



The Platinum *Rule*

How Using Platinum
Communication Can
Transform Your Workplace

Created & Presented By:
Nancy Boyle, Employee Assistance Program Trainer
Warren Hoffman's "Platinum Communication"



Training Objectives

- Discuss the importance and need for respect in the workplace
- Learn how about platinum communication components and how they can transform the workplace

Headlines...

**“Shocking employee survey results
are a call to action.”**

Tacoma News Tribune
1/6/2021

**“Former Westmoreland County
driver claims racial discrimination in
suit against transit authority”**

Tribune Live
1/25/2021

Freevectors.com

Respect in the Workplace

We all want to be heard, seen, and valued.

Building and encouraging mutual respect will:

Reduce workplace stress

Reduce conflict and problems

Improves communication

Increases teamwork

Increases productivity

Increase in knowledge and understanding

Golden Rule- treat others the way that you would want to be treated

Platinum Rule- treat others the way that they want to be treated

Why the Need for Platinum Communication?

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- Stumbling blocks and conflict
 - People problems
 - Perspectives
 - Differences is what is important
 - Different solutions
- Communication is the foundation for relationships and teamwork
 - Relationships and teamwork are valuable to each of us
- We all communicate, yet are we good at it?
- Are we experts in communication?

Platinum Communication

FreeVectors.com

Platinum communication is communicating with others in a way that reaches them.

Platinum communication guides us to deeper awareness of the differences of others.

Principles that govern this process are

- 1) knowing your audience
- 2) develop deep self awareness
- 3) develop deep awareness of others
- 4) create collaborative partnerships



Platinum Communication Framework

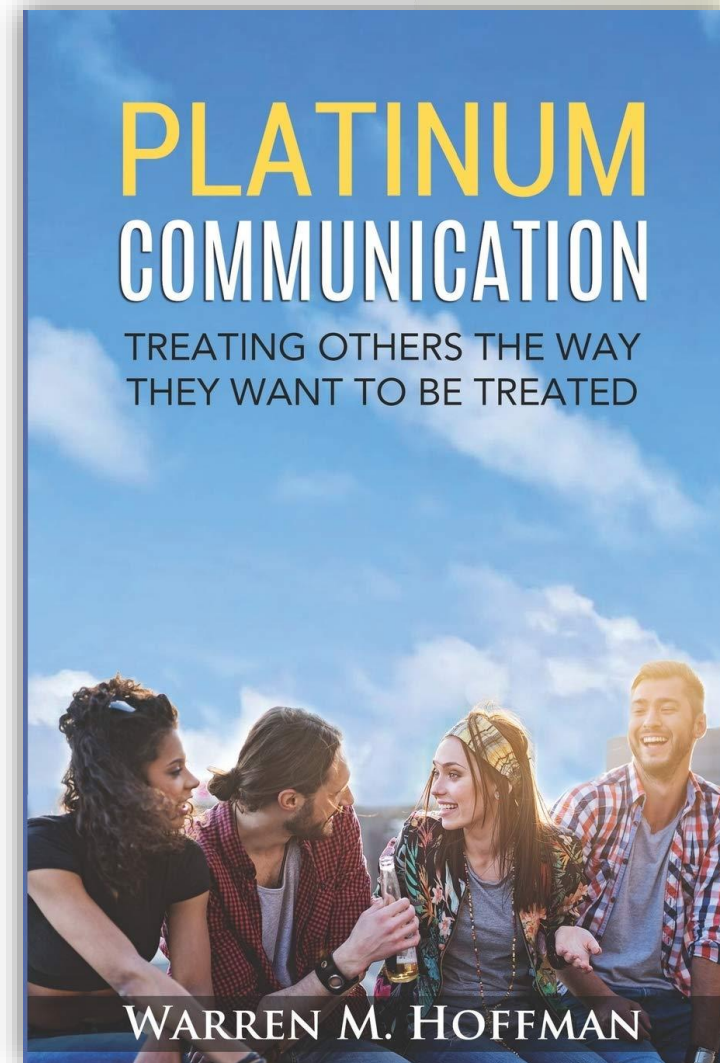
123freemove.com

Create Working Relationships

Know Others

Know Yourself

Know Your Audience



Integrated Platinum Communication Framework

Components of Platinum Communication

#1 Know Your Audience

#2 Know Yourself

#3 Deepen Self-Awareness

#4 Discover/Acknowledge Perspectives of Others

#5 Acknowledge Differences without Judgment

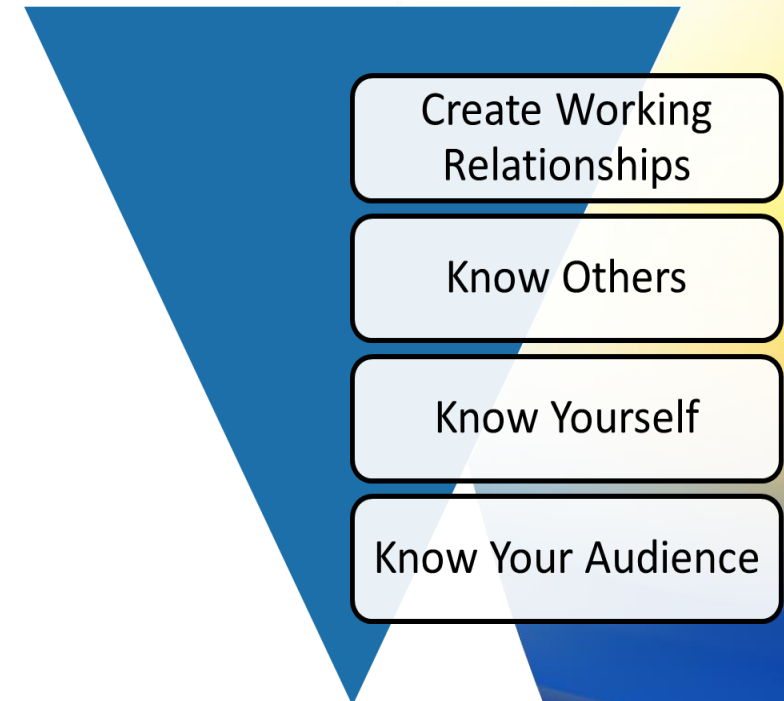
#6 Use the Language of Others

#7 Create a Place of Comfort/Safety and Overcome Fear

#8 Practice Emotional Intelligence and Empathy

#9 Practice Educare (Ask Before Telling)

#10 Create Working Partnerships



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Components of Platinum Communication

Create Working Relationships

Know Others

Know Yourself

Know Your Audience

Level 1: Know Your Audience- Audiences want and need respect and respectful relationships leads to authentic communication.

➤ **Component #1 Know Your Audience**

Discovering your audiences; values, beliefs, culture and feelings.

How do we do that?

- Listen more & talk less
- Ask then tell
- Interpret body language

THE PURPOSE OF LISTENING IS NOT AGREEMENT BUT UNDERSTANDING

Components of Platinum Communication

Create Working Relationships

Know Others

Know Yourself

Know Your Audience

Level 1: Know Your Audience

➤ Component #1 Know Your Audience

- Who is the audience you communicate with?
- What do you know about them?
- How may you communicate differently depending on the audience?
- Have you had an audience disengaged or uninterested?

Components of Platinum Communication

Create Working Relationships

Know Others

Know Yourself

Know Your Audience

Level 2: Know Yourself- Understanding self, beliefs, prejudices and assumptions. Needing to know self before knowing others.

➤ **Component #2 Know Yourself**

Emotionally and intellectually

Introspection needed to be genuine

What are your triggers

Daily

Components of Platinum Communication

Create Working Relationships

Know Others

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Know Your Audience

Level 2: Know Yourself- Understanding self, beliefs, prejudices and assumptions. Needing to know self before knowing others.

➤ **Component #2 Know Yourself**

Impact on Interactions (Defaults)- How we see things.

But, Try, Should, and Why

What defaults do you see in others, and yourself?

Are you intentionally pursuing your purpose?

Can you replace defaults with intentionality?

Components of Platinum Communication



Level 2: Know Yourself- Understanding self, beliefs, prejudices and assumptions. Needing to know self before knowing others.

➤ **Component #3 Deepen Self-Awareness**

When do you hide?

Changing image to suit your image...

Influencing others

What are you good at?

What do you like?

What are your interests?

Components of Platinum Communication

Create Working Relationships

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Level 2: Know Yourself- Understanding self, beliefs, prejudices and assumptions. Needing to know self before knowing others.

➤ **Component #3 Deepen Self-Awareness**

Are you a reader or a listener?

Are you aligning life with your purpose?

What changes would take place from becoming more self-aware?

What are your values?

Components of Platinum Communication

Create Working Relationships

Know Others

Know Yourself

Know Your Audience

Level 3: Know Others- Others know they are important to you

➤ **Component # 4 Discover/Acknowledge Perspectives of Others**

Perspectives

Active Listening 1st Step

Feedback

We cannot eliminate difference

Components of Platinum Communication

Create Working Relationships

Know Others

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Know Your Audience

Level 3: Know Others- Others know they are important to you

➤ **Component # 4 Discover/Acknowledge Perspectives of Others**

Could you replace defending your viewpoint with reflecting on what you may learn from someone with different perspective?

What relationships do you struggle to make work?

Have you acknowledged differences in the other person?

How often do you look deeper to truly understand?

Components of Platinum Communication

Create Working Relationships

Know Others

Know Yourself

Know Your Audience

Level 3: Know Others- Others know they are important to you

➤ **Component #5 Acknowledge Differences without Judgment**

Realizing others are different than you and accepting differences without judgement...

Why is identifying difference is important?

Possible to acknowledge differences- common ground and compromise

Judgement vs. curiosity- what can you learn from others

AND

Components of Platinum Communication

Create Working Relationships

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Know Your Audience

➤ **Component #5 Acknowledge Differences without Judgment**

Realizing others are different than you and accepting differences without judgement

How does your worldview affect interactions?

What non-verbal judgmental behaviors do you unknowingly exhibit?

Have you asked others if you have a bad habit?

Do you ask others if they want to hear bad news before you tell them?

How aware are you of cultural differences existing between countries, regional areas, family, men and women, young and old?

How well do you know a difficult person you interact with?

Components of Platinum Communication

Create Working Relationships

Know Others

Know Yourself

Know Your Audience

Level 3: Know Others- Others know they are important to you

➤ **Component #6 Use the Language of Others**

Culture- The way we do things

Non-Verbal

Body Language

Active Listening

Components of Platinum Communication

Create Working Relationships

Know Others

Know Yourself

Know Your Audience

Level 3: Know Others- Others know they are important to you

➤ **Component #6 Use the Language of Others**

Be mindful to use explanatory examples that are understandable to your audience or are they simply your stories, important to you.

How do you challenge a person who believes they are above it all?

Do sometimes rush to try to fix someone rather than asking them what it is they need ?

Components of Platinum Communication

Create Working Relationships

Know Others

Know Yourself

Know Your Audience

Level 4: Create Working Relationships- Collaboration is key. Partnerships work when putting each other first.

➤ **Component #7 Create a Place of Comfort/Safety and Overcome Fear**

Comfort and safety based on trust and hope

Free of guilt and anxiety

Guilt- Past orientated

Anxiety- Future orientated

Components of Platinum Communication

Create Working Relationships

Know Others

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Know Your Audience

Level 4: Create Working Relationships- Collaboration is key. Partnerships work when putting each other first.

➤ **Component #7 Create a Place of Comfort/Safety and Overcome Fear**

When you feel uncomfortable with someone, is it because you do not trust them?

Do you act in a trustworthy way during every interaction with others?

How does the personal behavior of others impact your behavior?

When responding to fearful situations, do you consider asking others question to gain clarity?

Components of Platinum Communication

Create Working Relationships

Know Others

Know Yourself

Know Your Audience

Level 4: Create Working Relationships- Collaboration is key. Partnerships work when putting each other first.

➤ **Component #8 Practice Emotional Intelligence and Empathy**

Emotional intelligence (EQ) is the ability to recognize, understand, and manage your emotions and others.

Empathy requires a decision to be empathetic.

➤ Putting your feelings and experiences on the shelf and first listen carefully to that of your audience.

EQ and empathy are critical in mastering platinum communication.

Components of Platinum Communication

Create Working Relationships

Know Others

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Know Your Audience

Level 4: Create Working Relationships- Collaboration is key. Partnerships work when putting each other first.

➤ **Component #8 Practice Emotional Intelligence and Empathy**

Are you comfortable with providing empathy to others?

Do you understand how to do this?

Do you listen carefully to what others are saying, and do you put yourself in their shoes?

Do you pause to consider how your words will be received?

Components of Platinum Communication

Create Working Relationships

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Know Your Audience

Level 4: Create Working Relationships- Collaboration is key. Partnerships work when putting each other first.

➤ **Component #9 Practice Educare (Ask Before Telling)**

Educare- **Asks** first, and then tells.

Educare assumes everyone knows something about many things.

How successful are you in using your current style/format?

From your educational experiences, which teach did you lie the most and why? Did they ask or tell?

Components of Platinum Communication

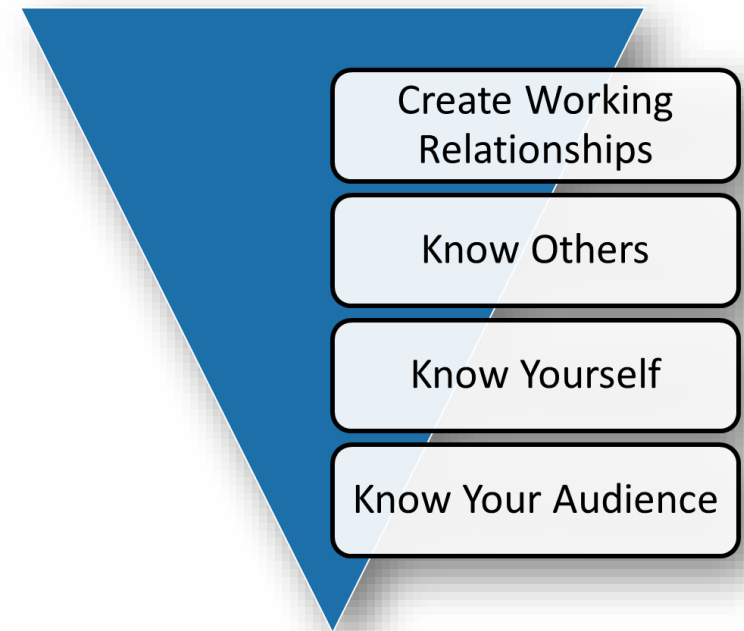
Level 4: Create Working Relationships- Collaboration is key. Partnerships work when putting each other first.

➤ **Component #10 *Create Working Partnerships***

Enhances cooperation, connection, and collaboration.

Built on trust, mutual respect, and good will.

Learn to ignore nonsense and embrace creativity.



Components of Platinum Communication

Level 4: Create Working Relationships- Collaboration is key. Partnerships work when putting each other first.

➤ **Component #10 *Create Working Partnerships***

Groups to teams, teams to working partnerships

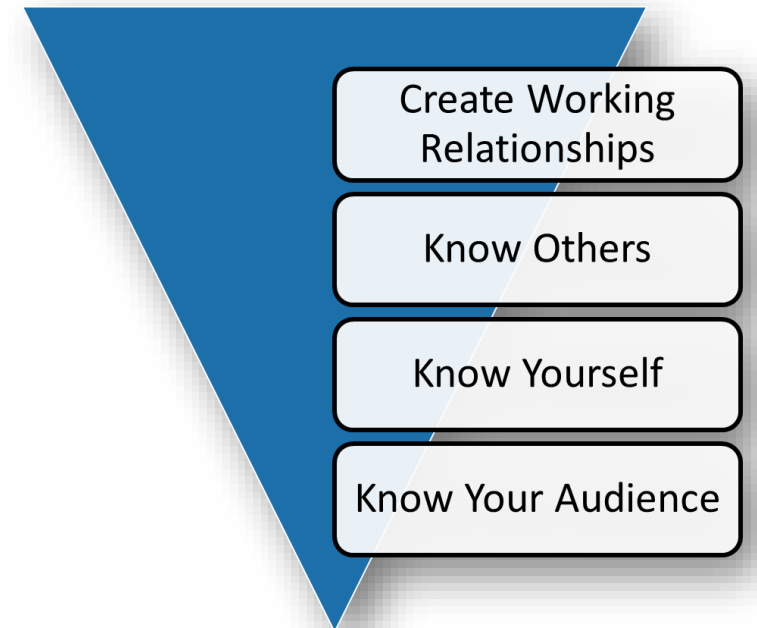
Trustworthy

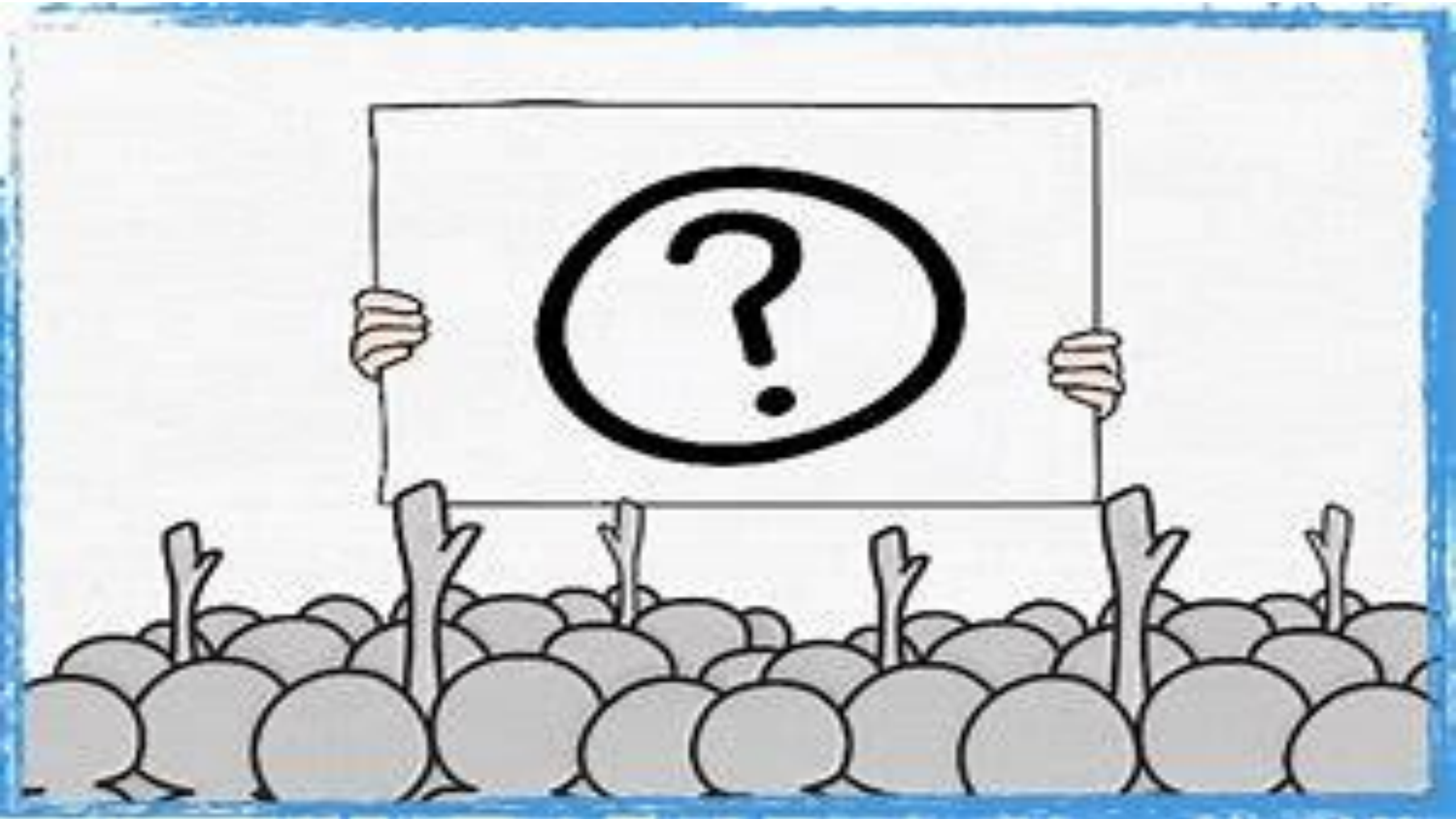
Open to growing

Responsible solution finders

Knowledgeable in information

Flexible





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<https://www.surveymonkey.com/r/SJGBKQQ>

Any feedback would be greatly appreciated.



Thank You!

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