

SUCCESS STORY: Decoding Communications

Communications Coaching Firm Deepens Leadership Impact

ARTiculate Real and & Clear strengthens the foundation of coaching engagements by using a story-based framework to help clients communicate more authentically and effectively.

Business Results

- Leaders discover and tap into the strengths of their natural communication styles.
- Psychological safety grows as people have permission to show up as themselves.
- Teams embrace their diversity, as well as the parallels of their storylines.



articulate
REAL & CLEAR
REAL COMMUNICATION IS AN ART

Challenge

Many well-meaning leaders create a 'wall' that stands in the way of authentic communication. They may lack a sense of psychological safety or have a preconceived idea about 'the right way' to communicate at work.

By doing so, they lose out on opportunities to connect with people in a deeper and more meaningful way. Interpersonal interactions fall flat – and far short of their potential. There is a disconnect between *who they are* and *how they show up*.

Approach

ARTiculate Real & Clear helps people dismantle the walls that impede communication. They use the *CultureTalk for Individuals* assessment in their 1:1 and team engagements to help clients uncover their communications patterns.

It provides an easy and fun way for people to decode the nuances of their personal stories, helping them recognize when their communication goes too narrow or slips into the 'shadow' side of a pattern. With coaching, they learn how to shift their voice, non-verbals, and message into storylines that resonate.

Outcomes

Clients have experienced major breakthroughs being coached to communicate through the lens of Archetypes. Here are three examples:

1. A leader at a technology company learned to open her communication style to embrace not just one, but all three of her top Archetype patterns. Her team was amazed experiencing her authenticity.
2. A physician uncovered her greatest communication strengths in what she had previously seen as weaknesses. By stepping into what makes her unique and different, she now understands the real value she brings to patients and how to translate that impact in one-to-many communication settings.
3. A gifted man with a non-traditional career learned to tap his Explorer pattern as an effective mentoring tool to engage younger teams.

CultureTalk Solutions Employed

- CultureTalk for Individuals Assessment
- Communication: Archetype Cues & Clues

"Story unlocks an ease which enables people to step into themselves authentically. They can step into their superpowers. And when they do, they come alive."

| Hilary Blair, ARTiculate Real & Clear