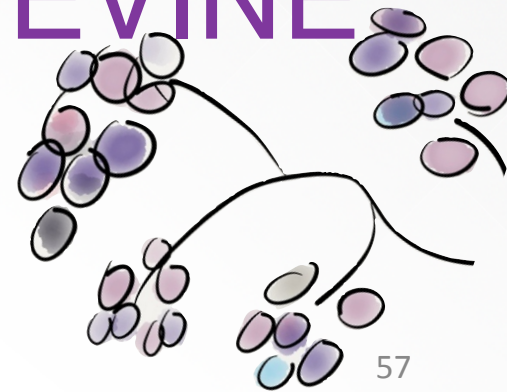


The LAWS of the GRAPEVINE

Chapter 4



GRAPEVINEFACT



The most successful people take advantage of opportunities to build and sustain relationships

GRAPEVINELAW #4

Good news travels at a slower rate because it requires more **validation** than bad news

GRAPEVINELAW #4

“Bad news travels at the speed of light;
good news travels like molasses.”
—Tracy Morgan

GRAPEVINE LAW #4

Goal: Attention

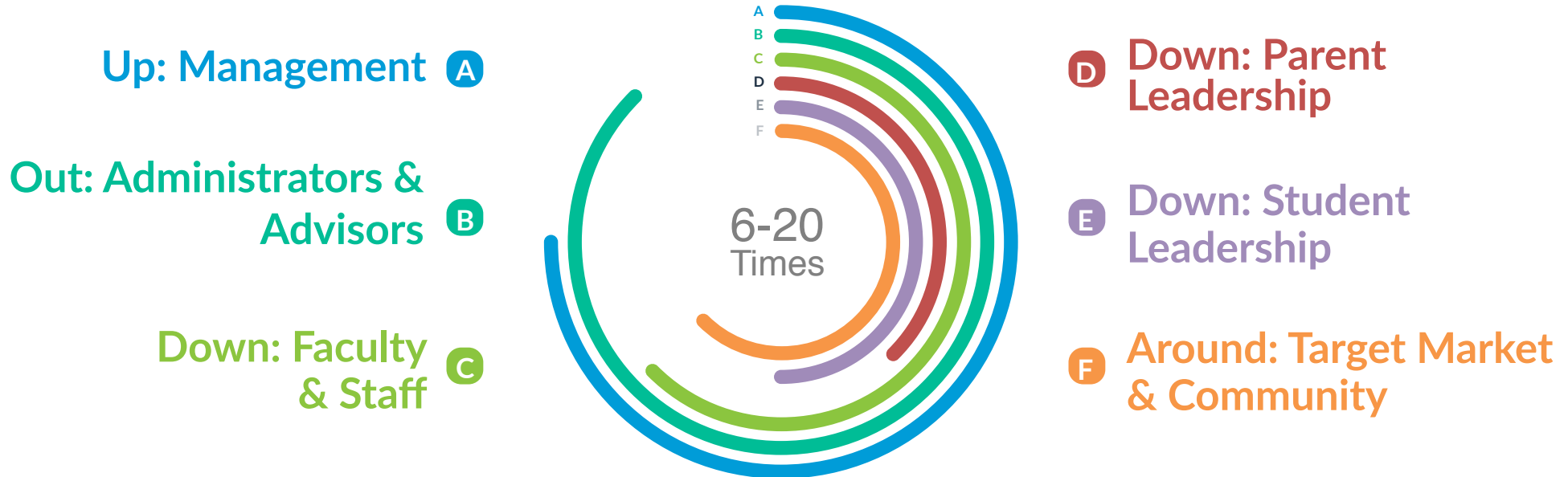
GRAPEVINE LAW #4

How do you get people to listen?

1. Listen First: The most effective way to get people's attention is to give them yours.
2. Be Concise & Concrete
3. Use Mystery & Surprise
4. Read the Feedback

GRAPEVINE LAW #4

For Maximum Effectiveness: Effective Frequency
Repetition is useful and appropriate



“Effective Frequency” is used to describe the number of times a person must be exposed to a message before achieving the desired response

GRAPEVINELAW #4

For Maximum Effectiveness: Consistency

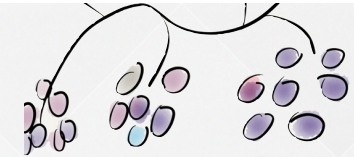
Stay on Message

- Just Do It
- Melts in your mouth, not in your hands.
- 15 minutes could save...

GRAPEVINELAW #4

In your pursuit of attention, don't get lost in the literalness of your message.
The feelings you can connect with have greater impact than logic or truth.
Metaphors are your ally.

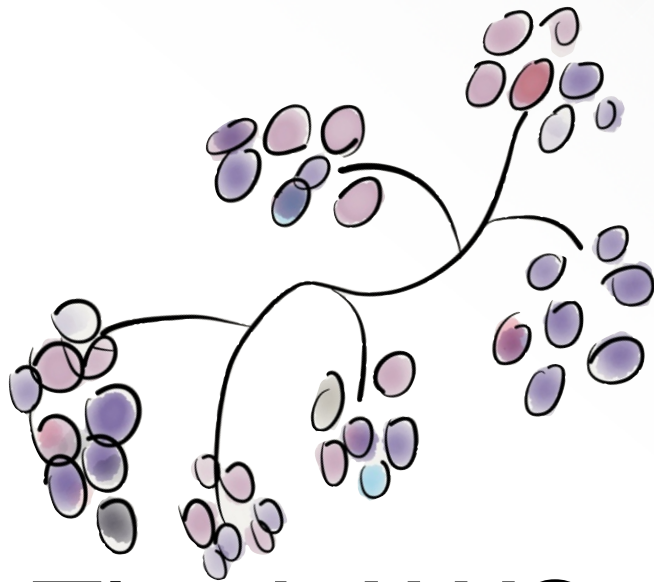
LAWS of the GRAPEVINE



Communicating Culture & Goals

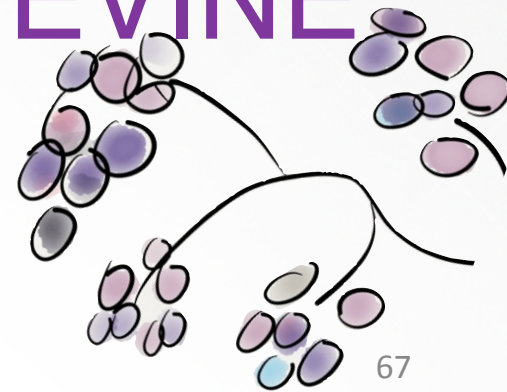
- Recruit & hire people who believe what you believe.
- Collaborative engage and coach them.
- Develop New behaviors and habits through the use of simple, concrete feedback tools.



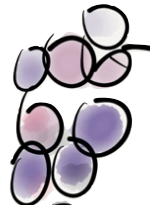


The LAWS of the **GRAPEVINE**

Chapter 5

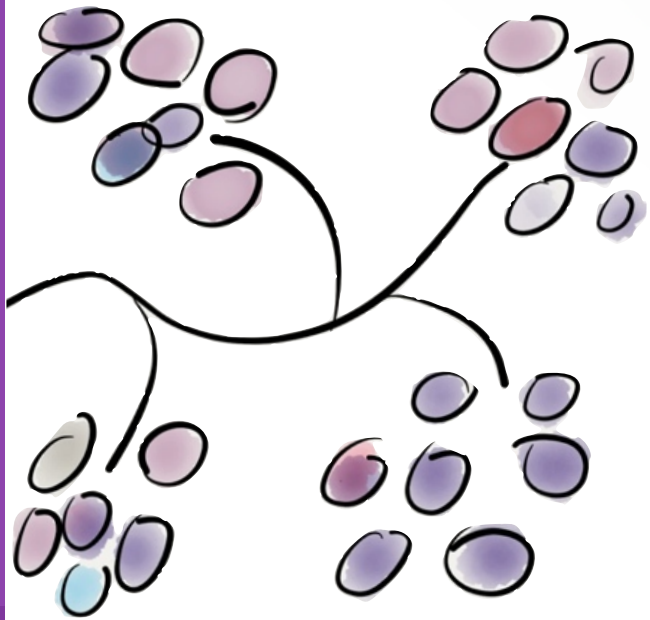


GRAPEVINEFACT



Great leaders pay attention to their relationships with the same energy and care as they invest in their work

GRAPEVINE LAW #5



Surprise is the energy
of the Grapevine

GRAPEVINE LAW #5

Surprise is the difference between what is expected and what is being shared.

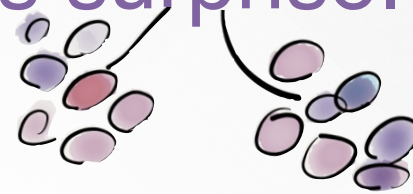
“Unexpected ideas are more likely to stick because surprise makes us pay attention...

That extra attention and thinking sears unexpected events into our memories.”

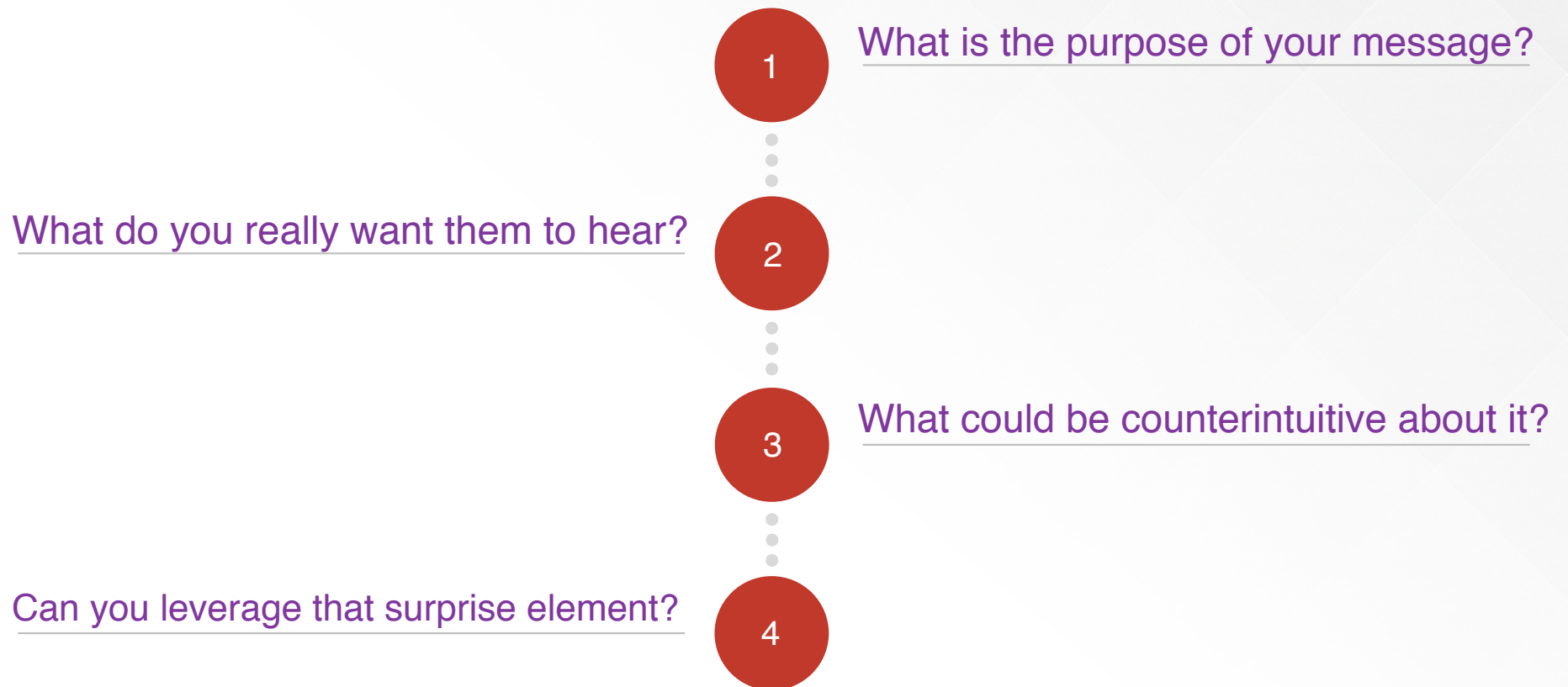
—Chip & Dan Heath, Made to Stick

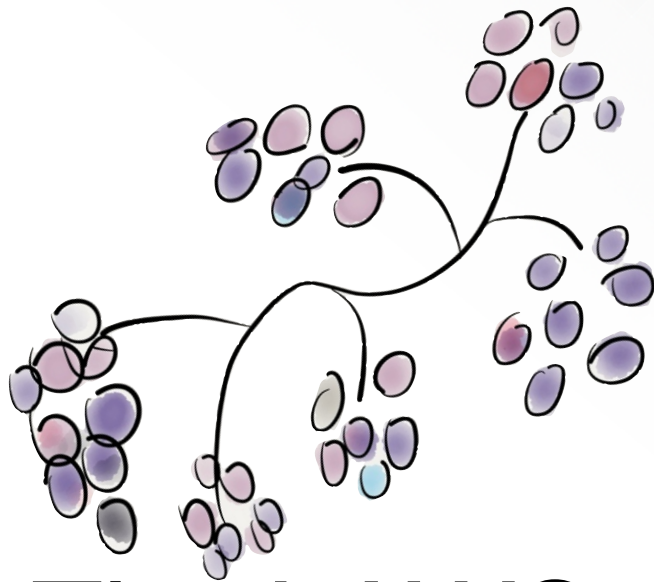
GRAPEVINELAW #5

“The secret to humor is surprise.”
—Aristotle



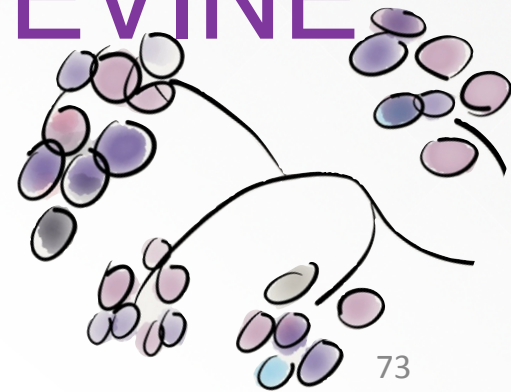
GRAPEVINELAW #5





The LAWS of the **GRAPEVINE**

Chapter 6



UPCOMING MESSAGES



EMPLOYEE TURNOVER



**FAILURE TO MEET
EXPECTATIONS**



**SOMEONE SAYS/DOES
SOMETHING FLAGRANT**



CRISIS RESPONSE



RECENT BREAKTHROUGH



NEW "WOW" FACTOR



NEW EMPLOYEES



FAVORABLE POLICY CHANGE

SANDWICH LETTER

INTRO

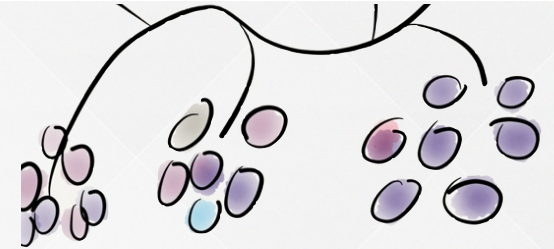
AFFIRMATION

NEWS

REAFFIRMATION

CLOSE

LAWS of the GRAPEVINE



Delivering Personal Bad News

1. Prepare: Privacy, connection, constraints, practice
2. Assess: Perceptions, data, open ended questions
3. Inform: Invitation, direct plain talk, pace
4. Neutralize: Empathy, connection, listen
5. Activate: Summarize, options, agreement

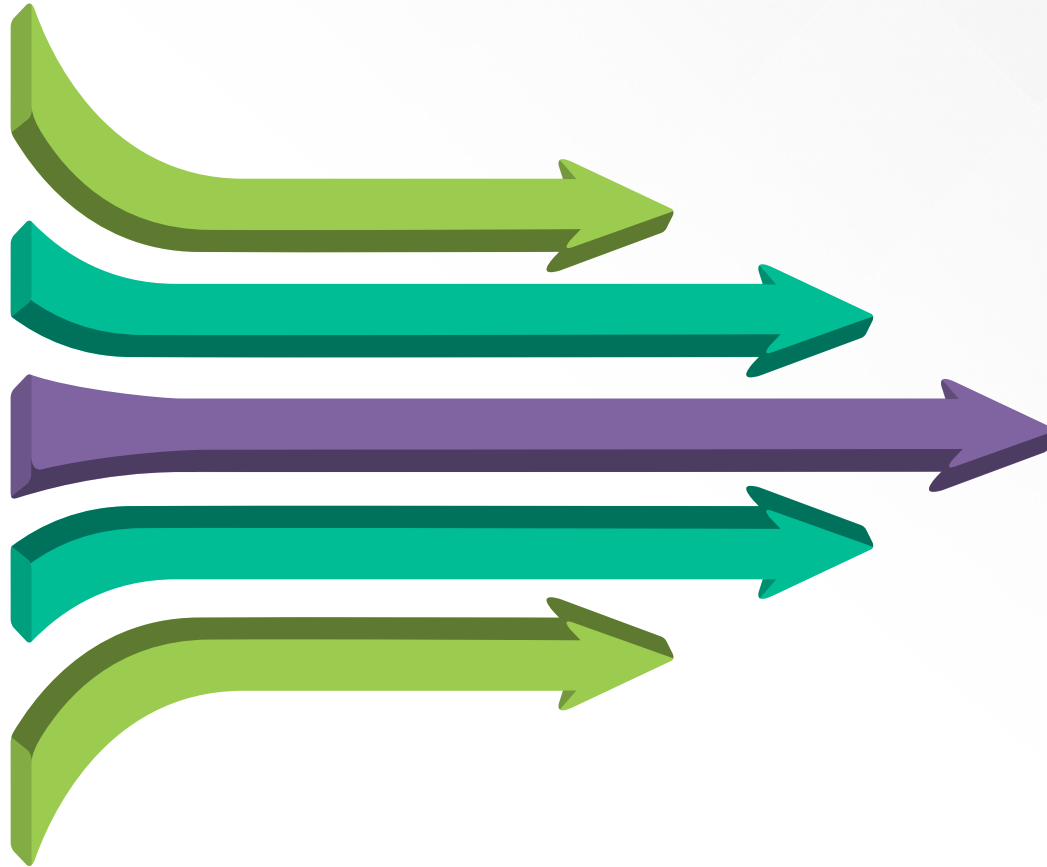
GRAPEVINE LAW #6

The **Capacity** of the Grapevine is inversely proportionate to the energy level

GRAPEVINELAW #6

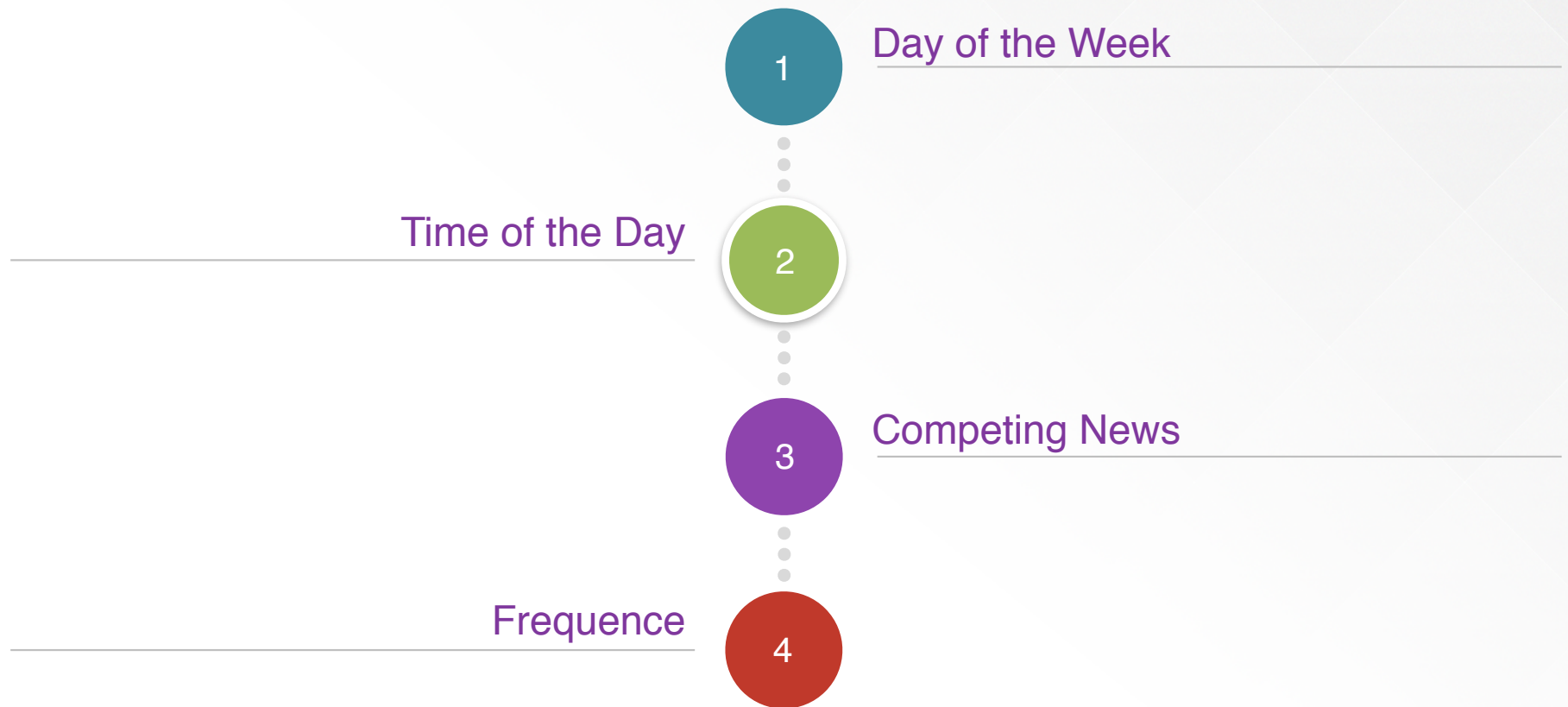
If the Grapevine is hot,
your message is naught.
When the Grapevine is cool,
your message will rule.

GRAPEVINE LAW #6

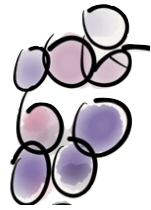


What other news is flowing?
When do people tend to read/
listen the most?

GRAPEVINELAW #6



GRAPEVINEFACT



People who know how to manage their attention and who habitually build productive relationships tend to earn more money and receive higher marks.