


Core Research & Development

# EFFECTIVE COMMUNICATION IN INDUSTRIAL R&D: STRATEGIES FOR SUCCESS

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# Interdisciplinary Communication Skills Pay Lifelong Dividends





# Effective Industrial R&D Communication Translates to Value

**Sustainable Companies Create Value**

All communication should take place with a mindset of value creation.

**Time Is Money**

Efficiency creates value. Deadlines and accountability are necessary and good.

**Communication Enables Innovation**

The best science will die in the lab without effective communication.



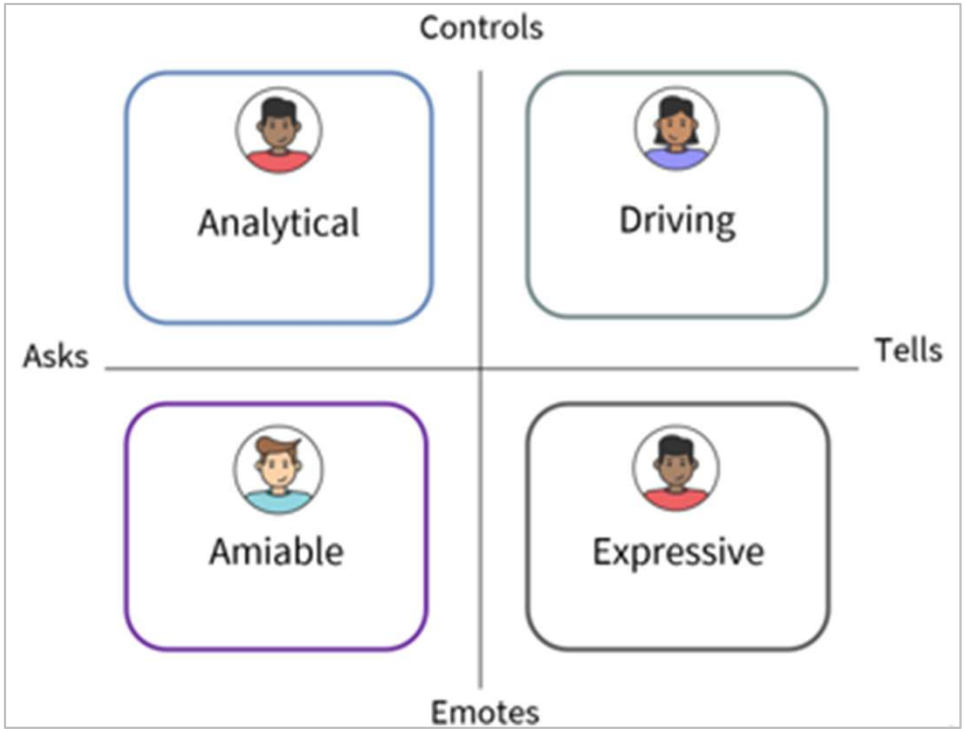
# Understand Your Team's Social Styles or Personality Types

**Useful tools for understanding personality type and behavioral styles:**

- DISC assessment
- Myers-Briggs Type Indicator
- Enneagram

**Use one of these with your team in a team-building activity.**

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# Handle Tight Timelines Effectively

**Show Respect for Others**

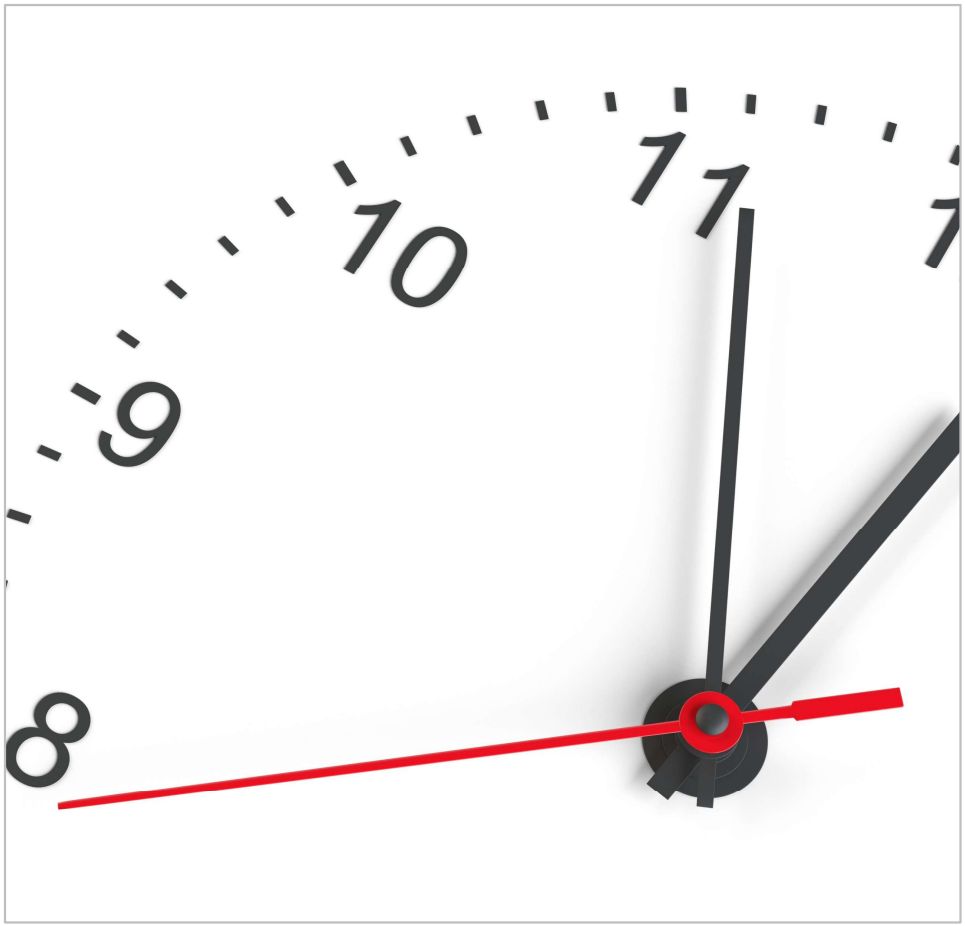
Honoring others' time is crucial in fast-paced industrial R&D environments.

**Use Concise Messaging**

Practice concise messaging to communicate key points clearly and avoid information overload in verbal communications, emails, and presentations.

**Prioritize Information**

Identify and prioritize the most critical information to ensure clarity. Use BLUF (bottom line up front) with longer email messages.



# Understand Your Stakeholders' Perspectives and Interests

**Identify Stakeholders**

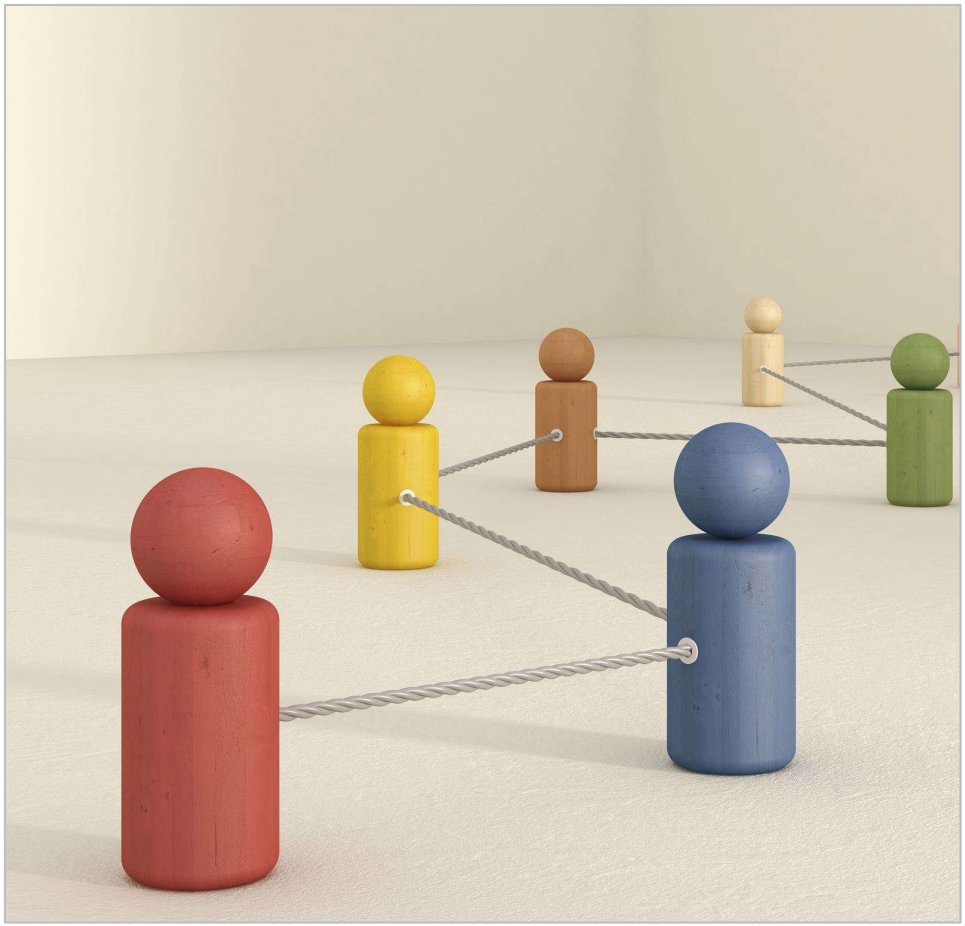
Recognizing key stakeholders and their roles is essential for effective communication.

**Ask About Preferred Mode and Frequency**

Understanding stakeholders' motivations helps tailor messages that resonate with their interests.

**Tailor Communication**

Customized communication strategies enhance engagement and address stakeholders' unique expectations effectively.



# Follow These Tips for Presenting to Management and Key Stakeholders

**Objective**

Your goal in any presentation should always be to influence, never to merely inform.

**Managers Make Decisions**

Equip them to make the right or best decisions.

**Clear Visual Aids**

Keep slides simple.

**Memorable Delivery**

Hook (“I’m going to tell you that…”)

Meat (“I am telling you that…”)

Payoff (“I told you that…”)



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# For a Professional Life Filled with Rainbows and Unicorns…

1

## Adapt to Behavioral Styles and Personality Types

Know your collaborators' styles. Use a behavioral style or personality type assessment tool with your team. Adjust your communication accordingly.

2

## Know Thy Stakeholders

List them. Ask them for messaging preferences. Follow through consistently.

3

## Influence, Never Inform

Enable management and stakeholders to make good decisions.



