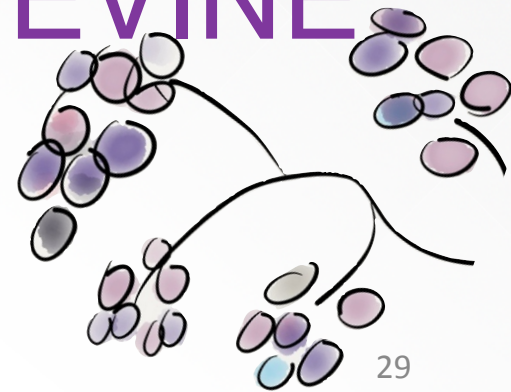
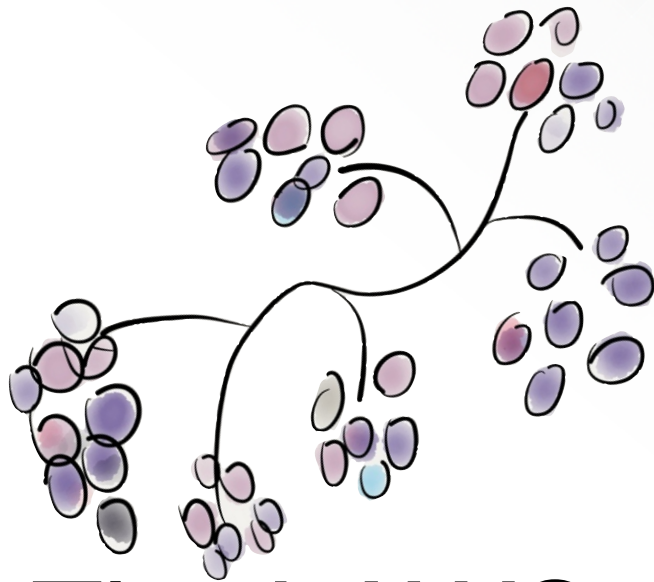


# The LAWS of the GRAPEVINE

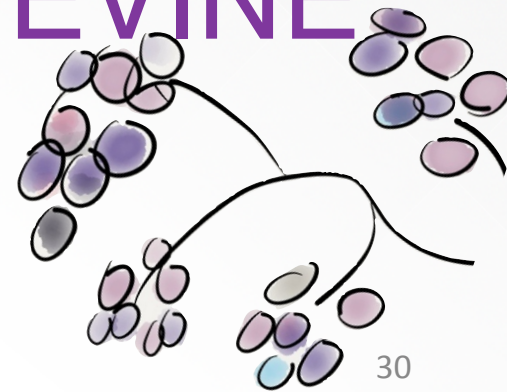
BY SCOTT E. BARRON





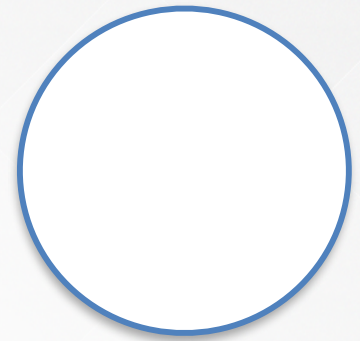
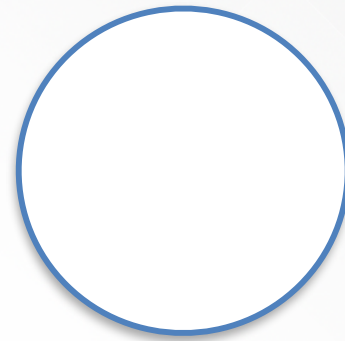
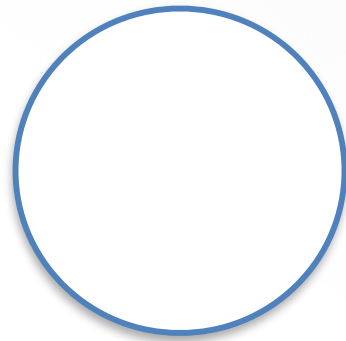
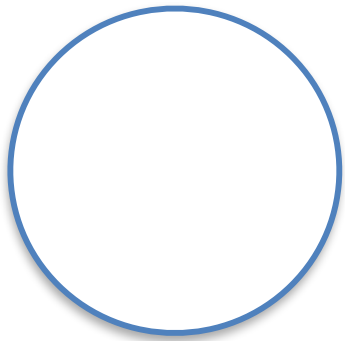
# The LAWS of the GRAPEVINE

## Chapter 2



# MASTER COMMUNICATORS

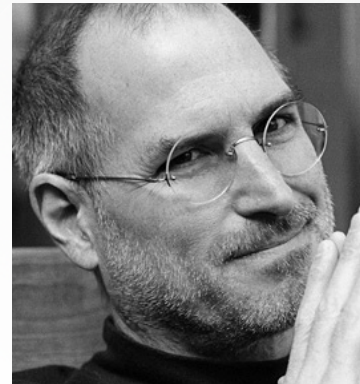
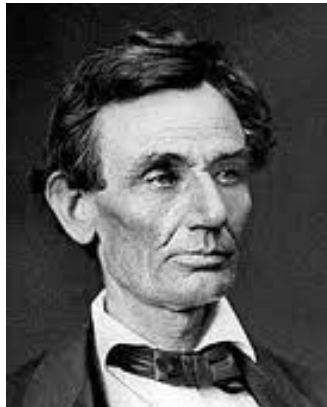
HALL OF FAME



Who do you rate as a MASTER COMMUNICATOR and why?

# MASTERCOMMUNICATORS

HALL OF FAME



Abraham Lincoln

M.L. King Jr.

Steve Jobs

Andy Stanley

BELIEF ■ TRUST ■ COMMITMENT ■ JOY ■ COLLABORATION ■ CAPACITY

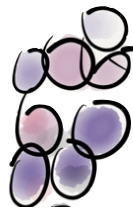
# LAWS of the GRAPEVINE

In an age of information overload,  
how do you get and keep  
their attention?

# GRAPEVINELAW #2

Your mindshare with others  
is directly proportionate to the  
**frequency** of conversation

# GRAPEVINEFACT



The rhythm of an effective leader's day is determined by the schedule of interactions with co-workers

## GRAPEVINE LAW #2

Ideal **Frequency** depends on the personality type, natural instincts, leadership style of the key people, along with the organizational culture



# GRAPEVINE LAW #2

## Methods of Communication

Energy



1. Face-to-Face
2. Phone/Video Conf
3. Handwritten Note
4. Email/Texting
5. Social Media

# GRAPEVINE LAW #2

## Expert Conversationist

1. Listens First and Most Often
2. Knows How to Use Body Language
3. Speaks in terms of their language
4. Avoids Interruptions
5. Stays Focused

# GRAPEVINE LAW #2

## The Polarity of Communication Frequency



Too  
Little

Too  
Much

Negotiated

Up ▪ Out ▪ Down ▪ Around

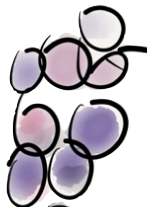
# GRAPEVINELAW #2

## Frequency: Up, Out, Down & Around

With what frequency should you connect with your Grapevine?

|                      |  |
|----------------------|--|
| <b><i>Method</i></b> |  |
| <b><i>Need</i></b>   |  |
| <b><i>Want</i></b>   |  |
| <b><i>Topics</i></b> |  |

# GRAPEVINEFACT



If you don't have mindshare,  
you're irrelevant.

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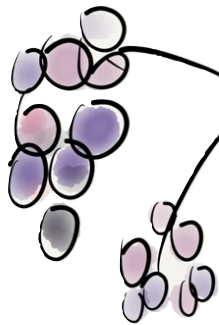
You want and need the people in your  
Grapevine to be thinking about you  
and the value you create.

# GRAPEVINECHALLENGE

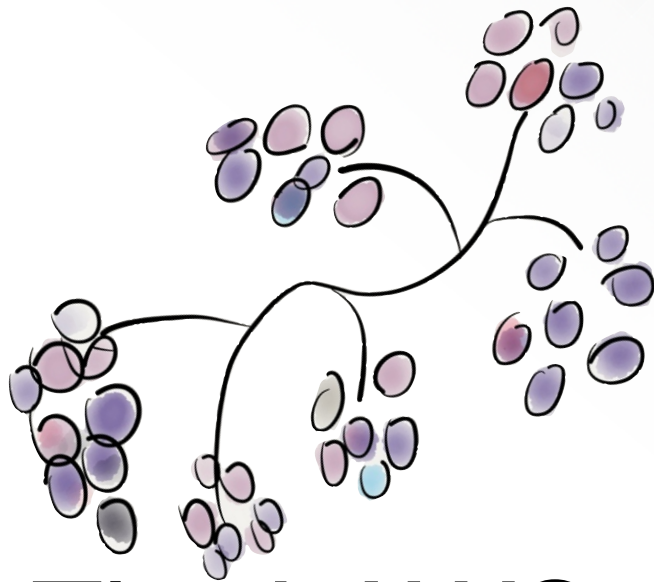


What happens when multiple people are sending out messages—how do we manage the frequency of conversation?

# GRAPEVINECHALLENGE

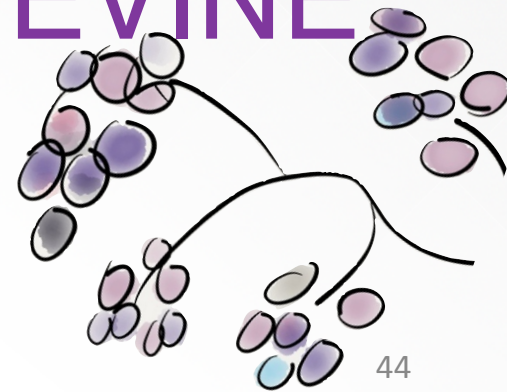


If they've already tuned us out,  
how do we get them to tune  
back in?



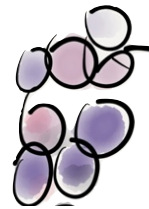
# The LAWS of the GRAPEVINE

## Chapter 3



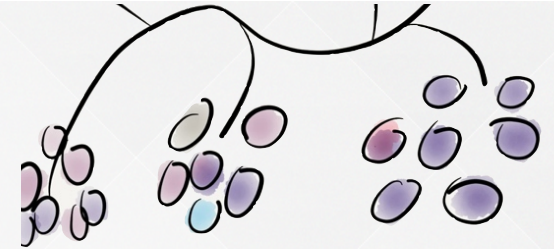


# GRAPEVINEFACT



If people trust you, you have  
more leeway to make mistakes

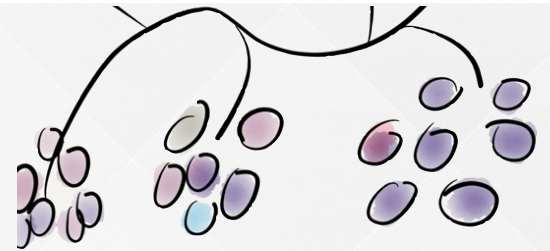
# LAWS of the GRAPEVINE



## Different Types of Messages?

1. Verbal
2. Written
3. Non-Verbal

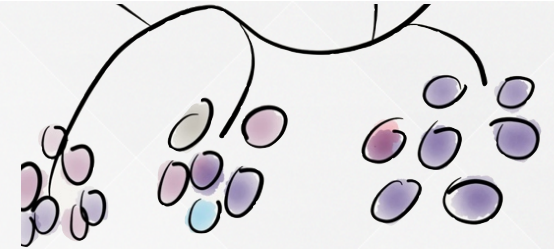
# LAWS of the GRAPEVINE



## Different Types of Messages?

1. Verbal: Immediate feedback, conveys emotions, can use storytelling, can be candid
2. Written: Asynchronous, efficient, can be processed
3. Non-Verbal: Tone, response, body language, eye contact, facial expression, posture, touch

# LAWS of the GRAPEVINE



## Unstructured Grapevine?

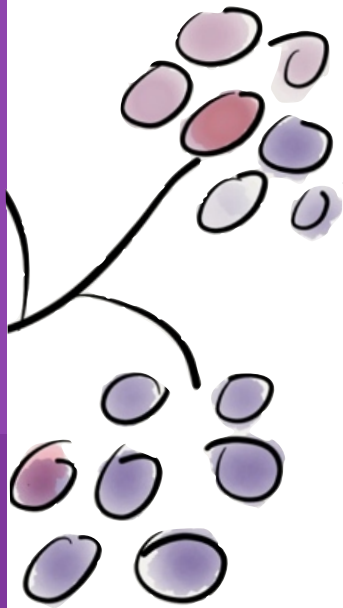
1. Lacks rules and control
2. High risk of disinformation
3. Complexity of messages
4. Lower trust in the message
5. Higher risk of rumor, gossip and dissension

# LAWS of the GRAPEVINE

“Workplace gossip is common at all levels of the organizational hierarchy, with people most likely to gossip with their peers. Moreover, employees at the lowest level play a major role in circulating it.”

—Mitra & Gilbert, “How Gossip Flows Through Workplace Email,” Association for the Advancement of Artificial Intelligence

# GRAPEVINE LAW #3



A steady **flow** helps the grapevine grow--  
A sudden flash gives the grapevine a rash

# GRAPEVINE LAW #2

## The Polarity of Flow



Fold

Flow

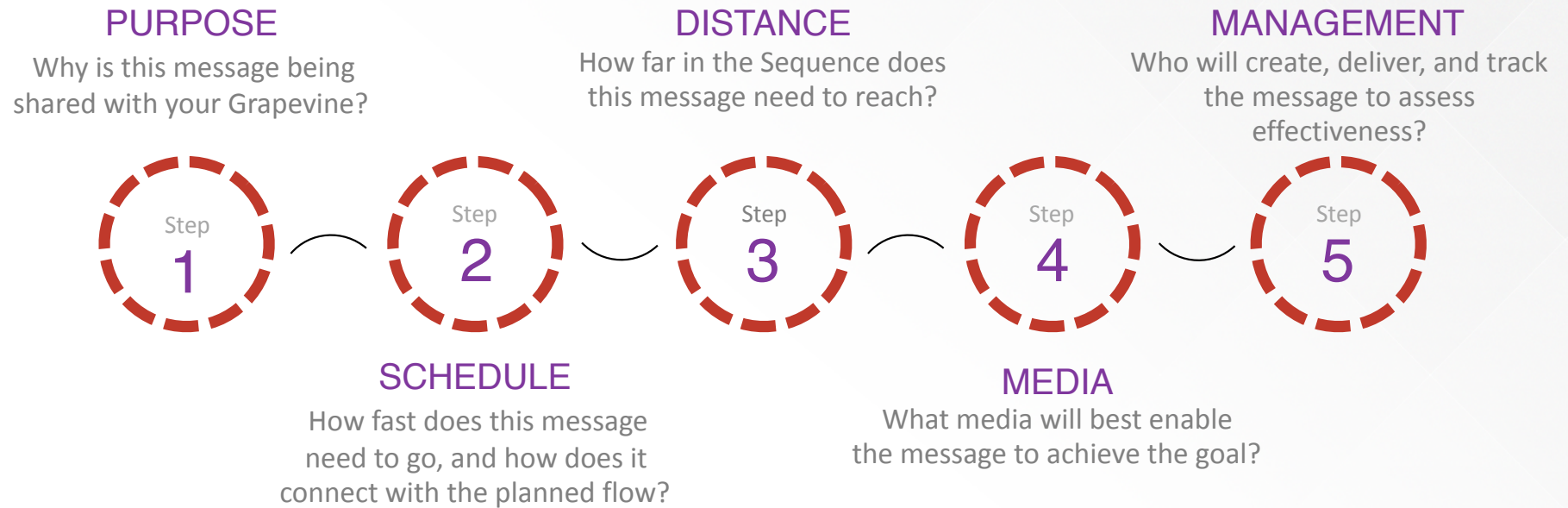
Flash

# GRAPEVINE LAW #3

Goal: Predictability



# FLOWPROCESS



# FLOWPROCESS

|                   |  |
|-------------------|--|
| <b>PURPOSE</b>    |  |
| <b>SCHEDULE</b>   |  |
| <b>DISTANCE</b>   |  |
| <b>MEDIA</b>      |  |
| <b>MANAGEMENT</b> |  |

# FLOWPROCESS

## ANNUAL SCHEDULE

|               | JUL | AUG | SEP | OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN |
|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Board         |     |     |     |     |     |     |     |     |     |     |     |     |
| Fac & Staff   |     |     |     |     |     |     |     |     |     |     |     |     |
| Parents       |     |     |     |     |     |     |     |     |     |     |     |     |
| Students      |     |     |     |     |     |     |     |     |     |     |     |     |
| Target Market |     |     |     |     |     |     |     |     |     |     |     |     |