

# WOMEN IN LEADERSHIP PODCAST



## Episode 35

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Host: Annemarie Cross

Annemarie Cross: You're listening to Women in Leadership podcast episode 35. Hi, I'm your host, Annemarie Cross, branding communication strategist also known as the podcasting queen. Welcome to another episode of Women in Leadership podcast – the podcast that empowers you to reach your full potential.

How are your communication skills? Did you know that poor communication cost businesses up to 30% of their profit? Now considering that we communicate with people every single day, we want to make sure that we're communicating in the best possible way so that we can be intentional and influential with our communications.

Joining me on today's show is Kylie Warry. She is an author, a speaker and a trainer, and she works with people to uncover their communication DNA – their own unique strengths, their challenges and stress response. Kylie finds that when people are more self-aware they're able to connect more effectively, understand others, breach the gap or differences and be far more influential communications.

On today's show Kylie is going to share the importance of understanding your communication DNA for successful interactions, why being able to bring out the best in others is important if you want to become an influential leader, as well as how to manage those difficult situations. You know the ones when you're

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communicating with someone else and it just seems impossible. Welcome to the show, Kylie.

Kylie: Thank you so much, Annemarie. Thanks for having me.

Annemarie: Look some of the milestones that you have, and we love to share milestones from our guest on the show, you've written a book and you plan to write more. So what's the name of your book? Are you able to share that with us?

Kylie: Yes. The book that I wrote in 2012 is called The Enlightened Communicator. It's published. It's available on my website.

Annemarie: Fantastic. So we'll certainly put all of the links there so that people can get a copy of that. One of the things that you're also very proud of is that you step out on your own to follow your dream and looking back I'm wondering because there's so many women who are still working in corporate and they have a dream of having their own consultancy, having their own business yet just haven't taken that step. What words of encouragement would you have for them?

Kylie: For me, it's about having that belief in yourself and knowing your own value. I know for me, I actually went and sought someone who was doing what I wanted to do and I asked them to mentor me, and they openly offered to do that which was fantastic. I had someone to follow. I wasn't just doing it blind. I think that was really a key thing for me.

I think also sometimes when we step out and take a risk we can get caught in the trap of just thinking about what could go wrong. But I think it's really key to actually look at what could go right and to really paint that picture of what our ideal business, our consultancy or whatever, our dream is going to look like when

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it comes true, so that we can focus on that cause that's a much more motivating picture than things going wrong.

Annemarie: Absolutely. I think by selecting someone who is where you are wanting to be and wanting to continue to develop to is fantastic because they know all of the things that you should be doing and all things you should avoid. They may have made mistakes themselves and that just means that you can get there a lot quicker because you've got the steps that they followed to be able to implement yourself.

Kylie: Absolutely. Absolutely. It's like making something for the first time, having a recipe or not having a recipe. You know a simple example. Yeah. This person was very encouraging for me. I just basically followed the footsteps. You got to have a very teachable spirit when you want to do that and you need to be really open and willing to listen. After you got that in place it's really just joining the dot.

Annemarie: Let's dive in to the first point you wanted to share with everyone today. This is about developing ourselves as leaders. What do you say that we need to continue to do to develop ourselves as a good leader?

Kylie: I think a good leader needs to know themselves inside and out. They need to know what their strengths are. They need to know what they bring to the table and they also need to know how to bring out the best in others. I think a lot of leaders aren't able to bring out the best in others and aren't able to bring out the strengths in people around them and be willing to do whatever they're asking of their team or people around them. I think being able to do that makes you a very approachable, very authentic leader.

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Annemarie: Talking about knowing and recognizing our strengths that's often something that we do tend to take for granted and it really does take some action steps to be able to do that, doesn't it. What kind of words of advice would you have for someone who is listening today and not really clear on what my strengths are, what makes me unique? What are some steps they can follow to do that?

[0:05:07]

Kylie: That's something that in terms of communication strengths I step people through that when they go through the process of understanding their own communication DNA. We focus very much on strengths there. That was something that years ago I just started a process of learning about myself and I just did a lot of research and a lot of reading around the areas that I wanted to build upon.

As people we're very very skilled and very good at focusing on what's not working and what our weaknesses are. But there's so much research that it shows that when we are focus on our strengths that we can actually grow exponentially and things just come more easily to us.

Annemarie: I think also too if we're trying to lead from an area that's not as strong for us so our weakness, we're really on the back foot, aren't we. If we're not aware and we don't observe and tend to listen to other around us and our team with what makes them, you know, what are their strength, I can see that the team can really not be a collaborative united team.

Kylie: Absolutely. I think something that I find whenever I'm running a workshop with the team or working with a group of people, one of the real keys is working out

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each person's individual strengths and what they bring to the table. As a leader, you don't have to have every single strength out there. I mean no one does.

It's about knowing where your strengths are but also knowing who to call on to use their strengths. I think there's nothing like that collaborates the team more strongly than we each of you know that you're bringing something valuable to the team and that its appreciated and it makes a difference.

Annemarie: Absolutely. You know I just want to stress what you just mentioned there because there's been a number of times where I've been working with clients way back in my career consultancy days where there would be team members that were going to be promoted into leadership roles, and they had admired various leaders throughout their time with the company.

But these leaders had very different skills and strengths. They would often say how can I enhance that strength in myself. How can I change? What you're just saying is don't try to be like someone else. They got their unique strengths. Look at what makes you unique, what your strengths are and then really use and leverage those within leadership.

Kylie: Absolutely.

Annemarie: Yeah.

Kylie: Absolutely. I mean we've had the Olympics on the television for the last weeks or more and you look at every single athlete there. They're not trying to be someone different. They're using what their God given talents, what they've got. They're not trying to be someone else. I think in the workplace it's exactly the same.

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We've all got things that we bring. But it's a job to actually uncover them and nurture them and then be able to communicate them to people around us.

It's a bit like going to a job interview for example and when they say what do you bring to the role and you're just sitting there quietly going I don't know. You wouldn't do well in that job interview. It's interesting in relationship and in the workplace. We're not very comfortable speaking out and saying I'm really great at delegation or I'm really fantastic at organizing or I'm a great listener. We've all got things that we bring to the table and we need to know that.

Annemarie: Yes and be able to communicate that.

Kylie: Completely.

Annemarie: I think being humble and not being able to share that in a statement particularly if you're asked in an interview. Goodness, it's not being humble. It's just not shining your light. You're not being arrogant by sharing that at all.

Kylie: Yeah. It's interesting because even in the Australian culture I actually find that we feel that anyone who speaks about what they're good at or speaks about their strengths we like to tear down the tall puppy and we like to tear people down if they're sounding like they're singing their own praises. It's something that Americans do it very very well. But us, Aussies, really struggle with that. I think it's a bit of a shame. It's our own undoing really.

Annemarie: It is.

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Kylie: The way to do is authentic and humble. Especially if you're singing your praises to your strength but also saying to other people tell me about yours. It's not about a competition. Again like you said it's about collaboration.

Annemarie: Yeah. I love the whole concept of supporting people in sharing their brilliance, sharing their message to the point where you know what, be the tall puppy. It's not being arrogant. It is having that awareness of what your strengths are. Having awareness of what others and collaborating to the best.

I think for people who look at others with the judgmental approach to say she's just a little bit up herself. It's not that at all. For that person who is judgment where else in your life are you denying acceptance of who you are and stepping forward and saying here are the things that I am good at. I encourage everyone to be encouraging of everyone else and what where their strengths lie.

Let's talk about the importance of understanding others because communication is being aware of what makes us strong and has strengths as well as the importance of other people. You say that it really is important to understand other people if we want to be influential.

[0:10:11]

Kylie: Absolutely. I think it comes down to the basic idea and realization that we are all fundamentally different. Now there are similar traits between people but we are all fundamentally different. One of the traps that people fall into is when subconsciously assume that someone else sees the world in the same way that we do.

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I've learned this in the workplace. I've learned it consulting and working with people. But also one of the biggest places has been in my personal relationships in places like marriage or as a parent; thinking that people see the world the same way that you do. It's really incorrect and it can cause a lot of problems in our relationships.

Because people will not open up and be forthcoming and share with you if they feel like you're judging them or you're saying that the way they're doing things is not correct because it's not the way you do it.

Annemarie:

Yeah. That is so important and I have had a number of conversations with colleagues who have said that particular he or she just drives me absolutely berserk. That was because the way that they spoke and the way they took in information and the questions I asked were very different.

In fact, one my colleague said you know what. Had I know that there were different communications, styles and so forth, she said I probably would not have been so hard on my ex-husband because he was just trying to annoy the crap out of me. But it was just the way that he communicated. It's powerful, isn't it?

Kylie:

It's really powerful. I think I had probably my first enlightening experience was with my husband because he's an opposite communicator to me. In our relationships we tend to be with someone who is opposite to us. Opposites do attract. That's really really true.

The great thing in a relationship is that when you're with someone opposite they bring a different set of skills to the table. So together, you guys are stronger. You cover more different things. It's a strengthening thing in relationship.



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But when you don't understand that and you're getting stress or saying things from a different perspective and you can't communicate across that gap that's when we start to fall apart and we naturally stop picking on each other and relationships can fail because of that.

Annemarie: Yeah. I think also too, and we'll speaker further to this if you will, people that you that you do find it difficult and you find it really hard to communicate with them it may very well be because you've got completely different opposite communication styles. Have you found that too?

Kylie: Completely. I run a workshop called all about helping people to deal with difficult people cause it's something that comes up over and over again. One thing I love to do with people is help them to – first of all I get them to paint a picture of who their difficult person is and we work out where they might be in terms of communication DNA and are they different from you or the same?

But then what we look at is we realized that the strengths and qualities that you had individually as a communicator make you someone else's difficult person. We're all someone else's difficult person just by the nature of the communication styles. There's a lovely quote that I saw that I think is quite funny that say something along the lines of someone else's therapist knows all about you and I loved that. I think it's really humbling and it just brings us back to earth.

Annemarie: Yeah. I love this whole topic of communications. Even within my family, I know that my two daughters have completely different communications styles. One is straight to the point. If you ask her a question, bang, you know she's given it in about 30 seconds if not shorter.

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Yet my other daughter, she'll just go into the story and hang on the story, behind the story and when you she's talking to my husband it's just like Nikki get to the point.

Kylie: Absolutely. I had similar traits in my family as well. We're all very very different. It's interesting. Again, it's about realizing the differences and then looking at the grey in each style and then having a bit of patience with each other when people are doing things differently.

One my daughters is straight the point like that as well and she gets so frustrated with her dad who is a real storyteller. She's tapping her foot and carrying on and she's really frustrated that he uses so many words but that's how he communicates. The thing is most people loved that about him.

Annemarie: Absolutely. Yeah. Being appreciative and understanding. You know I think it's be curious. If someone tends to have a different communication style, be curious. Actually start to be aware of what they do because as you beautifully said once you have that understanding, you will become far more influential with that person because they really appreciate your ability to listen and to communicate in a way that they feel understood. When it boils down to it, that's all we want, isn't it? To feel that we are understand, that we are heard.

Kylie: Yes.

[0:14:59]

Annemarie: I think that's a key way to move forward. So be curious, observe and just let that person tend to communicate in the best way that they may have. Let's talk about leadership when it comes to have a conversation with someone. Maybe they're

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not doing something correct in the workplace, maybe as business owner there's a staff member that we need to talk about or talk to about not doing something correctly, and the balance between the leader who is insensitive so direct and can be offensive and a leader who is afraid to hurt other people's feelings. What can we do?

Kylie:

I think that's a really interesting question. Because the leader who comes across as a bit insensitive and straight to the point, they would see themselves as naturally assertive. The thing is most other people would probably see them as aggressive versus assertive. The person who struggles to bring things up because they're scared of hurting someone is a lot more passive versus assertive.

I think the balance of being assertive is something that we all need to get better at. Some of us need to increase our courage and bravery and learn how to go from passive to assertive whereas there's others of us that need to actually dial things back a little bit and come across as much less aggressive and more assertive.

Really being assertive is just about being able to state the facts, remove the emotion from what you're saying. I think the word you said before curiosity is a really good one. I know that as a leader so many times I've got into a difficult conversation with my own agenda.

Thankfully something has stopped me before I put my foot in there and I've asked more questions than made statements and I've actually learned more about situation so I can then make the best decision for that situation and that person.

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Annemarie: Yeah. I think also too it's the way that you do approach that and that by being curious and recognizing this particular staff member or team member requires a little bit of easing into the conversation, this particular person they're quite direct so I'm able to get straight to the point them.

Once you have that knowledge and awareness then you can adapt your communication styles. But I love the way that you've said it. It really is about having that balance, isn't it?

Kylie: Yeah. Absolutely. You know in a way what we need to do is communicate. Especially I think when we don't understand people very well, we don't know them, we don't have a really strong based of trust or if we're in a very highly emotional situational or state that's when we have to thread really carefully and adapt our style even more.

When we're dealing with someone who knows us really well and we got a really strong foundation and we both felt quite safe in that relationship, we can be more ourselves and we're more accepting of each other and our differences.

But if we don't have that foundation, we have to thread quite carefully. As a communicator, it's really important for you to focus on the needs of the person you're communication with, not your own.

Annemarie: Yeah. I think that's such a valid point for anybody who is in a relationship whether you're looking at family members and children or whether you're overseeing team. Cause how often do we hear parents or team leaders say this is the way I approach everyone.

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So if I'm going to deal with this person this particular way or if I'm going to deal with my children this particular way, I'm going to handle it all the same way with every single person. But every single person has got a different communication style, the way they're taking information. So we need to be aware of that before we even approach the other person. Yes.

Kylie: Completely. Completely. I know for my daughter, the one who is quite direct and to the point, I can walk out to her and ask her a question straight away. But if I do that with my son who is much more sensitive and much more introvert, he would just close up and not even respond.

That's not me creating the environment to get the best out of the conversation. My son he needs time and he needs to feel safe and supported. He doesn't do anything quickly. Like seriously, it almost drives balmy because I do everything quickly.

But I realized it with my son he's completely different to me. What's more valuable fast or slow? I mean there's validity in both of them.

Annemarie: Yes. Let's face it. If we want to communicate and be influential and intentional, we need to aware of this because we're not going to be influential if the approach that we use is completely foreign and puts the other person off side.

Kylie: Exactly. You got to look at what the end result is for you. I think I love that idea of intentional. I talked about intentional communication a lot because I think a lot of the time people just spit out words and expect that that's going to get them the results that they want.

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But we really have to be thinking about from the very outset – what even is the purpose of this conversation. Do I want to encourage this person? Do I want to motivate them? Do I want to deal with an issue? What is it? Because that then depends on how you approach the conversation completely.

Annemarie: So true. So true. Before we ask for your one last word of advice that you want to leave with everyone today, there's a couple of questions that I love to ask of people particular around technology in your business. Is there a piece of technology or a software that you just can't live without in your business?

[0:20:00]

Kylie: Oh gosh, I use technology so much. I love Infusionsoft. I think automating those jobs that can be automated just take so much time off my hands and I love that. I think also because I'm a speaker and a trainer, I'm often putting new ideas together and I find that speaking my ideas is probably the best way for me to get them out. So I used something on my Mac called GarageBand. Have you heard of it?

Annemarie: Yes. Yes.

Kylie: I just record anything I'm speaking about. I actually have just finished doing 12 episodes for a small business online television program around crisis communication. I've recorded every single episode on audio. Now what I'm doing is I'm using that potentially to make audio products for my clients.

But also I'm sending it to a transcriber and that will actually form the basis of another book. I try and do things once if I can. Again that's my impatient, direct,

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fast personality coming through there. I don't like wasting time. But yeah, I love that technology and playing around with that.

Annemarie: Fantastic. So my next question. I already know you got another book in store but what are some goals that you're going to be working on in the near future.

Kylie: I'm building a new membership site for people that want to come along on the journey with me and become a more courageous communicator. So that's something that I'm working on this year.

I think just speaking a lot more to people and letting them know about what I do so that the message can get out there. Because I think there are a lot of people out there struggling and they don't need to struggle.

Work places don't have to be so difficult. Relationships don't have to be so hard. Parenting doesn't have to be so hard if we just are able to have increase self awareness. For me sharing me sharing my message as much as possible is really really key for me as well.

Annemarie: So important. I mean let's face it. Conflicts become really serious conflicts and when we backtrack that it's because there's been some miscommunications somewhere along the line. It all boils down to communication, doesn't it?

Kylie: Absolutely. It's foundational to everything we do. It's interesting because it's a skill that we don't prioritize. I think that's one of the saddest things is that we depend on something every single day to create ourselves as more influential and to connect more and to build ourselves personally and professionally yet less than

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3% of people in the world have ever actually done some communication training to actually improve on that skill which I just think is amazing.

Annemarie: Isn't that incredible?

Kylie: It is.

Annemarie: I can't believe. That's ridiculous.

Kylie: Yeah.

Annemarie: Do yourself a favor everyone whether you're in business, whether you're in corporate and even with your family go and do some communication skills. Actually let's share one last piece of advice Kylie and then let people know how they can get a hold of you.

Kylie: I think for me when I talk about courageous communication, I think it's a two way street. I think we have to be able to look at ourselves and accept ourselves for all the strengths we have but also for the things that we struggle with. I think once we do that then we're more able to accept others where they're at.

If we don't have self acceptance, we honestly can't accept anybody else. So it all starts there. The great thing is that the only person we ever really influence is ourselves. So it's all just there waiting for you. The more you understand yourself and able to then have understanding for others, the more influential you will because people really respond to that.

They respond to people that are able to go this is what I'm good at but this is what I really struggle with. Once we know that there's other people struggling with something, it makes them more real and approachable to us. So I think that's



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a key for people no matter where they are in their life. We can always become more introspective and learn more about ourselves to then understand others more.

Annemarie: Fantastic. How can people get in touch with you?

Kylie: My website is [kyliewarry.com](http://kyliewarry.com). There's a lot of resources and blogs there and I think it's also a way to contact me via the website. But that's probably the best way. I've got lots of blog post on there. I'm really one of those content people.

I like for people to really get my message and see my style or how I do things before they decide to either work with me or even take that step and do – I just encourage you to do whatever you can to understand yourself in a clearer way.

Annemarie: We'll put all of Kylie's contact detail on the show notes. To access the show notes go to [annemariemcross.com/post35](http://annemariemcross.com/post35). Thank you so much for coming on the show, Kylie.

Kylie: You're so welcome, Annemarie. Thanks for having me.

Annemarie: So I've done over the last few shows, I'm inviting one of my fellow Microsoft brand ambassadors to share a tech tip. How we can use technology whether it'd be a Microsoft surface and app or a piece of software in order to help us streamline our business. We're always looking at how to streamline and maximize our productivity.

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By the way, if you're using a Microsoft Surface Pro or maybe you've got a favorite app or way you're using a piece of technology in your business let me know. Send

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an email to [podcast@annemariexcross.com](mailto:podcast@annemariexcross.com). But for now let's dive in to today's tech tip.

We have our resident Microsoft brand ambassador, Megan. Megan welcome back to the show.

Megan: Thank you very much for having me.

Annemarie: What tech tip do you have for us today?

Megan: I've just written a great blog post on Microsoft Word hacks. So I'm doing a get back to basic series. I'm going to share my top three shortcuts not the regular control C, control V shortcuts. But things that you actually can use and go I need to find the menu.

My first one today is instead of going up to the menu to increase your font size – you want to go from 11 to 12 to 14, all you need to us is Ctrl + Shift + the small little arrow all at the same time. That will increase your font by one size.

Obviously, the arrow pointing right is going up one and to going down we put the arrow so the less than kind of signs are the other way.

Annemarie: Fantastic. That could certainly do a great shortcut for us. What's the second hack?

Megan: Insert the date in your document. So sometimes you need to have – you're writing a letter or a resume or whatever it is and you need to have the date into a document. If you go Shift + Alt + D – now when I say plus it means you hold them all down at the same time.

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I usually go Shift then I hold Shift down and then I put Alt to that and then D. You don't put the Shift and the plus button. It's Shift, hold Shift down then add the Alt button then D.

Annemarie: What's the last one?

Megan: You know sometimes we accidentally hit caps lock button. You can actually swift from if you got all caps or all lower case using Shift + F3 to change. Remember so that's Shift and holding F3 at the same time.

Annemarie: I've sometimes done that. That's good. Cause what I tended to do is just delete it and retype it which can be a bit of a pain. Fantastic. Great, great, great tips. Megan, how can people get in contact with you?

Megan: You can find me at [www.techcoachHQ.com.au](http://www.techcoachHQ.com.au), @megsamanda on Twitter, meganaiemma on Instagram, and you can come and join my tech made simple group for small business owners, entrepreneurs and startups.

Annemarie: Fantastic and of course we'll put all of your details below on the show notes as well as the link to your article. Thanks very much.

Megan: Thank you for having me.

Annemarie: Just before we finish up on this show just a reminder. For those of you who are struggling to attend networking events because you just don't know how to introduce yourself and you're just not attracting the type of clients who pay you what you're worth, why not access our network with confident checklist.

All you need to do is go to [annemariemcross.com/networkwithconfidencechecklist](http://annemariemcross.com/networkwithconfidencechecklist). It's our gift to you. We've got some suggested ice breakers so that you can start

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meaningful conversations even with people you've not yet met before. There's a great introduction template there that will help you put together a real powerful and memorable introduction when someone ask you what do you do as well as lots of other gifts there for you to how you network with confidence.

Now that brings us to the end of another show. I know that you've taken a lot of great content and learning and insights from listening to Kylie today. Please go and access all of the resources and things that she has shared today and certainly maybe go and attend one of her workshops.

If you only just tune in to this show and haven't yet subscribed please go to our iTunes channel [annemariex.com/podcastitunes](http://annemariex.com/podcastitunes) and while you're there leave a rating and a comment too. That helps us get our message out to lots of other ambitious women in business and women in corporate. Until next week, have a fantastic week and we'll be with you again same time next week. See you later, Kylie.

Kylie:

Bye.

[0:29:43]

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