



East and West
Learning Connections

2025 Lunch coaching hour *for*
Business Communication

With Coach **Ric Phillips**



Establish and Expand Your Professional Network

People invest/connect for 3 reasons

- Like/Believe in YOU
- Like/Believe in YOUR BIZ/CAUSE
- Some kind of ROI - return on investment

What's at the **HEART** of networking?

- Genuine small talk (leads to big talk)
- Asking GREAT questions
- Truly active and engaged listening
- Being centred, knowing yourself and your business well
- Offering benefit/usefulness - who do you help?
- What problem(s) do you solve?
- Asking “do you know someone who...?” “I’m looking to connect with...”
- Being consistent (online & offline)

Practice: “Hi, I’m Ric. (I’m a Communication Coach and) I **help** business leaders genuinely connect to their teams so they can have support and success.”



Strategies for Personal Branding

- Why do we need to self promote, and should we self promote? Is it fake if we do something strategically and deliberately? Is being authentic stopping us from connecting with other people?
- Personal branding: The process of strategically shaping and promoting your public/work image to create a unique and memorable impression, highlighting your skills, values and expectations
- The benefit of personal branding
 - It's your reputation - creates comfort and expectations.
 - It gives you a clear focus, mission.
 - It's your visibility and memorability.
 - It attracts people and opportunities.
 - It's always working, while you're working



The Importance Of Being Inauthentic: Mark Bowden at TEDx Toronto”

https://www.youtube.com/watch?v=1zpf8H_Dd40



Manage Difficult Conversations

Psychology & Philosophy

- Be firm but fair
- Assertive, not Aggressive
- *Filter Comments*
- The 'HAND' exercise
- Stay Calm, Centred, and Willing Not to Win
- If you 'win', they 'lose', right? - Results???
- Facts First, Feelings Later



<https://youtu.be/PbpLSsCs-eE?si=335kMZ-o1omXXpaQ>



Manage Difficult Conversations (2)

How to Deal with a “Huàidàn”

- Help others, help yourself
- Internal conflict - unable to express it
- professionally
- Turn a ‘Hurter’ into a ‘Helper’ !
- Will relieve their pressure
- In Private - no taking over the meeting
- Communicate assertively

How to Say No

- I would if I could, however...
- Which of these other tasks should I put aside?
- After looking at my calendar, I can’t get to it until next week. Would that be ok?
- Maybe. Can I get back to you on that?
- I’d be glad to; however, there are others who know _____ better than me.
- I would feel awkward doing this for you.
- I’m sorry, I’m not able to do that.
- I’ll do it, if you do _____ for me.



Understanding Office Politics

Play the Game?

- Is it a game or real life?
- Should I play or avoid it?
- What are the rules?
- How do I win?



https://www.youtube.com/watch?v=FCj_r6P3S_w



Preparing to be a Leader

Leadership is

- **A way of thinking** - Start from yourself: high standards and clear vision, and effectively communicate both
- **A way of working** - Great leaders build effective, efficient and motivated teams. Work ethics on display.
- **A way of influencing** - “Be” and the team will feel and follow it.
- Providing vision, a winning team, inspiration, direction to the future!

Preparing

Applying

Setbacks



Advice for New Managers (1)

Leader or Management?

- Practical, Everyday
- Figure out what's to be done, get people to do it
- Become more efficient (faster, cheaper) than yesterday
- Find the right people
- Figure out where to go
- Get out of the way!
- Embrace failure (of people) if it leads to growth
- Don't know 'tomorrow'



is actually an underestimated form of leadership in itself.

The first follower is what transforms a lone nut into a leader.



Advice for New Managers (2) and Thank You Coach Ric!



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