

# Integrity Communication™

Business professionals in all industries face time pressure, increased responsibilities and competing priorities, making communication with internal customers and associates more diverse and complex. This process positively impacts attitudes, beliefs, collaboration, and customer-focused communication. Now, more than ever, the greatest opportunity lies in providing value in every interaction.

## Benefits of Integrity Communication™

Integrity Communication™ creates a common language and prepares business professionals for successful dialogue and outcomes.

- **Stronger** Internal Partnerships
- **Improved** Communication
- **Aligned** Organizational Culture
- **Increased** Problem Resolution
- **Improved** Service Attitude
- **Higher** Trust
- **Expanded** Degree of Influence
- **Enhanced** Productivity

Companies with highly effective internal communication strategies are 3.5 times more likely to outperform their industry peers.

## STRIKING THE BALANCE

Communication effectiveness requires more than basic interpersonal skills and organizational knowledge to influence others to take action. Comprehensive research suggests four common traits of highly successful people:

Strong  
Goal  
Clarity

High  
Achievement  
Drive

Healthy  
Emotional  
Intelligence

Excellent  
Social  
Skills



Make **Value** the Main Point of Your Discussions

## Path to Behavior Change



### Key Features

The path above supports the consistent application of customer-focused communication behaviors through accountability, positive peer interactions, coaching and performance accelerators.

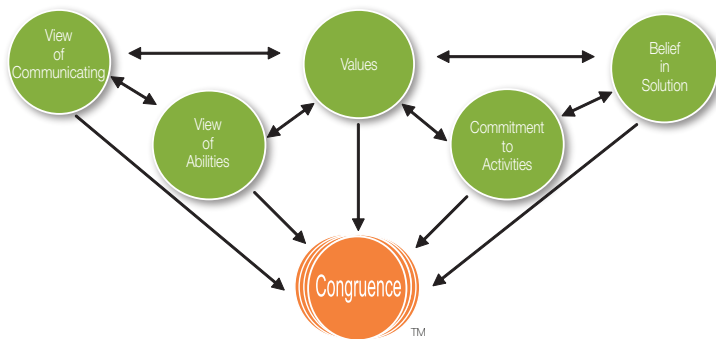
Grounded in strong values and ethics, the Integrity Communication™ process embodies the following:

- Learning dynamics that influence attitudes and beliefs about collaboration
- Principles-based content – easily accepted and applied by all employees
- A Behavior Styles® based approach for communicating more effectively with internal and external customers
- A process that identifies customers' needs, concerns and opportunities
- Action Guides™ that prevent a “process or policy-focused presentation”
- A Follow-Up course with accountability for application
- Aligned coaching resources for managers

### Values and Ethics of Integrity Communication™

A core part of integrity is always doing the right thing. This is illustrated through the following Statement of Values and Ethics.

1. Communication is a mutual exchange of value.
2. Communication isn't just talking or writing – it's a two-way dialogue.
3. Develop trust and rapport before any problem-solving begins.
4. Pressure is never exerted by the Service Professional. It's exerted by internal or external customers when they recognize the value of your solutions and services.
5. Communication techniques give way to values-driven principles.
6. Truth, respect and honesty provide the basis for long-term relationship success.
7. Ethics and values contribute more to communication effectiveness than techniques or strategies.
8. Understanding wants, needs, or concerns should occur before offering a solution.
9. Problem solving is a strategy to work through concerns and problems to find a win-win solution.
10. Getting agreement is a victory for all parties involved.



### Congruence of Knowledge, Skills and Values

The successful business partner requires more than skills and product knowledge. Our proprietary Congruence Model brings these five dimensions into alignment. Participants develop more confidence and commitment to consistently practice needs-focused communication.

Monthly open certification courses or in-house certifications are available.

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