Corey Andrew Powell 00:00:00
Raul Sanchez, Dan Bullock are corporate Communications, experts and professors at New York University together. They've penned a new book, "How to Communicate, Effectively with Anyone Anywhere — Your Passport to Connecting Globally. The book has become a must-read for everyone wanting to communicate more effectively online or in person, Dan and Raul. Join me today, to discuss the inspiration behind their book. I'm Corey Andrew Powell, your host and *this* is Motivational Mondays.

Corey Andrew Powell 00:00:31
You guys have penned this book called, How to Communicate Effectively with Anyone Anywhere. So I would love to talk to you guys about it and why you wrote it, but first, welcome to Motivational Mondays.

Raul Sanchez 00:00:42
Thank you. Thank you for having us Corey. We appreciate it.

Dan Bullock 00:00:45
Yeah, thanks for having us. It's great to be here.

Corey Andrew Powell 00:00:46
You're welcome. My pleasure. Thank you for joining me. So just to get right into it. To me. It seems like much of what you are writing in your book about Global Communication is not just about how effective communication can work in business and Academia, but also, it seems like that could be applied to everyday societal communication with people in general and that might make the world a better place. Just my assumption, but tell me, what is the term Global Communication as you use it in your book? And why did you decide to write a book about it?

Raul Sanchez 00:01:17
Global Communication to us is a dedication to human relationships. And so, you know, when we were in the process of writing the book, we were researching ways to work more effectively with each other, but more importantly, how we relate to each other. So not just communicating but connecting with one another on this planet that we share and one influence, you know, one impetus for writing. The book is something called the overview effect. So this is the idea that the most powerful cognitive shift can happen.

Raul Sanchez 00:01:45
When an astronaut turns in spaceflight to look back at the Earth. This shift in mindset is said to be so powerful that it's the key to sustainability and world peace. And we started with this photograph, one of the most influential photographs ever taken, "Earthrise" from the Apollo 8 mission. Mission and this is when the astronauts turned around in space flight and looked at the Earth and took this Photograph. It was William Anders who took the good and you know, his quote is that we set out to discover the moon, but in fact we discovered the Earth and this image, one as close to viral as an image could at the time flooded by International media across the planet is credited with starting the environmental movement. And the idea of the reason we

started with this sort of global mindset, is that, this is what we need to bring to our interactions on the global Marketplace.

Raul Sanchez 00:02:31
Seeing patterns of communication that we all share in common seeing ourselves as part of an interconnected system. And so this was the Crux of the book, connecting the global mindset with a global skill set. And so each chapter in the book pertains to these different skills that you need as a global Communicator in our globalized era. In public, speaking on the world stage. We have negotiation skills, networking skills, and then nonverbal skills and so on. And then at the end, you know, each chapter forms a collection of skills, which we would define as essential for the modern-day Global Communicator. So that mindset is the idea of a global mindset connected to a very practical action oriented Global skill. That was the impetus for the book.

Dan Bullock 00:03:13
If I could just add, Corey ...Yeah. so if we take the term Global Communication, we think of it, almost as like a visual construct or individual sense of some sort. We might want to think of it as a mosaic; a mosaic where there's a number of different patterns and different perspectives that kind of fit together like a puzzle?

Dan Bullock 00:03:31
So for example, like, in the news, we've heard about Jeff Bezos going to space or suborbital space. As well as Richard Branson, right? And more than likely they've come back with this kind of renewed impression of earth, like this greater perspective, so to speak — this cosmic consciousness, whatever you want to call it, right? But there is more that unites us than divides us. Even though we have all these differences. So for example, just think of the International Space Station. If you look up in the night sky and you see it floating through the sky, we have to think that collectively countries have come together to accomplish this huge feat. It rotates 16 times around the earth, every 24 hours. But the idea is that there's a lot of cooperation. There's a lot of collaboration between the languages, the nationalities, the genders, even to some degree.

Dan Bullock 00:04:18
If we think about it this way, there's 15 Nations where there's five agencies and there's one Vision. So people can come together. Whenever there is a collective vision and Global Communication is a big part of that, to help problem solve, right? And whether it's the International Space Station, or it could be climate change. We're trying to do that here on Earth. The human genome has been sequenced and that's been done through collaboration between multiple countries. We can even take the example of COVID-19 today, in order to find a solution.

Dan Bullock 00:04:45
So, we live in a very solutions-oriented world and whenever countries are called upon, We tend to move or sidestep the differences and we focus more on the similarities.

Corey Andrew Powell 00:04:56
That's really so wonderful because a big component of the NSLS of our big main pillars is that we have far more in common with each other than there are differences and we build our whole community of inclusiveness and diversity on that virtue. So we definitely relate to that. And also you mentioned the space station, the International Space Station, which does have all these different people from different backgrounds, different countries. And so I do wonder if at the very basic level does Global Communication just begin with, like the mindful effort to be respectful of other cultures, backgrounds, ethnicities — any sort of phobias or biases. Like I mean, what role would you say that has to play at the very basic level of Global Communication? If at all?

Raul Sanchez 00:05:41
One, simple model that I tend to think of a similar Professor Bullock said about the mosaic is this Kaleidoscopic perspective and experience and cultural attributes as part of patterns, but it's like a kaleidoscope is like a cylinder where a light comes through and reveals these colorful...a palette of patterns. And so but when we experience the world that way, we see the world that way, we're thinking about the confusing mindfulness with action.

Raul Sanchez 00:06:06
So, you know, beyond just thinking of our body is one of the greatest communications instruments we have, thinking about mindfulness to connect the context to what we're doing. So, for example, if we think about nonverbal communication and someone crosses their arms, while we're speaking our media reaction, maybe, oh, this person was closed off to our ideas. But in fact, they may simply be cold because of the temperature in the room, you know, and so that's a simple, kind of humorous, example.

Raul Sanchez 00:06:31
But thinking about the importance of context and intercultural researcher Edward T. Hall. He identified these two larger patterns of cultural communication. High context cultures, which tend to be Eastern, cultures, are more implicit in the communications. They focus more on nonverbal aspects of communication for meaning and then on the other hand, we have low context cultures which tend to be Western cultures. They're more explicit, and tend to focus on verbal and written communication for meaning.

Raul Sanchez 00:07:01 And you can imagine even in the virtual space how important navigating these two patterns is, but going back to your idea about, you know, I think with diversity inclusion with that phrase, you know, diversity is the Mosaic, right? It is the Kaleidoscope that exists but inclusion is the action step. This is something that we always have to fuse that awareness, the mindfulness with the way we integrate these different patterns and the richness that we offer, you know, with all of our unique attributes, as part of this tapestry.

Corey Andrew Powell 00:07:30
You know, I believe that also, when it comes to the topic of communication in general or effective communication, there was a Financial Times quote about your book in which it says that there's a whole lot of other books out there that clutter up the the retail space when it comes

to books on these topics of doing effective communications or effective presentations. However, yours they said, has the ability to really teach us something about those areas. So why is your book different from the other books that are "clogging up" the bookshelves that are not as effective.

Dan Bullock 00:08:02
So, our book is unique in the sense that we're focusing on a singular framework, right? A singular communications framework. A lot of other books are geared towards focusing on specific customs and cultures and ways to approach people by country. Where ours is focused on the skill set. So like Raul had mentioned earlier, let's focus on these skills is divided into skills. There's six chapters. It's divided into these skills that you're just kind of expected to learn along the way. You're not necessarily taking a class that's maybe 12 weeks, long devoted to let's say nonverbal communication. But you're just expected to figure it out along the way. So whether it is effectively knowing whether it is a negotiation or whether it is persuasive writing, strategically positioning yourself and writing where it could be speaking at the same time, all of that suggests an expectation that you are supposed to learn. But our book, for example, instead of communication strategies has a homogenized audience from one country.

Dan Bullock 00:09:01
Our book delivers these singular communication models. And this is something that we continually stress throughout the book, whether it's through using metaphors, whether it's also relating High context and low context, cultures, and finding the patterns in between. So, that's one component. And we also have a really cool feature that we also want to share with you as well,Corey, and maybe I can turn over to a rule to maybe speak a little bit about that.

Raul Sanchez 00:09:23
So my twin brother. Ron Sanchez, an award-winning artist about Sanchez is the illustrator of the book. He provided another rich layer to this text that really pushed us in the writing process and of course everything was collaborative; the ideas, the messaging. And so the research shows that communicating information through more than one sense is more powerful and effective interculturally. So, that was an idea that we wanted to bring to the execution of the book and then one innovative aspect of the book that my twin brother spearheaded — the text, is an augmented reality feature. So the illustrations selected in the book come to life with your smartphone, so,there is an app you download [inaudible], and then the illustrations have been designed to come to life on the page. And you simply hover your smartphone over the page, and then you'll see hidden tips for example, body language techniques or public speaking. And so it adds another dimension to the book, makes it multi-sensory as an experience. That's another unique aspect and then the book also has exercises. So not just for applying the concepts, but for self-discovery and self-empowerment.

Raul Sanchez 00:10:31
So this is another unique attribute. But as Dan mentioned, most traditional text, when you think about cross cultural communication, people tend to go. Oh, no, I have to memorize all these facts about all these different countries, which is nearly impossible. Right. All the customs and

different time zones but in fact, you know, we're focusing more on singular models that work not just in one particular country, but all countries to accommodate individual diversity as well. And so, every chapter deals with the Practical model and still, rather than being a travel log was one chapter on this country, one chapter from this country. So it's a very practical action oriented test.

Corey Andrew Powell 00:11:07
You know, it's funny because I love to travel and you bring up a good point. It's like, if I want to travel to all these various countries and I'm conscious of not wanting to offend anyone. Like I use Brazil, for example, and I had to learn that like the okay sign was the equivalent to the middle finger in Brazil. And as an American, I'm used to just being like, okay, and I had to be very careful not to do that, but then imagine doing that like learning about every place you visit and that would be very, very taxing. So, I love the idea that there's, this sort of like a universal plan, that you sort of layout that can kind of guide us through just sort of everyday communication with anyone anywhere without having to worry about all those like specific nuances.

Corey Andrew Powell 00:11:48
And, you know, you mentioned something called mirroring as well in the book. And it's something that actually is a tool that you could use to help you build a better rapport with people who you are encountering. So Dan, why don't you take that one and start off and sharing what is mirroring and how it helps you build rapport.

Dan Bullock 00:12:06
Yes. We talked about mirroring and it's an interesting concept because a lot of the time, again going back to that topic of really focusing on similarities,whenever we're in another country or were speaking in another language. So for example, I've studied abroad in a place called [inaudible] which is Northwestern France and Britain. So just below the UK, and whenever I was there like, I've learned that it's a very expressive culture. So you have to use emotive language, you have to use action words.

Dan Bullock 00:12:33
It's very action-oriented because you're expressing yourself. But the idea with mirroring is we all tend to naturally want to imitate somebody else in another culture because we want to fit in, so to speak, right? So that's where this mirroring concept kind of comes from as well. We use it in the book as it relates to effective emailing. So, although we can do it in person. The idea is we're targeting reader communication Styles. Now, what this means is adjusting our communication style to position ourselves better to connect with the other party, to build more Rapport.

Dan Bullock 00:13:05
Because if we're using similar qualities or similar words, diction, whatever it is. More than likely, we will start to show some goodwill, or we will start to build some rapport, eventually that might turn into trust, right? Um, sometimes we have to position our college with just, maybe a little bit

of vulnerability to show good will, right, but the whole idea is we're trying to build a relationship. It's a little more difficult to do that in emailing.

Dan Bullock 00:13:31
We have to think about it this way as well. So that's something that we always kind of teach in class is there's four elements of communication. So we have to think about the audience is number one. In anything that you do, right? You have to know your audience after, you know your audience, then you have to know your purpose. Well, what am I trying to do? Am I trying to inform somebody of something? I'm sharing a bunch of facts. Am I trying to advise them on something, or instruct or am I trying to persuade? So, a lot of the time, it's a combination of those two and it doesn't matter what culture that you come from we're going to either be informing or persuading.

Dan Bullock 00:14:03
There is a third one — entertaining but that's a combination of the two, right? But the idea is we are trying to create some sort of message. Being informed by the audience and the purpose and hopefully adding some sort of value so that people pay attention to what we say. So that the idea is that the audience is going to bring their own kind of purpose to any sort of communication that we have. And what we're trying to do is we're trying to match that we talk about these four reader communication styles.

Dan Bullock 00:14:31
Whether it's an expressive style, a driver style, an amiable style and an analytical style. So, there's really four in the book. We break it up into like these four quadrants. And we talk about these characteristics and each of them have very nuanced elements and maybe I can turn it over to Professor Sanchez to further elaborate a little bit more.

Raul Sanchez 00:14:49
We were on another podcast and the interviewer said, well, I don't want to lose myself, right? When I'm mirroring. I don't want to do it so much that I forget my own sense of self. She said, what are your tips for that? We spoke to, of course, the idea that if we're rethinking one of the most important relationships in our lives, we might think that the idea that we have to modify our behavior for someone else doesn't seem like the most satisfactory relationship, right? We want to thank the other people have to adapt to us. But in fact, when we do change our communication style to match those of others, we demonstrate that every person is as important as we are, right? And that we can start to create a deep respect there, and also empathy.

Dan Bullock 00:15:31
This way, we create a space for empathy and adaptability. And so when we adapt our style to be closer to that of others, we don't just communicate better, but we understand each other on a deeper level. And so as Dan mentioned, in emailing, this is one of the easiest ways to do it and the book because you can sit and craft an email in different styles and you have the time

because you're in front of a screen but that's a way to start this approach before you delve into some of tHe other aspects.

Dan Bullock 00:15:55
And that's what we're trying to bring to life Corey like in the book. So yeah, so there's a linguistic component to it. But it really gets down to this other layer—these psycholinguistics. Communication is a psychological process hands down, right? So, we have to be able to understand the other person that we're communicating with; the other team if we work on global teams, for example, we have to have this cognitive flexibility, so to speak. So, knowing when to shift between, like Raul said, High context cultures and low context cultures, expanding our perceptions, combining different approaches, everything kind of feeds into this.

Dan Bullock 00:16:31
The most I guess, successful people are not necessarily the most compassionate people. We want to focus on being more compassionate. Bringing dignity to everything, seeing the individual within the culture. First understanding the needs and wants and making sure that we're seeing them as a person seeing their humanity, so to speak, right? And then we focus on maybe some of the cultural nuances, but, hands down, it comes down to seeing the person within the culture first.

Corey Andrew 00:17:01
It's interesting because I think that when we come to our attempts to try to communicate with other people in the world, I think we do tend to sort of have no reference other than what we think we know about them, which are the stereotypes. It's interesting how I think America, unfortunately, I think has a reputation more than probably any other country as being more of a more of a nationalistic society, where we don't speak as many languages. And I think that's Geographic.

Corey Andrew Powell 00:17:24
I mean, you know Europeans speak many languages because of the way the geography is laid out, you go within five countries and you can have five different languages all within like, you know, five days. We don't have that here. We just have different dialects of English. So I think on one hand it's geographic, but we do have a bit of a reputation, if you will, for not making the most efforts to try to maybe communicate and understand other cultures. Do you find that that's more of something that happens with Americans? Or do I have a warped view about that or is that kind of an American problem?

Raul Sanchez 00:17:54
I think coming to linguistics and responsible use of language is a place to start. We need to get to a place where our humanity is more important to us than our politics. Because we live in an age where words can be used to conceal, more than reveal. You know, and I think, you know, even going to something like immigration, for example, you know, the words we use to categorize or define human beings, "Illegal" is not is not a term that is of course positive and inclusive. And how can we arrive at a new definition for a human being that and then, you know,

going back to Carl Sagan who said, we're all made of star stuff. These are definitions that transcend religions and transcend ideologies. But thinking about the language that we use, I think is one place to start.

Dan Bullock 00:18:40
Yeah, actually, I just think it's important to think about that question in the context of diversity, right? So for example, ways of developing this global mindset, how do we do it? Like what do we need to focus on, right? So going back to those similarities and differences, but also if someone chooses to look at differences, we have to value the differences because that's where we really get the innovation.

Dan Bullock 00:19:01
So valuing the difference to cultivate and empower what's called this diversity of thought. So getting ideological here, a little bit. But this diversity of thought, in addition to, let's say, a person's language, or a person's ethnic background and national origin. It could even be gender and age and the list goes on to these non-financial indicators. But the idea is, in other words, what we're doing is focusing on what is known as cognitive diversity, right? So this is a type of diversity to better understand how a person thinks and engages with new uncertain and complex situations, I think if we start to recognize that diversity as a whole, brings about a lot more in terms of scope than just focusing on okay, well, that person might approach something a different way than me. And it could simply just come down to again, focusing on the individual in their culture and then paring it down, to okay, well then, we'll, maybe they approached this math problem a little bit differently, but we arrive at the same answer.

Dan Bullock 00:20:01
We have to learn from other people in different cultures because things are done differently. And we also have to consider that there's different thought processes, people are going to take up information a little bit differently and process information differently. Something we talked about in the book is cultural thought patterns. For example, in the U.S. We tend to think that information is very linear. It's very logical in the sense of how we perceive it, right? It comes down to perception.

Dan Bullock 00:20:29
Where the main idea is at the very beginning and then after that, they're supporting details, right? Well, that's not the same way that everyone across the world is going to perceive this, right? So, if we're talking about high context and low context cultures — low context cultures consist of the United States, it's also going to be Northwestern North Central Europe, Scandinavia, Australia and New Zealand. So all of these regions and countries fit under this low context culture format, which makes up about 30% of the world's cultures.

Dan Bullock 00:21:01
On the other side, there's indirectness; there's an indirect way of thinking about processing information, where we give a lot of details or metaphors/proverbs... and this is indicative of Eastern cultures. And for example, these Eastern cultures, which would also be labeled as high

context cultures consists of about 70% of the world's cultures more than 50%. 70% of the world's cultures, which consists of a large majority of Latin America, North Africa, the Middle East sub-Saharan Africa, large swaths of Asia, as well as some other pockets, around the world.

Dan Bullock 00:21:32
We have to think that there's these different cultural thought patterns that people are using and those are just two of them. Because those are the most commonly used ones. There are other patterns called parallel thought patterns as well as digressive thought patterns.

Corey Andrew 00:21:45
That brings me also to another point you have raised, which is to avoid idioms and slang terminology when possible, when you're trying to speak globally. And there can be some really serious pitfalls and that because typically a person trying to understand you is going to maybe translate exactly, verbatim, what you're saying?

Raul Sanchez 00:22:04
And this is something that is called Global English, you know, so exactly what we were talking about earlier, the idea of being cognizant of speaking other languages. Also, being cognizant of our own language and Global English is something that has risen to prominence and multinational corporations also entities such as the United Nations where we both consult and train and work. But the idea of an international business standard, that is a usage of global English that is not something necessarily American English or British English or Australian English.

Raul Sanchezt 00:22:35
But it's English that's been optimized for Global audiences. And the easiest way I think sometimes to think of global English is what is not Global English. And so what is not Global English would be idioms, right? These are those phrases that have a different meaning than their individual Parts like cut and dry off the top of my head, you know, these are things that are not easy to translate or cultural references. No Americans love references to baseball, so we often say, you know, that idea came out of left field or bring your A game. These are not easily translatable. So if we use a culture reference you want to make sure that it's something that's universally recognizable. And then, of course, you know, we have phrasal verbs. These two words or three word verbs like draw up or dead ahead. And so instead, in our trainings we recommend using a single verb. So instead of drop the contract, write the contract or draft the contract.

Raul Sanchez 00:23:31
But the idea of Global English as Dan mentioned, the International Space Station, how can we arrive at a common language and then use that language to collaborate and innovate together? And so, you know one thing we mentioned in our training, we say just think of that International Space Station in the sky and this is your prism for thinking about being responsible with

language and also optimizing language not simplifying it. So it's different from plain language. When not simplifying the idea where clarifying it and optimizing it.

Corey Andrew Powell 00:23:57
Dan Bullock and Raul Sanchez, authors of "How to Communicate Effectively with Anyone, Anywhere. Thank you so much for your time today.

Thank you for listening to motivational Mondays presented by The National Society of leadership and success and available wherever you listen to your favorite podcasts. I'm Corey Andrew Powell and I'll see you again here next week.