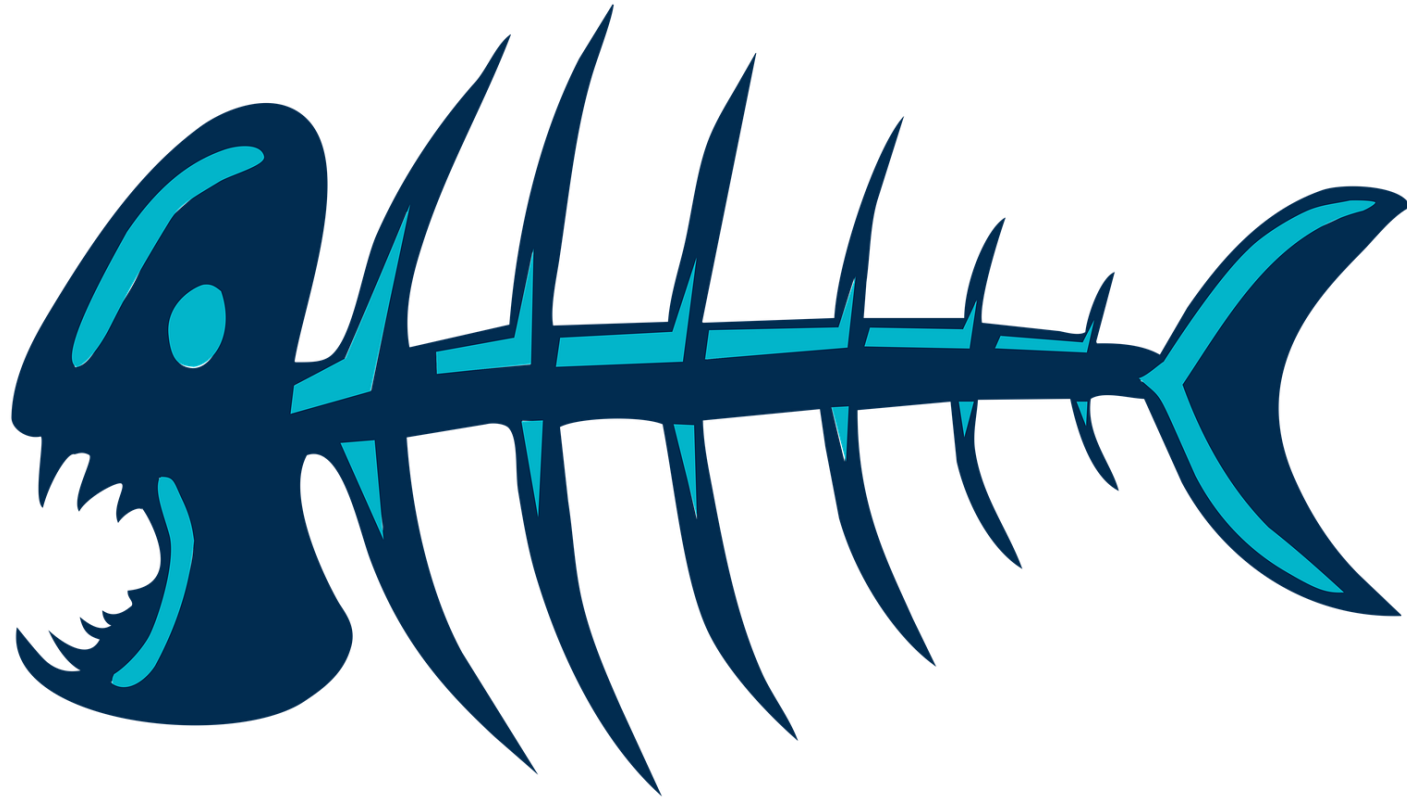


Does a fish really rot from the head down?



Rinker

MATERIALS™

Tiffany Ferrell | tiffany.ferrell@rinkerpipe.com | 910-880-0882



Effective Communication

It is a process of exchanging ideas, thoughts, knowledge and information such that the purpose or intention is fulfilled in the best possible manner.

“The great enemy of communication, we find, is the illusion of it. We have talked enough; but we have not listened. And by not listening we have failed to concede the immense complexity of our society – and thus the great gaps between ourselves and those with whom we seek understanding.”

William H. Whyte (1917-1999)

Steps of Communication



Methods of Communication | written or verbal

Summary of Major Changes to SC-M-714 Supplemental Technical Specification for Permanent Pipe Culverts

SCDOT's pipe spec allows the following types of pipe:

- Rigid Pipe
 - Reinforced Concrete Pipe (RCP)
- Flexible Pipe
 - High Density Polyethylene Pipe (HDPE) - Flexible
 - Corrugated Aluminum Alloy Pipe (CAAP) - Flexible
 - Spiral Ribbed Aluminum Pipe (SRAP) – Flexible

These changes apply to all pipe types (RCP, HDPE, CAAP, and SRAP):

- The standard maximum allowable fill height is increasing from 30' to 40'.
 - Any pipe (regardless of type) that exceeds 40' in depth will not be considered a standard install and will require a custom design.
- Added route restrictions to flexible pipe, flexible pipe is prohibited on all Interstate and SCDOT Evacuation routes. Only rigid pipe is allowed on Interstate and SCDOT Evacuation routes.
- Allowing AASHTO classifications A-2-4 soils for bedding/backfill material.
 - This change increases the contractor's ability to utilize on-site material.
- Post installation inspection now performed at the discretion of the RCE.
 - Previous pipe spec called for 100% of the pipe to be inspected.

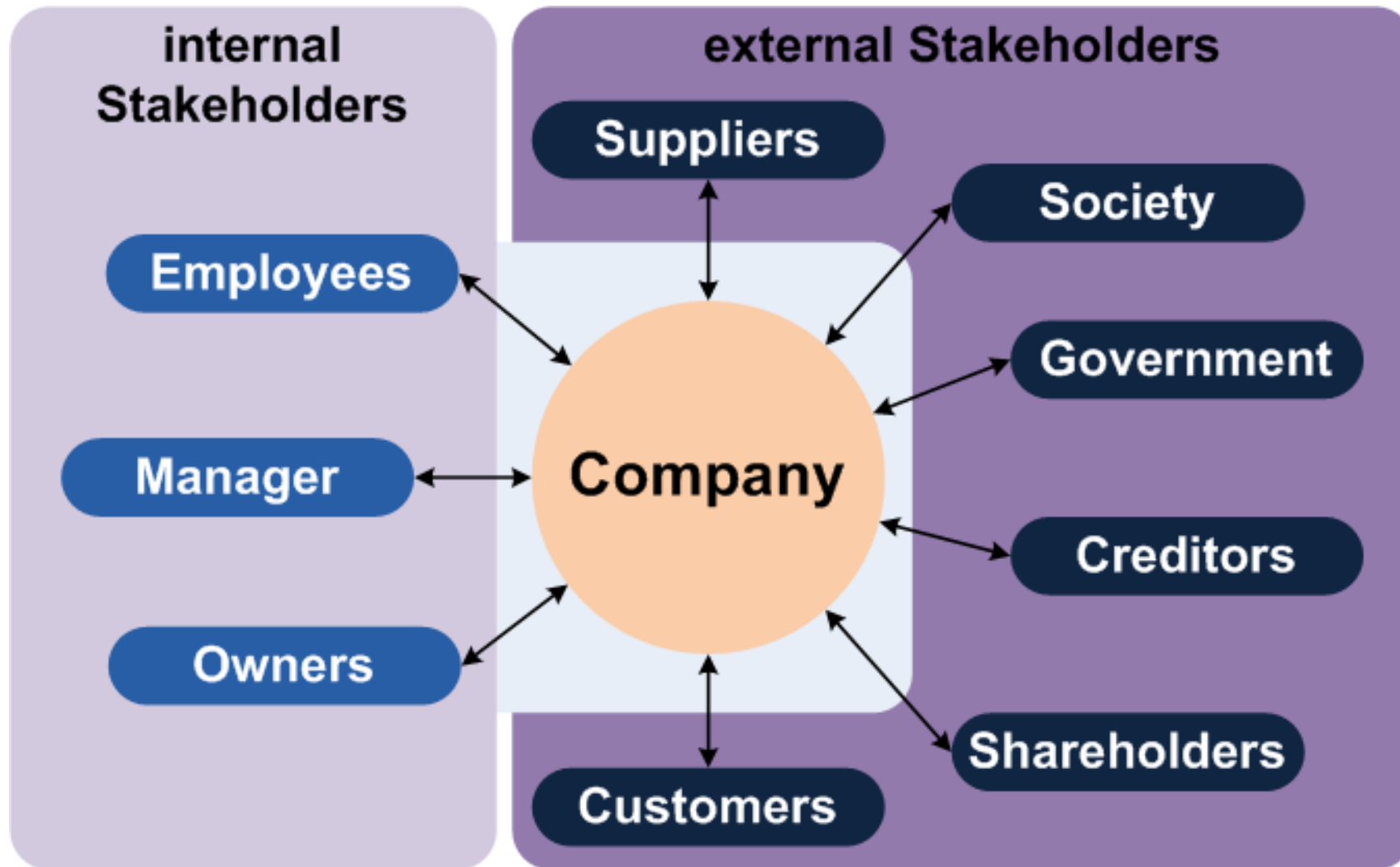


Methods of Communication | nonverbal



Methods of Communication | visual





Stakeholder Management Plan

name, role, position, contact info | prioritize | expectations | rules of communication | action plans

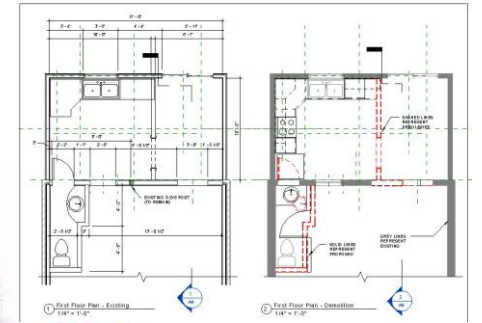
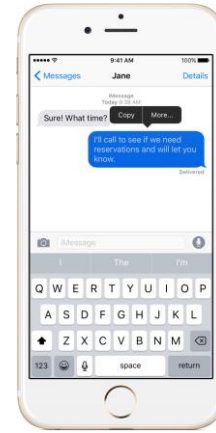
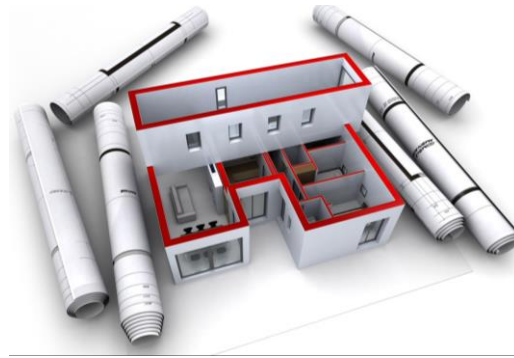
How *do* engineers communicate?





E-mail!

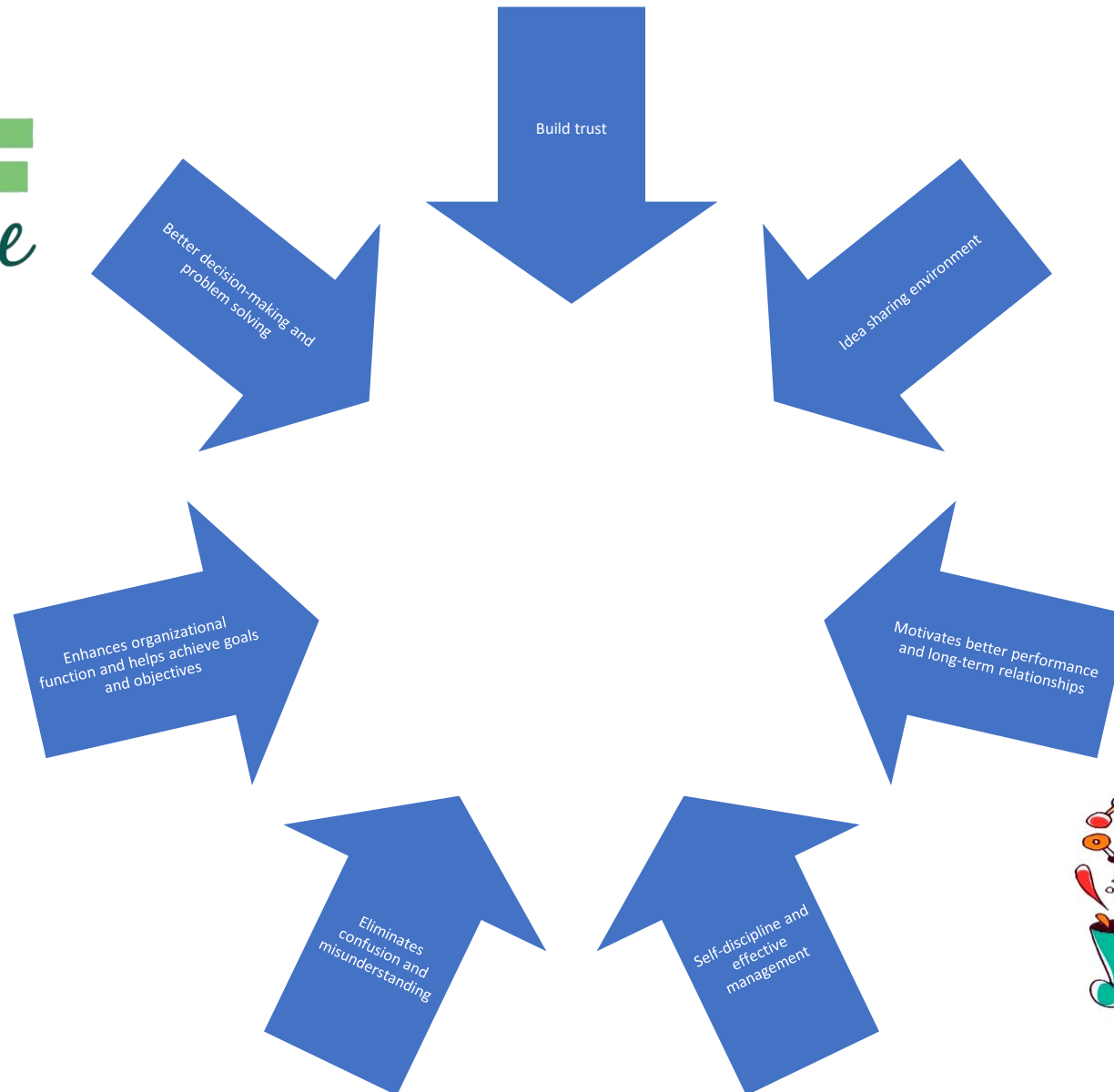
REQUEST



UPDATE

Benefits of Effective Communication

SELF
discipline



Fundamentals *of* Effective Project Communication

establish a
chain of
command

Spell out in CDs
Owner and GC via
Architect
A/E: consultants
GC: subcontractors
Main POC for GC
Kickoff meeting

choose the
right method

Written
Oral
Non-verbal
Visual

listen

Active listening
Smile
Eye contact
Posture
Avoid distractions

know your
audience

Customer
Coworker
Superior
Subordinate

clear, precise,
concise,
correct,
complete

Simple
Easily understood
Unambiguous
Truthful/Accurate
Complete
Succinct

repetition
and review
(feedback)

Are you sure what
they meant?
Document

Tips *for* Effective Communication

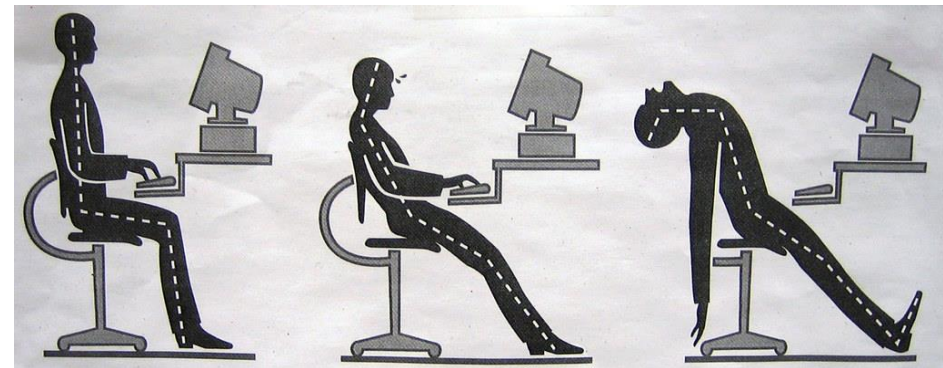
Face to face

Body language
Speech patterns
Honesty | Sincerity
Perception (How do you intend to be perceived?)



On the phone

Body language
Annunciation
Repeat | Confirm



Tips *for* Effective Communication

Written word

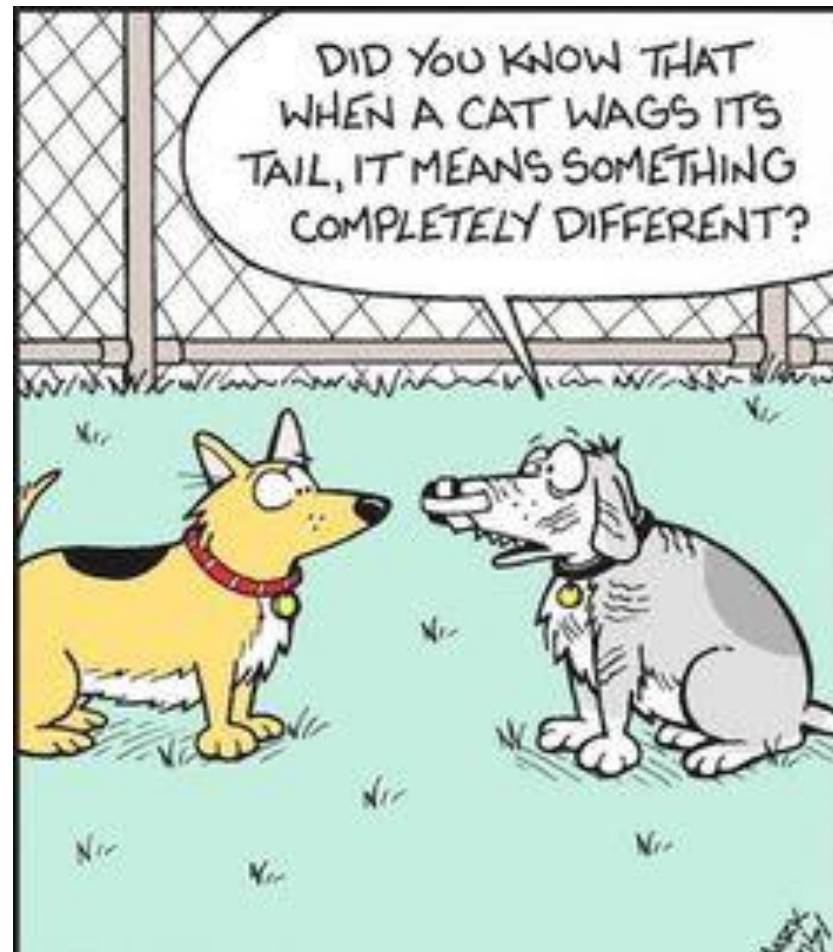
Permanent reflection of you and by proxy, your organization
Address the recipient formally
Identify the topic
Five “Ws and H” is a rule of thumb
Review



Email or text

Be succinct and specific
Age of Siri
Audience (*to* vs *cc* vs *bcc*)
Attorney-client privilege | discovery*
Cool down and think





Case Study | Listening to Learn

You are an operations manager, and an employee comes to you on a Thursday and says, “I just heard we got a big order yesterday, how late will we be working tomorrow?”

Look up from your desk, say, “5:30” and go back to what you were doing.

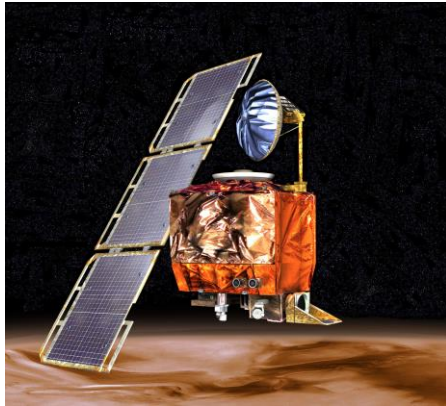
Say sarcastically, “until we’re done”.

Stop what you are doing, and ask, “Do you have another commitment?”

Failures *in* Communication

1999 NASA Mars Climate Orbiter

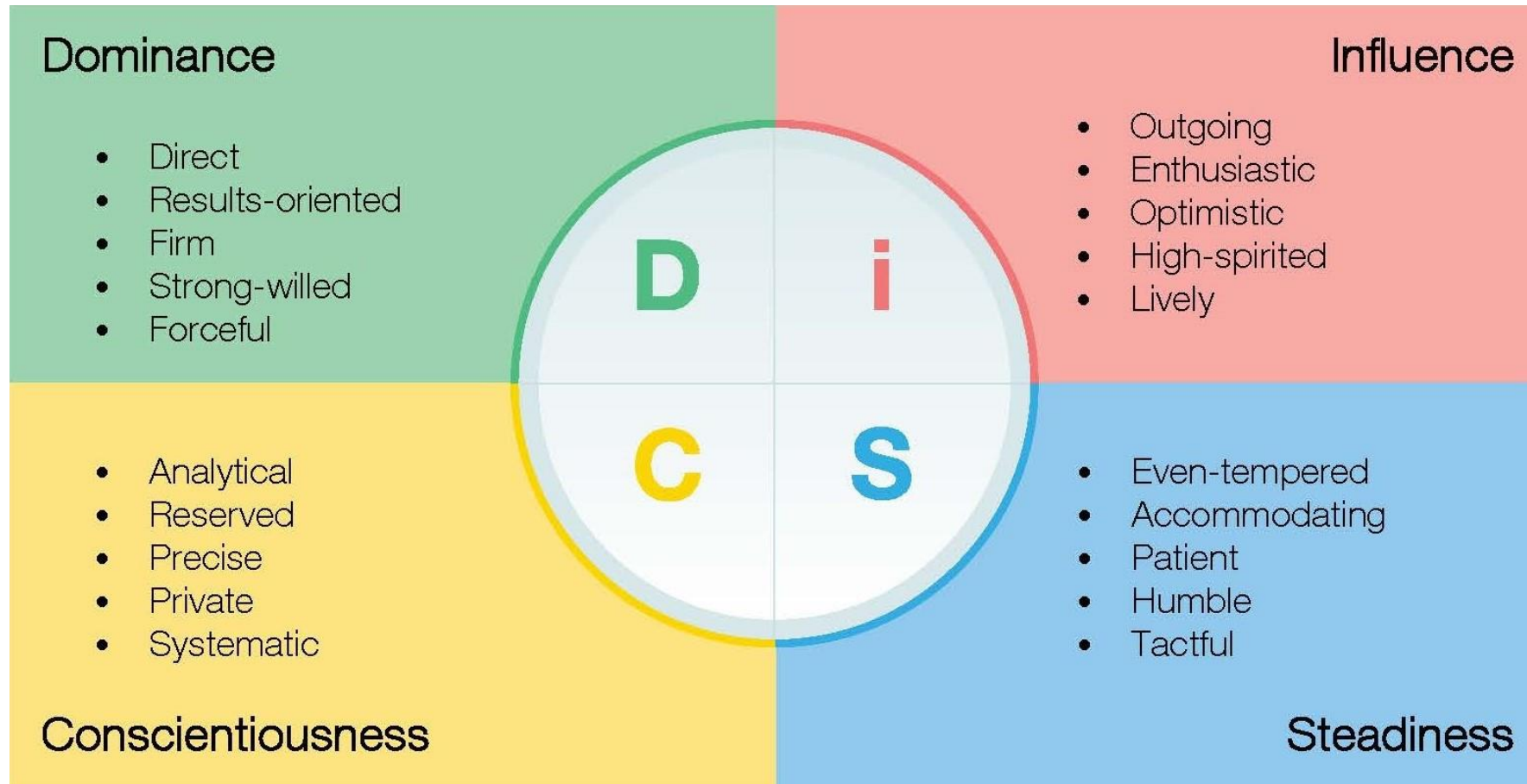
Engineers failed to convert units from English to metric causing the \$193.1M orbiter to disintegrate due to atmospheric pressures in the Martian atmosphere



2007 Cartoon Network Bomb Scare

CN guerrilla ad campaign placed flashing LED placards on bridges in Boston, which were thought to be IEDs, causing a panic. The advertiser was billed \$2M for the response (\$1M to BPD and \$1M to Homeland Security).

Personality Profiles | DISC Personality Test



<https://www.123test.com/disc-personality-test/index.php>

Myers-Briggs

What's Your Personality Type?

Use the questions on the outside of the chart to determine the four letters of your Myers-Briggs type. For each pair of letters, choose the side that seems most natural to you, even if you don't agree with every description.

1. Are you outwardly or inwardly focused? If you:

- Could be described as talkative, outgoing
- Like to be in a fast-paced environment
- Tend to work out ideas with others, think out loud
- Enjoy being the center of attention

then you prefer

E
Extraversion

- Could be described as reserved, private
- Prefer a slower pace with time for contemplation
- Tend to think things through inside your head
- Would rather observe than be the center of attention

then you prefer

I
Introversion

2. How do you prefer to take in information? If you:

- Focus on the reality of how things are
- Pay attention to concrete facts and details
- Prefer ideas that have practical applications
- Like to describe things in a specific, literal way

then you prefer

S
Sensing

- Imagine the possibilities of how things could be
- Notice the big picture, see how everything connects
- Enjoy ideas and concepts for their own sake
- Like to describe things in a figurative, poetic way

then you prefer

N
Intuition

ISTJ

Responsible, sincere, analytical, reserved, realistic, systematic. Hardworking and trustworthy with sound practical judgment.

ISFJ

Warm, considerate, gentle, responsible, pragmatic, thorough. Devoted caretakers who enjoy being helpful to others.

INFJ

Idealistic, organized, insightful, dependable, compassionate, gentle. Seek harmony and cooperation, enjoy intellectual stimulation.

INTJ

Innovative, independent, strategic, logical, reserved, insightful. Driven by their own original ideas to achieve improvements.

ISTP

Action-oriented, logical, analytical, spontaneous, reserved, independent. Enjoy adventure, skilled at understanding how mechanical things work.

ISFP

Gentle, sensitive, nurturing, helpful, flexible, realistic. Seek to create a personal environment that is both beautiful and practical.

INFP

Sensitive, creative, idealistic, perceptive, caring, loyal. Value inner harmony and personal growth, focus on dreams and possibilities.

INTP

Intellectual, logical, precise, reserved, flexible, imaginative. Original thinkers who enjoy speculation and creative problem solving.

ESTP

Outgoing, realistic, action-oriented, curious, versatile, spontaneous. Pragmatic problem solvers and skillful negotiators.

ESFP

Playful, enthusiastic, friendly, spontaneous, tactful, flexible. Have strong common sense, enjoy helping people in tangible ways.

ENFP

Enthusiastic, creative, spontaneous, optimistic, supportive, playful. Value inspiration, enjoy starting new projects, see potential in others.

ENTP

Inventive, enthusiastic, strategic, enterprising, inquisitive, versatile. Enjoy new ideas and challenges, value inspiration.

ESTJ

Efficient, outgoing, analytical, systematic, dependable, realistic. Like to run the show and get things done in an orderly fashion.

ESFJ

Friendly, outgoing, reliable, conscientious, organized, practical. Seek to be helpful and please others, enjoy being active and productive.

ENFJ

Caring, enthusiastic, idealistic, organized, diplomatic, responsible. Skilled communicators who value connection with people.

ENTJ

Strategic, logical, efficient, outgoing, ambitious, independent. Effective organizers of people and long-range planners.

3. How do you prefer to make decisions? If you:

- Make decisions in an impersonal way, using logical reasoning
- Value justice, fairness
- Enjoy finding the flaws in an argument
- Could be described as reasonable, level-headed

then you prefer

T
Thinking

- Base your decisions on personal values and how your actions affect others
- Value harmony, forgiveness
- Like to please others and point out the best in people
- Could be described as warm, empathetic

then you prefer

F
Feeling

4. How do you prefer to live your outer life? If you:

- Prefer to have matters settled
- Think rules and deadlines should be respected
- Prefer to have detailed, step-by-step instructions
- Make plans, want to know what you're getting into

then you prefer

J
Judging

- Prefer to leave your options open
- See rules and deadlines as flexible
- Like to improvise and make things up as you go
- Are spontaneous, enjoy surprises and new situations

then you prefer

P
Perceiving

Plane Crash | Communication and Negotiation Skills

The plane carrying your team has crashed on a desert island.

Each team has been provided with a list of items and must select the 12 items that they think will be most useful in their survival, ranking each item in order of importance.

Extra paper has been provided for teams that may want to allow each team member to make their selections first and then the team discuss until a consensus is reached.

A team spokesperson should be elected to present their selections to the group and explain why each item was selected.

You will have 15 minutes to complete the list for your team. Each spokesperson will then present their selections to the group.

Team Building Activities

Back-to-Back Drawing

Community Service

Afternoon at the Races

Minefield

Plane Crash

Marshmallow Spaghetti Tower

Salt and Pepper

Frostbite

Scavenger Hunt

9 Holes of Golf (card game)



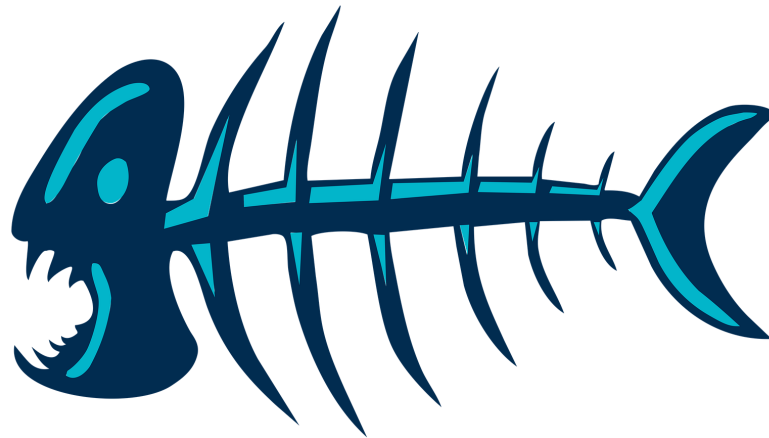
Conclusion

Everyone is responsible but management sets the tone for an organization.

It takes work.

Strive to know and understand others.

Everyone is unique and communicates differently.



Thank you!



Tiffany Ferrell | tiffany.ferrell@rinkerpipe.com | 910-880-0882

