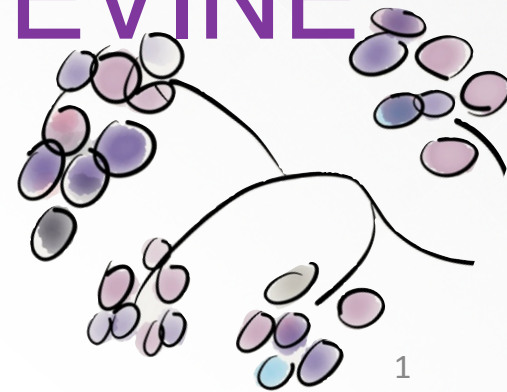
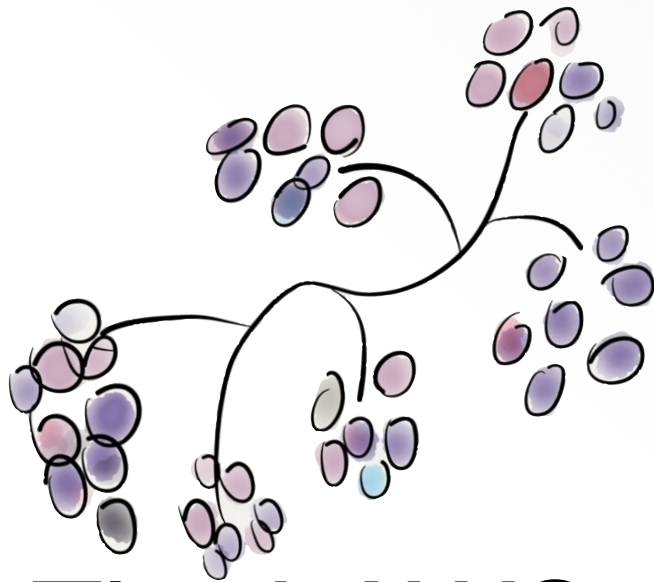


The LAWS of the GRAPEVINE

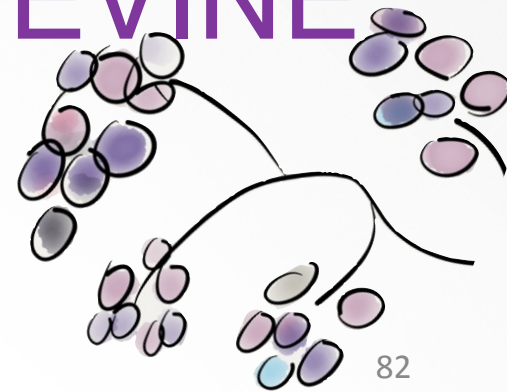
BY SCOTT E. BARRON





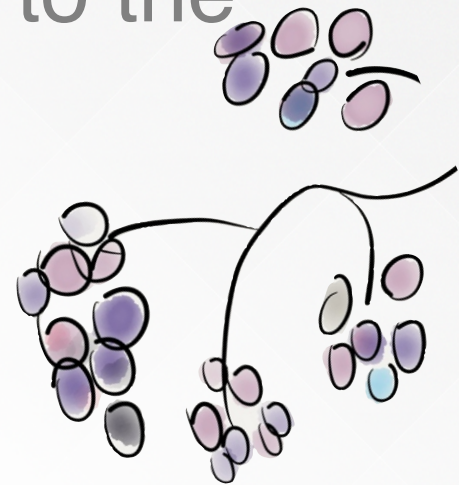
The LAWS of the GRAPEVINE

Chapter 7



GRAPEVINE LAW #7

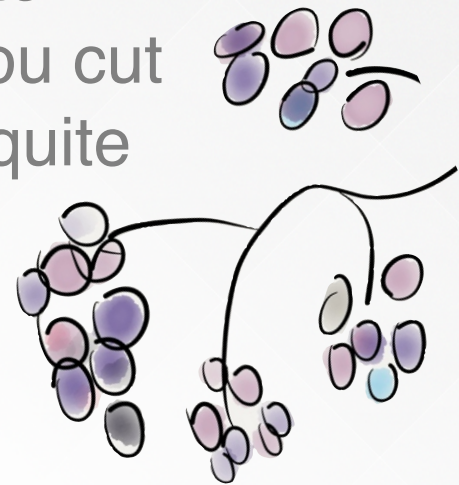
Grapevine **growth** is proportionate to the quality and responsiveness of conversation



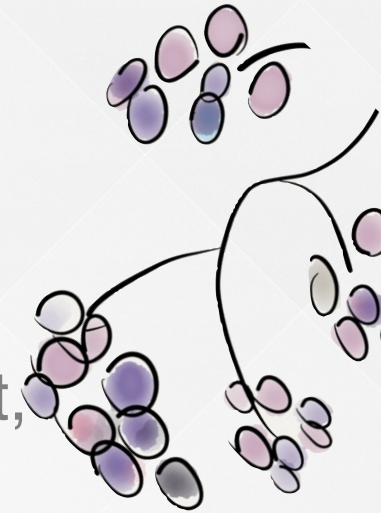
GRAPEVINE LAW #7

Conversations are the un-codified, and often overlooked, lifeblood of companies. When you cut through MBA analytics, conversations are, quite simply, how business is actually done.

“Get your business talking: The value of having the right conversations”—By Dik Veenman



GRAPEVINE LAW #7



“Closed conversations kill employee empowerment, quickly fomenting a culture of unnecessary bureaucracy. Conversations that are more concerned with internal politics than enhancing understanding just breed resentment. Absent conversations mean that everyone in the organization must work twice as hard, for twice as long, to do what they need to do.”

GRAPEVINE CONVERSATIONS

Quality

Informative

Relevant

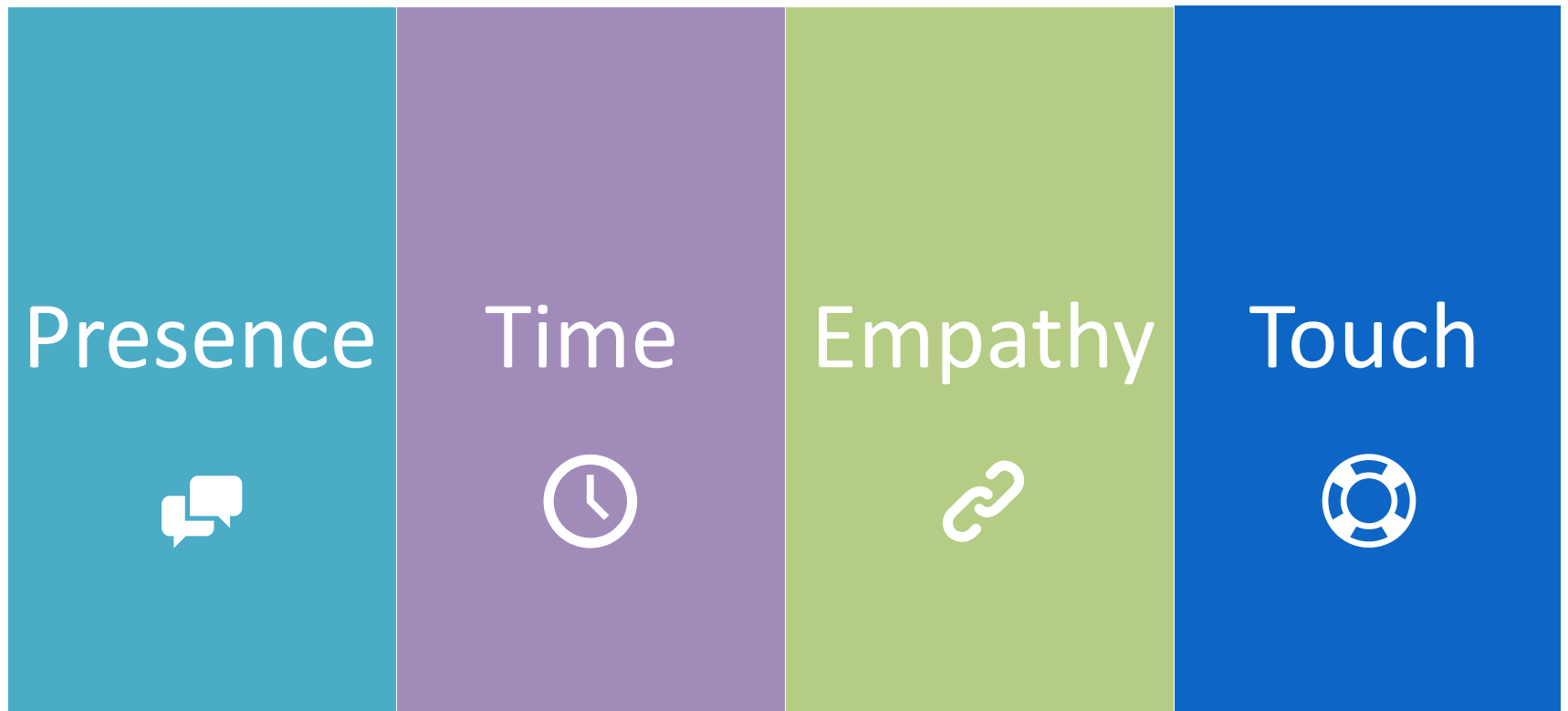
Truthful

Clear



GRAPEVINE CONVERSATIONS

Responsiveness



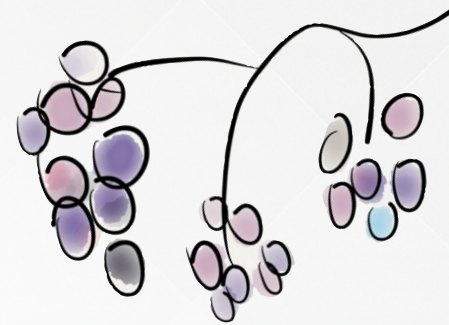
GRAPEVINE LAW #7

**“LEADERS WHO DON’T
LISTEN WILL EVENTUALLY BE
SURROUNDED BY PEOPLE WHO
HAVE NOTHING TO SAY.”**

@AndyStanley



GRAPEVINE LAW #7



3 Deep Connections
to sustain relationships

GRAPEVINE LAW #7

3 Deep Connections

LISTEN EVERY DAY

dialogue facilitator
rather than expert



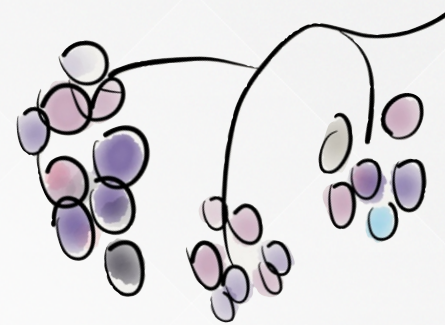
EXPLORE THEIR ENDGAME

know what they really want and desire
to achieve



CULTIVATE MEMORIES

create memorable moments and
revisit them regularly



EXTEND THE CONVERSATION

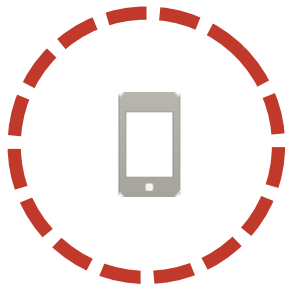
go beyond the school to connect in their
world and other interests



EXTEND THE RELATIONSHIP

make introductions and spark
connections that enable growth

MASTERCOMMUNICATOR



Written
Formal &
Informal



Non-Verbal



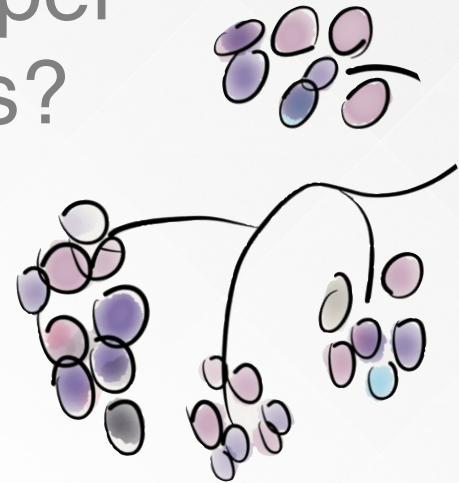
Verbal—
Individual &
Small Group

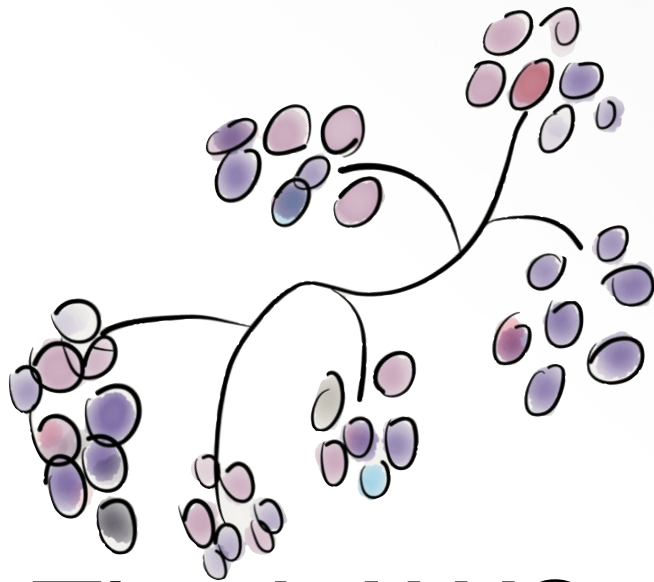


Verbal—Large
Group & Video

GRAPEVINELAW #7

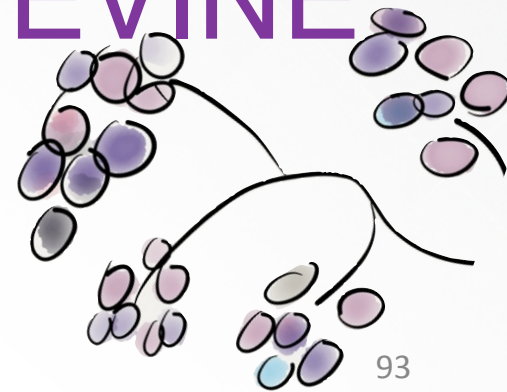
When do you start building deeper conversation and relationships?





The LAWS of the GRAPEVINE

Chapter 8



What would have to be
true for you to have a
healthy employee
culture?

CULTURECRAFTING



“Internal communications is central to creating organizational culture that creates positive engagement for faculty and staff.”

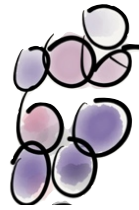
“Exploring the Role of the Dominant Coalition in Creating an Ethical Culture for Internal Stakeholders” by Shannon A. Bowen, Ph.D.

GRAPEVINE LAW #8



Preparation is the best defense
against Grapevine “disease”

GRAPEVINEFACT



Without context, words and intent have no meaning (patterns of behavior, types of relationships and roles, etc.)

GRAPEVINEDISEASES

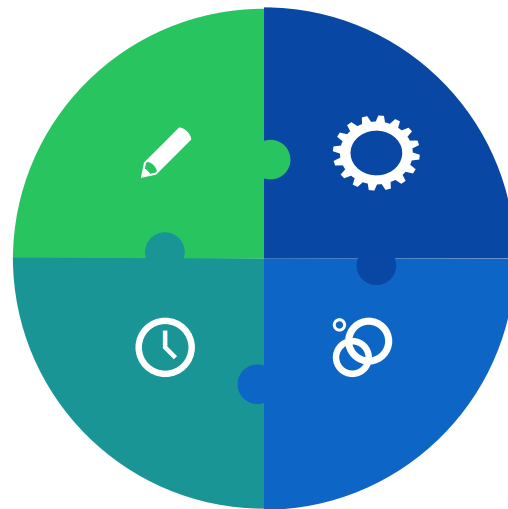


GRAPEVINELAW #8

Preparation

Policy

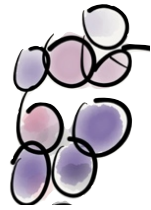
Practice



Training

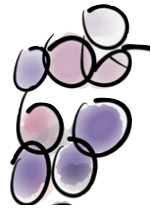
Enforcement

GRAPEVINEQUESTION



If I ask the people in your Grapevine to rate you as a communicator, what number would they give you? (1-10)

GRAPEVINEQUESTION



What adjectives will they use to describe your communication skills? What attributes would you prefer?