisor or employee. THINK about HOW you were in ALIGNMENT within your dialogue?

**Let's agree to THINK in a positive and proactive way.**

1. What phrase or words did you hear that led you to agreement?

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*Ex. I heard the words, "I am in agreement with the strategy we have created to complete the project."*

**Let's be MOTIVATED by our common goal.**

2. What phrase or words did you hear that led you to stay motivated?

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*Ex. I heard the words, "I am in agreement to stay focused on the timeline to complete the project."*

**Let's be good COMMUNICATORS to reach our desired outcomes.**

3. What phrase or words did you hear that led you to good communication?

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*Ex. I heard the words, "I am in agreement to follow up with communication on the progress to meet the details of the project."*

When working and being in **ALIGNMENT** with others, the way you **THINK** matters, the way you stay **MOTIVATED** matters and the way you **COMMUNICATE** matters. **ALIGNMENT** will support you to experience outcomes that benefit the whole.

We believe in your ability to grow in your communication skills!

With Gratitude,  
The **TC&A** Team



# Communication Matters

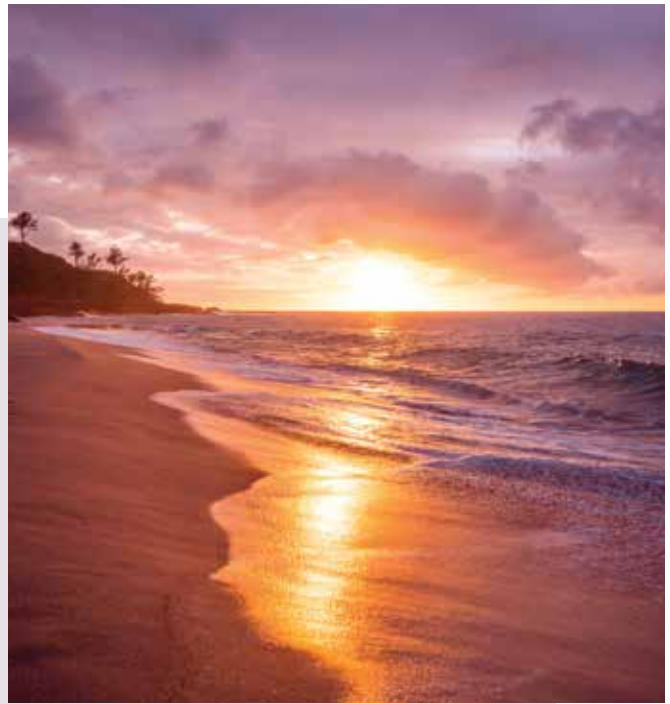
## Learning Focus #2

*Understanding how you process information and make decisions supports working together*

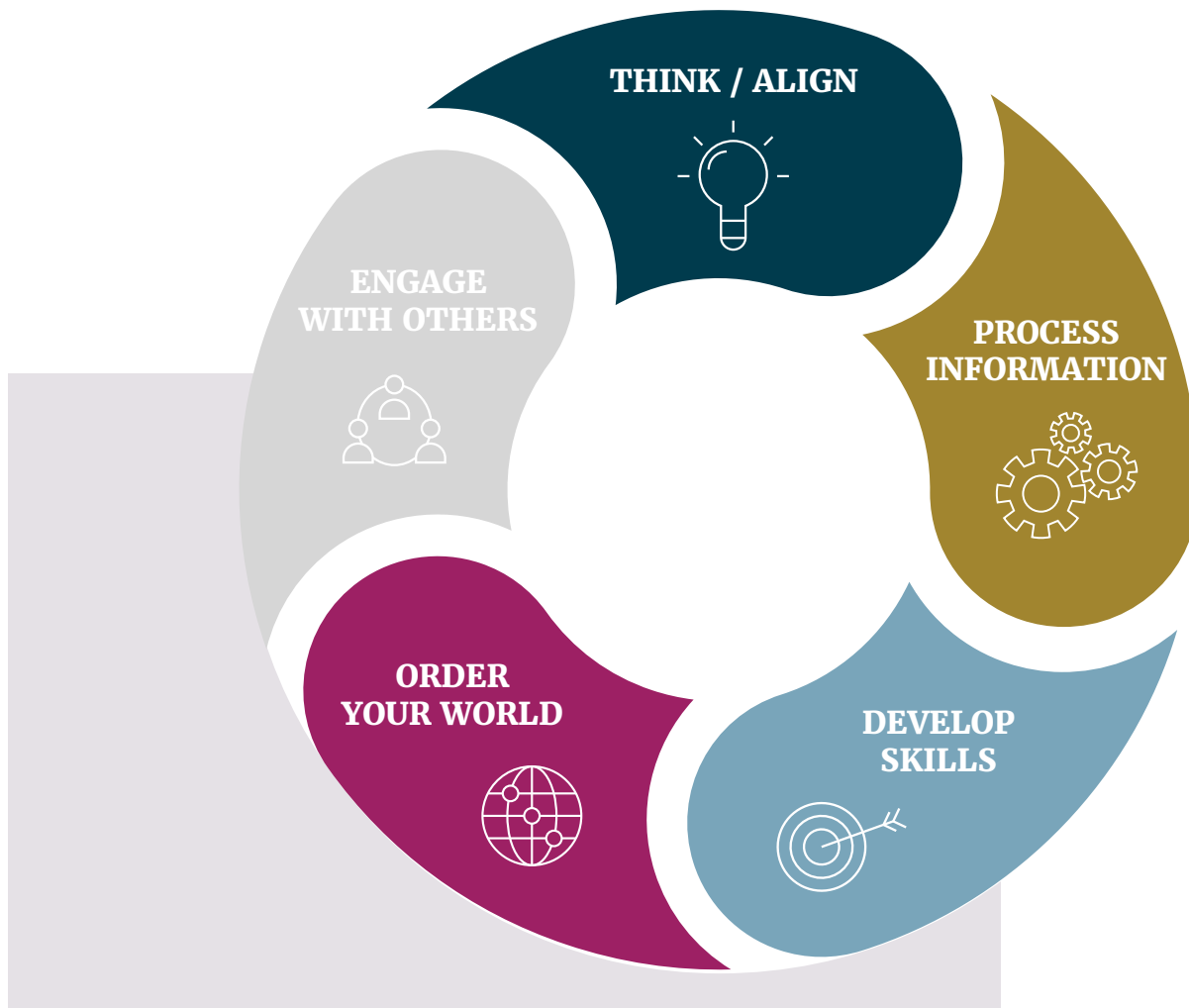
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*“Communicating your best intentions and taking action will lead you to the best of outcomes.”*

*- Tess Cox & Chelsea Cox Gillman*



Being in alignment when communicating with our teams will support good outcomes. Our desire for good outcomes will lead our communication with our best intentions. Our **TC&A Communication Model**® supports strong and healthy communication for every team member.



So why doesn't all of our communication interaction have the best of outcomes when working with others? Why don't we feel good after we walk away, press send on an email, or hang up the phone?

Because communication can be complex and downright hard – It is important to understand there are two different ways people process information. Our communication is impacted by our personality preferences (the Myers Briggs Type Indicator is an effective tool to understanding your preferences and we are happy to take you through the assessment 1:1).

If you are **sensing** in your approach, you notice and trust facts, details, and present realities. You likely will process information focusing on what can be perceived as the five senses (see, touch, hear, taste and smell), looking for practical and traditional experiences.

If you are **intuitive** in your approach, you tend to and trust interrelationships, theories, and future possibilities. You likely will process information by directing energy toward your inner world of experiences and ideas, focusing on the big picture.

**An example of the second stage of our Communication Model of processing information within our own TC&A team:**

Tess is **intuitive** in her approach – she's a natural visionary and is consistently coming up with new ideas, projects and ways to support our clients. Of course, this keeps working together new and exciting, yet Chelsea's natural preference is to gather all of the facts, data and focus on the details, before she can move forward and execute the ideas; she is **sensory** in her approach.

Our awareness of our differences allows us to be mindful that we each have a different starting place when it comes to processing information in our communication (this is so key). This has been a learned skill. **First we seek alignment, which we discussed in the previous learning focus.** When in alignment, we can slow down and listen to one another with intention, which ultimately allows us to experience greater clarity without getting in the weeds!

Think about your own communication. Are you more **intuitive** like Tess or **sensing** like Chelsea? As you become aware of your communication style, you can feel empowered in your day-to-day interactions and communications. Understanding your communication style preference reduces stress and it is life changing!

Once you are able to identify how you process information between being **sensory** or **intuitive** you can move through the decision-making process with greater ease, which is the next stage in our Communication Model.

There are two styles, we either lead our decision making by **Thinking or Feeling**.

The **thinking** decision style has an approach where logic and reason rule, along with asking questions as a means for making a decision or drawing a conclusion. It's possible, if you lead with the thinking style of your personality you may not consider how your decision is going to impact others, which may feel critical or even tough to others.

Those that lead their decisions with how they **feel** operate in a different way vs. the logical, reasonable or thinking way.



If, you lead with **feeling** you'll find yourself to be more empathetic and subjective in your approach, which can lead you to be more compassionate in your decision-making style. Overall, you may lean more toward accommodating and accepting others to make a decision, rather than relying on logic and reason, like a thinker preference. Here's an example from my own professional experience:

In 2016 my husband Max and I decided to move from New York City to Nashville with the exciting opportunity to open and run a highly sought-after Bed & Breakfast. While we did think about this decision, we both have the same personality preference to lead with our feelings in making a decision. In our communication process of making the decision we talked extensively about the pro's and con's of making a big move. The move required quitting our jobs and choosing a big adventure. This required our being more accepting and seeking happiness, which are both feeling components. In the end, the outcome was not fully what we desired, yet it was a learning lesson in this school of life that we will never regret taking. Had we just relied on logic and reason we likely would be in a very different place in our careers and lives today!

Think of your own work experiences when you are making decisions. Did you choose to be more thinking or feeling? There is no right or wrong answer, yet your outcomes will likely be very different based on your preferences.

Your communication matters, just like who you are matters. It matters because it is a non-negotiable agent in creating effective change and sustaining your energy in your work and life.

As a leader, empower yourself to:

- find alignment
- process information well
- build upon your decision-making abilities
- order your thoughts and
- stay engaged with others

When practicing the above behaviors, you will have greater opportunity to grow, seize new opportunities and address difficult situations. All the while supporting your desires to move your life and work forward.

It's valuable to understand your own processing and decision-making preferences as well as those of your team. You'll find meaning and alignment when choosing how you want to communicate and be in relationship with others. We invite you to join us in the mindset that your intentions + your actions will support you to experience the best of outcomes in your communication.

**We are here to support you as you grow in your communication style and always want the best for you.**

**With Gratitude,**

**The TC&A Team**



# Communication Matters

## Learning Focus #2 Exercise

*How do you process information and make decisions to reach common goals with your colleagues?*



When processing information with others, do you tend to prefer processing information from a sensory point of view or intuitive point of view?

<b>Sensing</b>	<b>vs.</b>	<b>Intuitive</b>
Concrete		Abstract
Realistic		Imaginative
Practical		Conceptual
Experiential		Theoretical
Traditional		Original

- *Key to Alignment – stay focused on the common goal.*

How can your preference in processing information support the common goal of those that you are working with?

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When making decisions with others do you tend to be more thinking or feeling?

<b>Thinking</b>	<b>vs.</b>	<b>Feeling</b>
Logical		Empathetic
Reasonable		Compassionate
Questioning		Accommodating
Critical		Accepting
Tough		Tender

- *Key to Alignment – stay focused on the common goal.*

How can your preference in decision-making support the common goal of those that you are working with?

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How can you stay mindful of the preferences of others when they differ from your own?

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**We believe in your ability to grow in your communication skills!**

**With Gratitude,**

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# Communication Matters

## **Learning Focus #3**

*How we organize our thoughts during communication and how we stay engaged with one another will lead you to experiencing good and healthy communication*

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### *Is it worth it and can we do it?*

This question often comes to mind when our team is preparing for a conversation that may need further alignment, in order to move a decision, a process or even, a challenge towards a better outcome.

When...

***“Everything in work and life relies on our good and healthy communication...”***

***We Utilize Our: TC&A Communication Model ©***



*There is no doubt that communication is the KEY to the lives we are able to create with others and the work we are able to do with others. Our ability to build strong and sustainable relationships in our present and for our futures will depend on our communication style and skills.*

As we reflect back on the previous learnings, we approached the subject of communication by identifying:

- Where we are aligned with others for a common agreement
- How we process information with others as we gather information with facts, data and details, along with keeping the BIG picture in mind
- How we utilize our skills in decision making with logic, reasoning and asking good clarifying questions, along with understanding our need to consider how our decisions impact others (this addresses how we feel about a decision)

All of the above supports a process for good and healthy communication. And, leads us towards a better outcome when communicating with others. **YES, it is worth it to use our COMMUNICATION MODEL and process.**

Now we turn our attention to the final two stages of communication:

- How we organize our thoughts
- And how we stay engaged when communicating with others





You may wonder, “Why do I need to be ‘organized’ in my thoughts when communicating with others?” We hear you and we lead with this question,

**“WHAT IS THE OUTCOME WE WANT FOR OUR COMMUNICATION?”**

When we desire a good and healthy outcome in our communication, we are willing to prepare our thoughts for communicating well. We are willing to stay focused on the problem to be solved, issue or challenge at hand, rather than feel pressure to engage in tangents or conversation that will not support a good and healthy outcome. We are willing to value our own responsibility in communicating and be appropriately agile throughout the dialogue as it moves through the process of greater understanding.

Ultimately, we are able to choose to stay engaged throughout the dialogue, in order to experience the goal, the project completed, the challenge that is solved and the outcome that is desirable for both or all parties.

In the end...our communication may “feel effortless.” ***Yet, it is skilled communication when we lead to find alignment, process information together, make decisions together, organize our thoughts together, in order to stay in alignment and to stay engaged with one another.***

Recently, I had a conversation with a client who found himself “NOT” in alignment with someone who was very important to him and who had become a friend. As he communicated his challenge, we walked through the communication model. Here is what he realized...

- 1.** He realized he was not in alignment with himself, so he could not find alignment with his friend. He knew he needed to find alignment inwardly with himself through meditation BEFORE he could find alignment with his friend. His starting place was to re-engage with himself and then, his friend, in order to find alignment (agreement).
- 2.** He realized that he and his friend processed information very differently from one another. He was going to be more mindful to use the statement, “Tell me more...” so he could have a better understanding where his friend was coming from with the information he needed and the information that his friend was able to share.
- 3.** He became more aware that their decision making styles were very different. At this point, he knew that he would need to be less accommodating and ask more clarifying questions, in order to stay in alignment with his friend. He wanted a good and healthy decision making process and realized his tendencies to ‘give in’ would not be best for the bigger picture – they both needed to stay in agreement, in order to move forward.
- 4.** As he prepared for the conversation, he was self-aware to know and understand his desire for structure and order in communicating. Here, he was willing to engage in the dialogue with more flexibility and agility to respond with kindness and greater understanding. Also, his approach provided an opportunity to organize and move their agreed upon decision forward.
- 5.** Lastly, he began with the end in mind. He wanted the conversation to go well and he desired the best of outcomes for both he and his friend. He was determined to stay engaged and not allow his emotions to get the best of him (he even had a plan for his emotions...when he inwardly felt them triggered). The engagement for both he and his friend was well worth all of his internal work, they experienced an external and positive outcome together.

### *“Is It Worth It And Can I Do It?”*

And Remember:

“Everything in work and life relies on our good and healthy communication.”

**We always want the best for you,  
The TC&A Team**

# Communication Matters

Learning Focus #3 Exercise

*“Is It Worth It And Can I Do It?”*



In Tess's book, "The Leadership Blueprint – Becoming the Architect of Your Life and Work," one of the key elements of successful personal and professional relationships is the focus and understanding of this thought:

"The way we **THINK** and **COMMUNICATE**...Matters."

At the beginning of every long and lasting relationship, it is important to seek ways to shape, influence and impact the lives of one another and find **ALIGNMENT** in the way we **THINK** and **COMMUNICATE**. Our ability to find **AGREEMENT** supports a genuine **MOTIVE** within our choices and decisions that are most important in our lives.

Similar to the exercise in Learning #1, we encourage you to **THINK** about a recent dialogue you had with a colleague. You can refer to the story from the learning above.

**THINK** about **HOW** you were in **ALIGNMENT** within your dialogue?

1. What words did you hear that led you to agreement?

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2. How did you process information together that kept you in alignment with one another?

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3. Where did you provide further focus in how you made decisions to stay aligned?

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4. How did you stay organized with your own communication to stay in alignment?

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5. What was the outcome? Were you able to stay engaged with one another?

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When we seek **ALIGNMENT**, we have a choice to:

1. Listen for **AGREEMENT**.
2. Process information together, while staying in **AGREEMENT**.
3. Provide focus for moving plans, strategies and goals forward because we are **ALIGNED**.
4. Organize with **ALIGNMENT** to stay the course.
5. Stay **ENGAGED** with one another, as we work together for the common good of the organization or for the relationships we seek to build for the communal benefit.

**ALIGNMENT** – Let's agree to **THINK** in a positive and proactive way. Let's be **MOTIVATED** by our common goal.

And, Let's be good **COMMUNICATORS** to reach our desired outcomes.

**“Everything we want in WORK and LIFE relies  
on OUR good and healthy communication.”**

The **TC&A** Team





# TC&A

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