

S&P **CHIC**: Coaching for High **Influence** Communication



Suresh Sivaraman



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"People exercise an unconscious selection in being influenced."

T. S. Eliot

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Making High Influence Communication Happen

How do you recognize high impact and high influence communication?

A high influence communicator is like a consummate driver who takes people on a pleasant, relaxed, safe and much enjoyable drive on the highway.

It certainly helps if your driver has the right blend of expertise, alertness, confidence, and above all, a cool demeanour. Once that's assured, passengers are only too happy to hop on

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to the bus. And they'll keep coming back for more rides too. You can see it on their faces. That ain't happening with an inexperienced and reckless driver who scares the hell out of people! The feeling of trust and a sense of satisfaction can't be faked easily, when your life's at stake.

The story with communication and influence is also similar. At the core of it, it really is about developing and nurturing trust in relationships. Especially in business and professional settings, this level of mutual trust and acceptance can truly set you apart. The great news is that it is a skill that can be learnt and mastered. One caveat, though! It requires high levels of commitment and a heartfelt attitude of flexibility and openness.

We're talking communication that connects minds and hearts, and gets people excitedly move together towards great outcomes. It is indeed about jointly exploring the highways of possibilities, options and opportunities.

Most of the driving on the highway happens on the fourth and fifth gear. The ability to work your way up from the first gear onward, and then shift gears seamlessly is vital. And you're better off getting there sans tense, crazy, jerky movements, and frazzled nerves all around! Yes, there is method of course, and also a lot of discipline that goes into it.

Do you want your leaders to be these change agents? And have their teams and customers eat from their hands?

"When a gifted team dedicates itself to unselfish trust and combines instinct with boldness and effort, it is ready to climb."

Sage Patanjali

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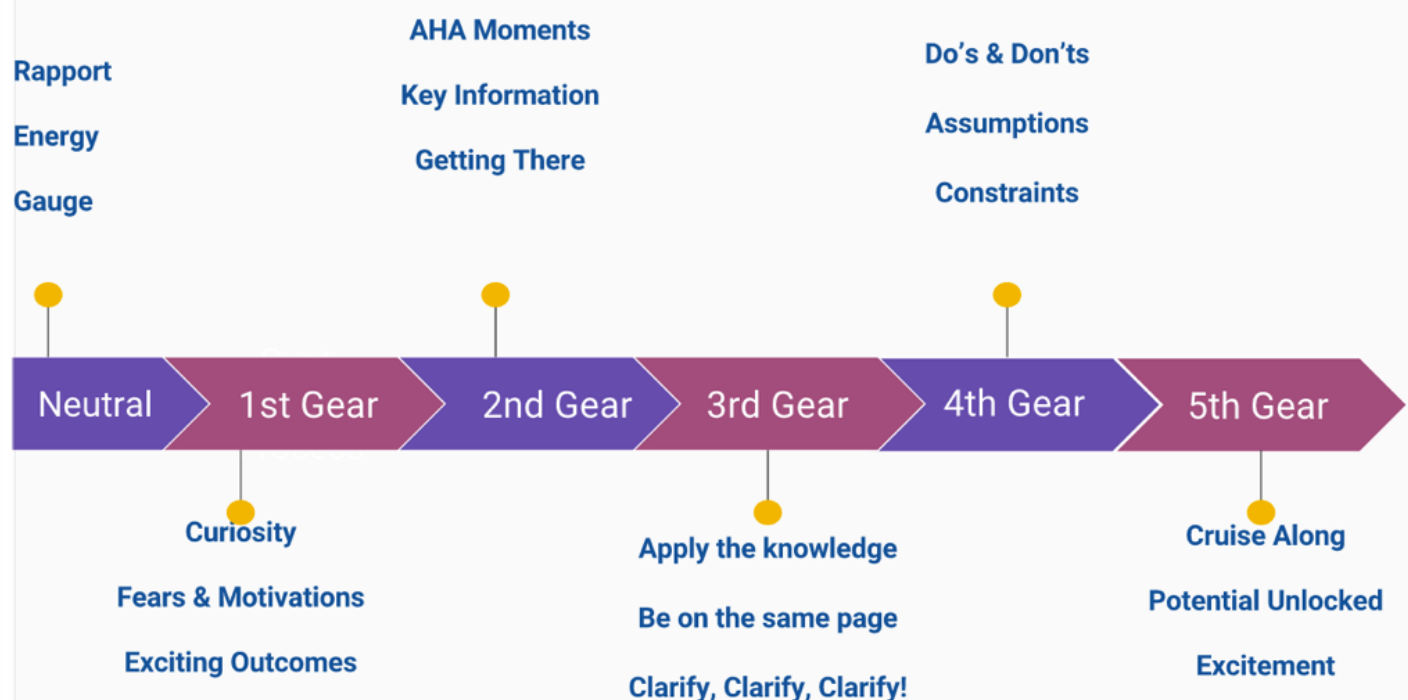
Piyush Sharma

In this booklet, coaches Suresh Sivaraman and Piyush Sharma are glad to share salient aspects of the “S&P CHIC” model. CHIC stands for “Coaching for High Influence Communication”.

Suresh and Piyush made it for their clients (leaders, consultants, coaches, specialists and managers) who want to influence customers, business associates and senior leaders. These skills enable them to build and nurture professional relationships based on trust, commitment and strong result orientation. Here’s a snapshot. Details are given separately as points to ponder over, in a practice chart. You’ll see the link at the end of this booklet.

S&P CHIC: Gear up *Right*

Overview of the Model



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In case you are wondering; No, we haven't forgotten the Reverse Gear. Here's what it does!



"The noblest pleasure is the joy of understanding."

Leonardo da Vinci

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Take each opportunity for communication through this model. Move from first gear to the fifth gear. As you do so, always blend in information, insights and engagement. Ensure they're with you on the same page. Whenever you notice a disconnect, go back to neutral gear. This is where you stabilize yourself, and figure out what more can be done to get them on-board. Use the reverse gear also to change direction when needed. Do this when there's a danger of going off on a tangent! Check out the practice chart for more info.

[Click here for the S&P CHIC Practice chart.](#)