

Communicating

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Disclaimer

1. The material presented is created by me except where noted.
2. It is based on my personal experience in a professional career and local Airstream club leadership.
3. The data contains opinions and best practices which are based on experience and not necessarily scientifically proven facts.

In other words, I'm sharing what has worked well for me. It might not work equally as well for you. People with PhDs or research results in the field may not agree.



Why Am I Telling You This?



to me ▾

Jason,

Just a quick note to thank you for being such an excellent host. Your emails are always informative and really appreciated. See you at the end of the week!

Sun, May 7, 10:09 PM (12 days ago)



Reply



Definition

We're talking about ACTIONABLE things, especially within an ACI club.

Communicate (verb):

1. share or exchange information, news, or ideas
2. impart or pass on (information, news, or ideas)
3. convey or transmit (an emotion or feeling) in a **nonverbal** way
4. **succeed** in conveying one's ideas or in evoking understanding in others
5. (of two people) be able to share and understand each other's thoughts and feelings

Common Means That We Use to Communicate

1. Email
2. Text / Direct Messaging
3. Phone call
4. Social media
5. In person / web meeting

Order of “Urgency”

1. Phone call

- a. I need your attention NOW
- b. I need an answer NOW

2. Text

- a. Reply as soon as you read it or have the answer
- b. If it's more than 1 hour to get the answer, reply quickly with “Got it. I'm working on it”.

3. Email

- a. Read within 24 hours
- b. Reply within 24 hours (even if just to confirm receipt and working on it)

4. Social Media

- a. Info sharing
- b. Mostly one-way
- c. Not guaranteed to be seen/read/replied



Do you like voicemail?



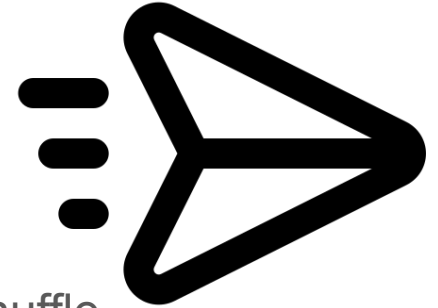
Phone



1. Don't call blindly unless urgent! Text first.
 - a. We're in an age where we can non-verbally check for availability in real time.
2. Leave a voicemail
 - a. Not leaving a voicemail usually forces a call back and confusion, i.e. a callback starting with, "Hey John, I saw you called me."
 - b. Be clear why you're calling. Don't be vague, i.e. "Hey John, call me back."
 - c. Give the recipient something to prepare for
3. Follow up
 - a. Don't hang your hat on "I left you a voicemail. You didn't call me back."
 - b. Some people hate voicemail and don't use it.
 - i. Note if they have a personal greeting or if it's the canned greeting from the carrier.
 - c. **Even if you get the person live and talk to them, there's no reminder of what they need to do.**

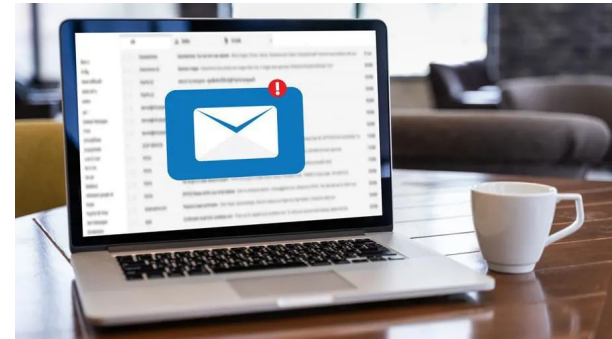
Text / Direct Messaging

1. Needs to be read ASAP
 2. Need to be responded to ASAP
 - a. Keep in mind though what the P stands for in ASAP
 3. Follow up. To-do's from text can easily get lost in the shuffle.
-
4. Group texting
 - a. iMessage (Apple) is limited to 32 or less depending on carrier limits and if there are Android users in the group.
 - b. WhatsApp is especially good for group texts
 - i. Requires download of another app
 - ii. Platform agnostic. Works on iPhone, Android, and web (browser)
 - iii. Up to 1024 people in a group
 - c. Facebook Messenger is OK as long as all people you are trying to reach are Facebook users.



Email

1. Read it! Reply to it!
 - a. As a leader (club, rally, newsletter, etc), it is your duty to do this
 - b. Keep things in your inbox that need follow up and until they are complete
2. Conversation trail / history is preserved.
3. Check your spam folder at least once a week.
 - a. Even legit emails sometimes get filtered there.
4. Use of Bcc
 - a. Good when sending to a group and you expect responses, but want them to only come to you.
 - b. Also good when you want to protect the privacy of the recipients or not share their email address with the group.
5. Large group emails
 - a. Need to use a mass emailing service
 - i. Google Groups
 - ii. Mail Chimp



Social Media



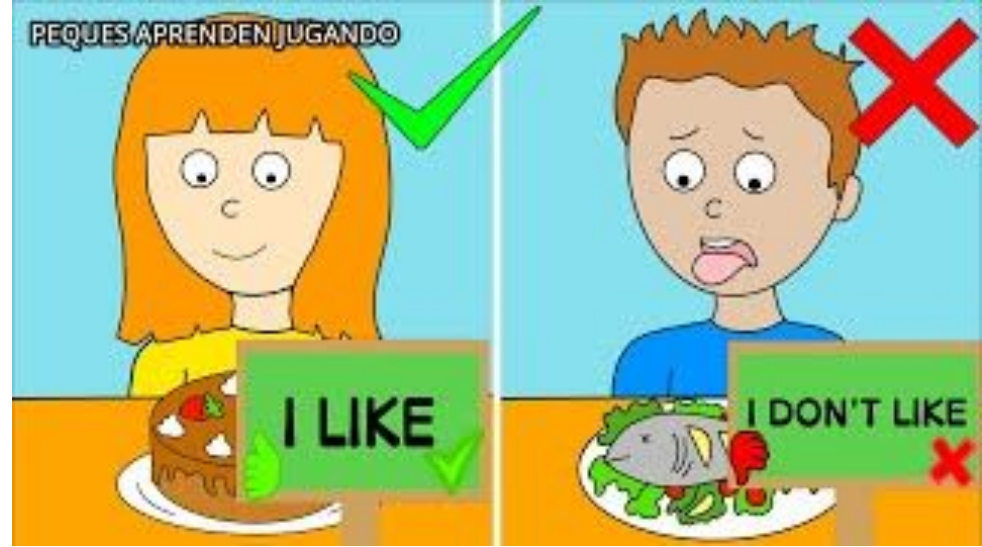
1. Usually a one-way path of communication
2. Means of info sharing, not great for 2-way communication
3. Best to link to a webpage if possible (rally signups esp.)
4. Social media can be confusing since there is posting, commenting, and usually means of direct messaging within the social platform
 - a. Facebook Messenger, Twitter DM, Instagram DM
 - b. “I messaged you and said I want to come to the rally” was really a reply comment on a Facebook post

In Person / Web Meeting

1. Google Meet is free for Google account holders (60 minutes and max 100 people)
 - a. **All ACI webmaster accounts are based in Google and have access to fully-functional, virtually unlimited Google Meet meetings!**
 - b. Anyone with an @airstreamclub.org email address also has this functionality
2. Zoom is free for up to 40 minutes and unlimited attendees
3. Meet for coffee
4. Meet at a rally to plan another rally or event
5. Some people need face to face contact to remember the content



What is your
recipient's
preferred method
of communication?



What's the Best Way to Communicate?

1. Learn your recipient

- a. Jason responds to emails quickly, but doesn't usually answer his phone.
- b. Andrea usually sends me texts. Phone conversations are awkward.
- c. Parker doesn't respond to emails. I usually find that he hasn't read them either.
- d. Mason doesn't respond to anything unless you make fun of him.

2. Adapt to what you learn

3. You will need to use ALL methods with large numbers of people.

How do **YOU** like to be
communicated with?



Do you TELL people
how you want to be
communicated with?



Be clear how you are willing to receive comms.

Call me at ...

Text / WhatsApp at ...

Reply to me by email ...

Send to me by mail ...

Carrier pigeon???

Don't forget our WhatsApp group for the rally too. I'll send out messages there during
[com/GZo0NyDdhim9jzGiGWev74](https://www.whatsapp.com/GZo0NyDdhim9jzGiGWev74)

Any last minute things, reach out to me by email or phone/text at 925-297-7847

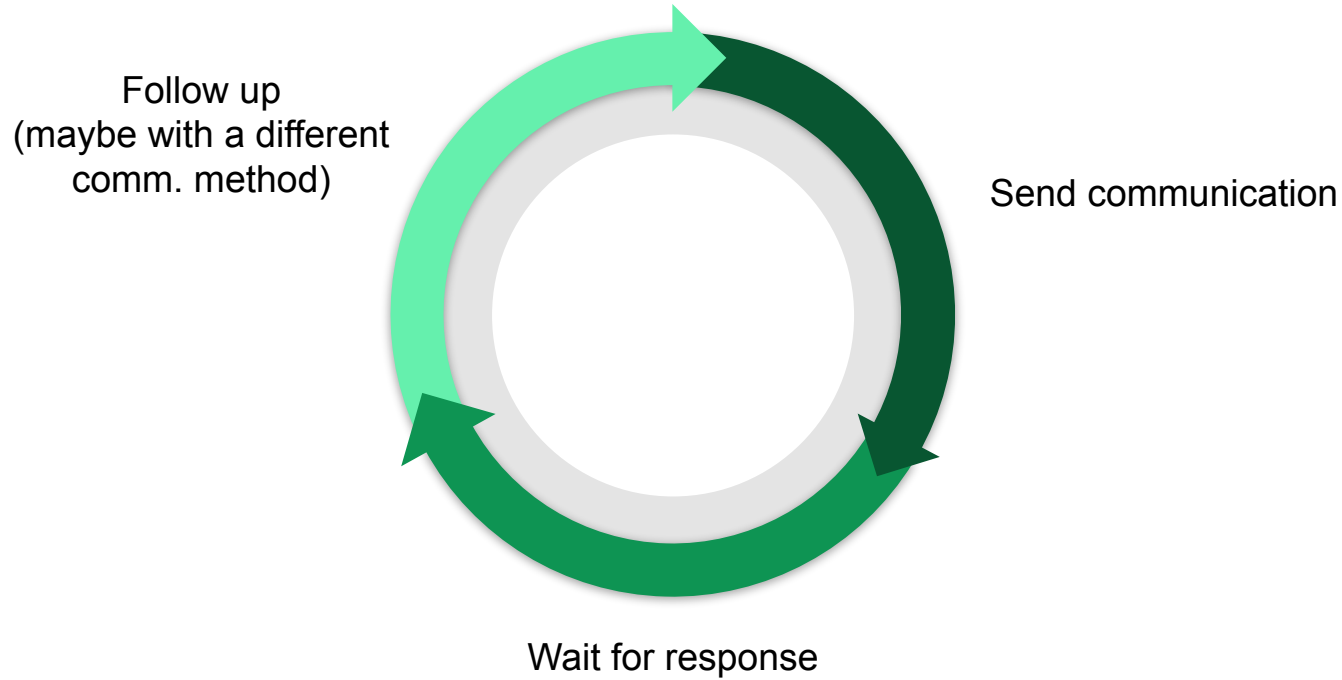
-Jason Grendahl

jasongrendahl@gmail.com

Follow Up



The Cycle of Follow Up

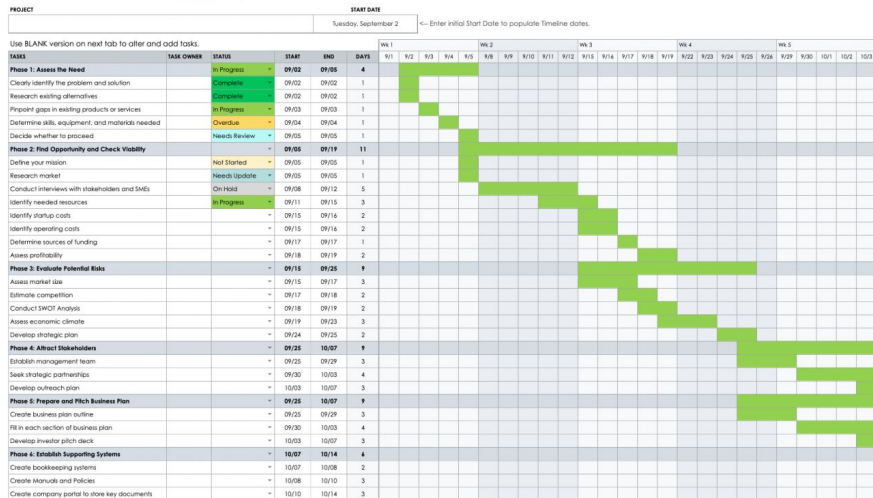


Track Follow Ups

1. Post it notes
2. Notebook / paper
3. Google Keep / similar
4. Calendar / schedule app
5. Google Sheets / Excel / similar



GANTT CHART TEMPLATE IN GOOGLE SHEETS



Communication is about YOU

YOU make it happen

YOU budge things that are paused

YOU keep focus on important things

By communicating

→ 4. succeed in conveying one's
ideas or in evoking understanding in
others



Be Available!

Read
Do
Reply
Follow Up



Offer Yourself

Let's talk at the rally

Let's have a Zoom

Let's have a phone call

Offer to help



Q&A

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