

CHAIR'S CORNER

Communicating Effectively... a never-ending crusade

by Robert Boykin

Is communicating effectively one of the easiest and yet most difficult behaviors to master? According to articles I've read and training I've taken, communication involves the sender, the message and the receiver; sometimes referred to as three-way communication. Without all of these components the communication process is not complete.

An interesting passage in one of the articles was about barriers to communication. The first was "jumping to conclusions." Following this jump, people then often behave on the basis of inference rather fact. An inference is the reasoning involved in drawing a conclusion or making a logical judgment on the basis of circumstantial evidence and prior conclusions rather than on the basis of direct observation.

It was stated in the article that people learn about some things by experiencing them first-hand, but gain other knowledge by inference - the process of inferring things based on what is already known. When a person makes an inference, they are reading between the lines or just looking carefully at the facts and coming to conclusions. A person can also make faulty inferences, such as if you hear a person's weight is 250 pounds, you might make the inference they're overweight. But what if that person is seven feet tall?

It is said that people who are good at communicating know the importance of listening, which is perhaps more important than speaking. If you are really listening intently, you should feel tired after your speaker has finished. Effective listening is an active rather than a passive activity. The receiver must be an active participant for the cycle of communication to be complete. To become a better communicator, one must first enunciate clearly, be a receptive listener, and be aware of sending mixed messages through the use of body language. Strong communication skills are crucial when communicating with just about everyone.

Here are a few listening tips:

1. Paraphrase, and avoid parroting back the words;
2. Inhibit the impulse to immediately answer questions;
3. Know when to quit listening and when to respond with your own message;
4. If you do not understand, be honest and ask for clarification;
5. Be empathic and nonjudgmental.

So, with that said, let's see how well you do on a short exercise on page 6.

Be well and be safe.

- Robert

VICE CHAIR'S CORNER

by Jo Haberstk

It's nearing the end of September and we're starting to feel the chill in the air. I'm glad I managed to get in a couple of fun trips to the other side of the state before winter starts to set in. Here is a picture taken on one of my little trips – this is at Hurricane Ridge, not too far from Port Angeles. What a beautiful place! And, believe it or not, there actually was snow on the ground there in July. And deer – there were deer just ambling about like the place wasn't full of tourists. If you've never been there, I highly recommend it. I also visited the Hoh Rainforest and Lake Quinault area. Although I grew up in Washington State, this was my first visit to all of these places. It was a great trip!



Now for ASQ business. On September 10, Carl Adrian provided a very interesting history of the Tri-Cities Economic Development Council (TRIDEC) and an update on the many things happening in the Tri-Cities area in terms of business and economic development. I don't know about you, but I'm always noticing new buildings going up around town and wondering what kind of business is coming. To be honest, it's usually kind of disappointing when I find out, though. I used to be hoping for Cabela's, but now that they've opened an Outpost store in Yakima, I don't think they will be coming here. I also keep hoping for a really good sandwich shop. Not the usual submarine sandwich place, but a place with a variety of what I call real sandwiches. There is a really good place in River Park Square in Spokane called Sandwich Gardens. They have great sandwiches (on real bread, not sub bread), and they also have very good soup and homemade pies (think marionberry, coconut crème, etc.). Yum! But it's not a franchise, so I doubt I'll ever be able to convince them to open a store here.

Our October 8 meeting with Kalle Hyrkas will be about non-verbal communications. Who can't use some help with that, right? Both with what we may inadvertently be "saying" through our body postures and gestures, as well as with trying to better "read" others when they communicate with us. I think a lot of people underestimate the importance of non-verbals. I've been in meetings where it's obvious through their non-verbals that some people don't even want to be there, let alone want to help resolve the issue at hand. I've gone to job interviews where I could feel how things were going from the way the hiring manager was leaning forward and really engaging in the discussion (and in some cases, the opposite). I look forward to all that Kalle will share with us – I'm sure it will be very educational and informative.

Hope to see you all at the meeting!

- Jo

Tuesday
October 8, 2013

Non-Verbal Communications: Can You Hear Me Now?

LOCATION:

O'Callahan's/Shilo Inn
50 Comstock
Richland, Washington

5:30 p.m. - Check in/Networking (no
host cocktail service)

6:00 p.m. - Buffet Dinner

6:45 p.m. - Presentation

DINNER BUFFET MENU:

The Chef and crew at O'Callahan's
Restaurant always provide a fine
and varied buffet dinner for us at
the Shilo Inn. The buffet usually
includes two entree choices, plus
accompanying vegetable, a number
of tasty salads, and a vegetable
and/or fruit tray.

Your choice of coffee, tea or decaf
is included with dinner. And don't
forget to save room for dessert!

Cost:

\$20 ASQ members
\$24 non members
\$5 presentation only

Reservations are due October 3.
E-mail Panda_2@charter.net with
your name, phone number,
company affiliation, and type of
reservation, or call Alvin at
(509) 371-2221.

Note: All no shows will be billed
unless cancelled 48 hours in
advance.

For more information about our
section and upcoming events visit
www.asq614.org/

Kalle Hyrkas Certified Safety Professional

Did you know ...In 30 minutes, two people can send over 800 nonverbal
signals? Are your nonverbal signals contradicting your verbal language or
reinforcing it?

Did you know ...As much as 93% of daily human communication may
actually be nonverbal? Where does that number originate?
Dr. Albert Mehrabian, author of *Silent Messages*, conducted
several studies on nonverbal communication in the 1960s, which
found that 7% of any message is conveyed through words, 38%
through voice, and 55% through nonverbal elements such as facial
expressions, gestures, and posture. While there has been some
debate about the exact statistics, it is believed that in reality between
60 and 70 percent of all meaning is derived from nonverbal behavior.



People in the public eye (politicians, professional athletes, celebrities, etc.) may
try to control the way they are perceived by others. But sometimes the truth
leaks out through an uncontrolled gesture, facial expression, eye movement or
other non-verbal giveaway.

Body language can affect not only our perceptions of others but also the
impressions we make on others. As the saying goes: You never get a second
chance to make a first impression.

How effective are you in your communications with others? Do you find that you
seem better able to communicate and get your ideas across more effectively at
work than at home with family members? Or perhaps the opposite?

Join us on October 8, when Kalle Hyrkas will explain and demonstrate various
body language signals to help us all become better communicators.

About the Speaker: Kalle Hyrkas is a Certified Safety Professional (CSP) with more than
30 years of experience on the Hanford Nuclear Site. His areas of expertise include
training, operations, safety, emergency preparedness and performance-based
assessments. Kalle is an authorized OSHA instructor for the University of Washington, in
conjunction with whom he coordinates and provides safety and health training in many
topic areas. He also provides OSHA 10 and 30 Hour training courses in Construction and
General Industry. Kalle often conducts training on health and safety topics as well as
teamwork and professional development.

5 TIPS TO ENSURE MISCOMMUNICATION

by Kathy Bentz



In every moment, of every interaction, with every person, you have an opportunity to engage someone. Did you ever stop to think about how effective you are at truly engaging others? If you think WHAT you say is

compelling enough to create true engagement, you might want to think again. Did you know that 93% of daily human communication is actually nonverbal? Where does that number originate? Dr. Albert Mehrabian, author of *Silent Messages*, conducted several studies on nonverbal communication. He found that 7% of any message is conveyed through words, 38% through voice, and 55% through nonverbal elements such as facial expressions, gestures, and posture. Subtracting the 7% for actual spoken words equals the 93% figure.

How are you communicating nonverbally? To answer that question, think about how often you believe you are giving someone very clear instructions and they head off in a totally different direction. Has this ever caused problems for you? If you want more misunderstanding and chaos in your life, we encourage you to embrace these 5 tips and keep on miscommunicating:

- 1. Don't pay attention.** If you relish being misunderstood, ignore the nonverbal signals being thrown your way. If you see a furrowed brow or blank stare, don't ask clarifying questions.
- 2. Talk over people.** This is a sure-fire way to get ignored. Be completely and totally absorbed with the sound of your own voice and don't forget to ramble. Keep on talking even when you see body language that suggests they have a question such as an open mouth or the intake of a breath. How dare they interrupt! You're *communicating* here!
- 3. Send an email or text message.** Nothing gets the message across more effectively than a hurriedly composed email or text. Type your thoughts just as they're running through your head. Don't pay attention to the literacy level of the people with whom you're communicating. It's YOUR words that matter. And never, ever, stop to proofread! They'll understand since it makes perfect sense to you.
- 4. Don't make eye contact.** It's perfectly natural for you to look off into the distance or at the ceiling or floor while you're talking. That just means you are formulating your next bit of penultimate wisdom and determining how you can "dumb it down" so your listener will appreciate it to the fullest.
- 5. Don't ask questions.** The information you are trying to convey is critical and the only thing that matters. Your point of view is the only point of view and no one else's input is worthwhile or will change your mind about anything. You're a busy person so stay focused on your message and there's no way you could be misunderstood.

We hope you enjoyed our facetious method of describing ineffective communication. We have found that communication skills are necessary and powerful tools to be an effective and successful consultant or coach. If you are an effective communicator, enjoy asking questions, and create environments where the exchange of ideas is a natural result of your conversations, perhaps you have what it takes to be a consultant or coach.

Kathy Bentz is a Support Analyst with Resource Associates Corporation (RAC) a consulting and coaching organization that believes the answers to the challenges faced by an organization can be found within that organization. Kathy helps entrepreneurs build successful coaching and consulting practices and also works with youth to help them build successful lives.

CERTIFICATION EXAMS

ASQ certification exams are held worldwide, approximately once per quarter. Exams are scheduled twice a year for each certification (in alternating quarters), meaning about half of the certifications are available on each test date. Exams are usually held on the first Saturday of the month, and can range from 3 to 5 hours in length depending on the certification. The registration deadline for a certification exam is typically six weeks prior to the exam date. Remaining exam dates for 2013 are October 5 (at the CBC Richland HSC Building) and December 7 (location TBD).

If you have already earned an ASQ certification and are keeping track of recertification units, you can earn an additional 0.5 RU each time you help proctor a certification exam. Due to the length of some of the exams, it is very helpful to have an assistant proctor on hand!

If you are interested in helping as an assistant proctor, or just have questions about ASQ certifications or the recertification process, please contact [Patrick Faulk](#), our section's Certification/Recertification Chair. Details on ASQ certification requirements and the exam process are also available [online](#).

QUOTE OF THE MONTH

"We are given two ears but only one mouth because listening is twice as hard as talking."

- Larry Alan Nadigit

BE A CHANGE AGENT!

Local trainer and certified Life Coach Paul Casey will present the following professional development workshop in November.

“You Can Be a Change Agent”

November 5, 2013 1pm-4pm
79 Aaron Drive (Abadan), Richland

Cost: \$75 (Special: If you bring a friend or co-worker, cost is only \$125 for the two of you)

This workshop will help with the soft skill of leading change with a team or organization. It will focus on how to maintain relationships while pushing forward with the vision.

Contact [Paul](#) by October 31 for a registration form.

KENNEWICK GENERAL HOSPITAL UPDATE AT MCLDA OCTOBER 9 MEETING

The October 9 Mid-Columbia Leadership Development Association (MCLDA) meeting features Wanda Briggs, member of Kennewick General Hospital's Board of Commissioners. She will provide a history of Kennewick General Hospital, where they are today, and their goals and plans for the future.

The dinner meeting will be held at Country Gentleman restaurant in Kennewick. Social hour starts at 5:30 pm, with dinner at 6 and the presentation starting at 6:30. Cost is \$30 for guests (non-MCLDA members). Reservations are required and may be made via the MCLDA [website](#).

LEADERSHIP EXCELLENCE FOR MANAGERS – NOVEMBER 7 & 8

Learn to leverage natural strengths to maximize leadership effectiveness

November 7-8, 2013
Washington, D.C.

Cost: \$695

Are you ready for an interactive leadership workshop that will ignite a fire to give you new perspective on how to manage to your own strengths? With the American Society for Training and Development's (ASTD) Leadership Excellence for Managers workshop, which will be led by management expert Devora Zack, you will return to your organization with tools to increase your effectiveness and create immediate change in how your employees respond to you.

Click [here](#) for more information or to register.

GET YOUR FREE SEPTEMBER MEMBER GIFTS!

Don't forget – you have until October 15 to get your September ASQ member gifts. This month's gift bundle includes a download of the following e-book:

Innovation Generation: Creating an Innovation Process and an Innovation Culture (242 pgs)

Author Peter Merrill discusses quality management and how we can be quality-minded and efficient without driving out the “thinking time” that is critical to innovation. He promotes two modes of operation: “stay loose” – to create and conceptualize, and “hang tight” – to develop the concept and commercialize.

Also included as part of this month's gift is a three-part webcast series, in which Peter Merrill provides additional information about the innovation process, from concept to culture, and strategy to implementation. To get your gifts, [click here](#).

FEATURED CASE STUDY

Have you viewed the featured case study on the ASQ website? It's very interesting and many of the concepts and philosophies apply not just to those in the healthcare profession but to all quality professionals.

Journey to Perfect: Mayo Clinic & the Path to Quality

by James and Mary Beth Buckman

In partnership with Northwestern University and Buckman Associates, ASQ presents this case study detailing the system-wide transformation achieved at one of the most respected names in healthcare worldwide. This [case study](#) package includes a [video presentation](#), a [Quality Progress article](#), and [online materials](#) for use in the classroom. Mayo's results include safer healthcare that is less expensive than the U.S. average, a five-to-one return on investment in quality, and standardized processes that achieve near perfect outcomes in hand hygiene, administration of Warfarin, and Medicare reimbursement for joint replacements.

Do you have a story of quality success within your organization? Would you like to see the story published on ASQ.org? If so, email ASQ's [Case Study Coordinator](#) to discuss how ASQ can help promote *your* organization's success story

SECTION 614 MEMBERSHIP

As of September 4, 2013, we have 105 members in our Section.

2012-2013 SECTION 614 LEADERSHIP TEAM (through December 31, 2013)	
Section Chair (and acting Programs Chair)	Robert Boykin
Vice Chair (and acting Publicity Chair)	Jo Haberstk
Treasurer	Kent Ozkardesh
Secretary	Deborah Coffey
Certification/Recertification	Patrick Faulk
Voice of the Customer Chair	Jo Haberstk
Audit	Clark Beus
Membership Chair	Robert Boykin
Nominating Chair	Alvin Langstaff
Webmaster	Dennis Arter
Newsletter Editor	Robert Boykin
Division Liaison and Section Historian	Dennis Arter
Education Chair	Vacant
Programs Chair	Vacant
Publicity Chair	Vacant

WHAT'S HAPPENING NEXT MONTH?

Our November 5 meeting will be a Site Visit to **Key Technology** in Walla Walla, Washington.

They are an ISO-9001 certified company and a global leader in the design and manufacture of process automation systems including digital sorters, conveyors, and processing equipment. Key designs, manufactures and markets process automation systems for food and other industries.

We will be visiting Key's fabrication and assembly shop and there will also be some equipment demonstrations to help us better understand the technology being used.

Immediately following the tour and equipment demonstrations, we will visit another Walla Walla establishment for some wine tasting and pizza.

For information about other upcoming meetings, check our section [website](#) for updates.

SECTION 614 LEADERSHIP TEAM(S)

Elections were held this past spring for officers for 2014, and committee chairs were also appointed at that time. Because of the six-month gap between the official end of the term for the 2012-2013 leaders and the incoming 2014 team, we are utilizing the talents and ideas of *both* teams and are using the six-month period to transition over to the 2014 team.

2014 SECTION 614 LEADERSHIP TEAM (January 1 - December 31, 2014)	
Section Chair	Alvin Langstaff
Vice Chair	Jo Haberstk
Treasurer	Kent Ozkardesh
Secretary	Dennis Arter
Certification/Recertification	Patrick Faulk
Voice of the Customer Chair	Debbie Clarke
Audit	Clark Beus
Membership Chair	Robert Boykin
Nominating Chair	Jo Haberstk
Webmaster	Dennis Arter
Newsletter Editor	Robert Boykin
Division Liaison and Section Historian	Dennis Arter
Education Chair	Vacant
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Publicity Chair	Vacant

PUBLICATION INFORMATION

This newsletter is published on a regular basis to inform members and potential members about Section 614 activities and other news/information that might be of value to quality professionals. To be considered for the next newsletter, input must be received by the 10th of the month.

PRACTICE QUIZ - QUESTIONS

(answers follow the quiz – no cheating!)

1. Which is true of communication?
 - a. Everyone does it.
 - b. More is always better.
 - c. It can solve all problems.
 - d. It is a natural ability.
 - e. All of the above are true.
2. Which characteristic applies to interpersonal communication?
 - a. intentional or unintentional
 - b. impossible not to communicate
 - c. irreversible
 - d. unrepeatable
 - e. all of the above
3. Communication is more effective when the communicator
 - a. is sending intentional messages only.
 - b. has little personal commitment in the message outcome.
 - c. takes responsibility for making the message clearly useful to the listener.
 - d. has less to gain, and, therefore, is willing to compromise.
 - e. concentrates more on the content than on the relational aspect of the message.
4. The view of communication that the text portrays as the most valid and useful is
 - a. linear.
 - b. interactive.
 - c. transactional.
 - d. reciprocal.
 - e. circular.
5. Which of the following is an accurate statement about communication?
 - a. Much communication is unintentional.
 - b. With concentration we can control when and what we communicate.
 - c. Words have meanings independent of people's use of them.
 - d. Words have meanings independent of people's use of them.
 - e. Communication ability is natural.
6. Even positive qualities such as self-monitoring and cognitive complexity can be ineffective when carried to excess.
 - a. True
 - b. False
7. Personnel directors tend to recognize communication skills as more important than recommendations or grade point averages.
 - a. True
 - b. False
8. Research suggests that communication competence is an inborn rather than a learned characteristic.
 - a. True
 - b. False
9. From a quantitative perspective, the terms "dyadic communication" and "interpersonal communication" are interchangeable.
 - a. True
 - b. False
10. The transactional nature of communication suggests that communicators who are personally effective may not always be relationally successful.
 - a. True
 - b. False

PRACTICE QUIZ - ANSWERS

1. The correct answer is a. Everyone does it.
2. The correct answer is e. all of the above.
3. The correct answer is c. takes responsibility for making the message clearly useful to the listener.
4. The correct answer is c. transactional.
5. The correct answer is a. Much communication is unintentional.
6. The correct answer is a. True.
7. The correct answer is a. True.
8. The correct answer is b. False.
9. The correct answer is a. True.
10. The correct answer is a. True.