COMMUNICATIONS THEORY AND PRACTICAL APPLICATIONS

Communications Theory

How people construct reality is through their language—language is merely symbolic representation of reality — their reality can be gleaned by evaluating their use of words, language, metaphors, stories, operative mythology, nonverbal cues and posture.

Enter Reality of Party

Pace, mirror, Get in "sync" with him/her by effective Listening (Neuro linguistic programming)

(Transform Self)

Shift Reality of the Party

- Reframe context of statement
- Structure, organize process
- Ask reflective questions

(Transform Self)

Before a shift can occur, the mediator/negotiator must sufficiently engage the party – enter their reality. To merely say, "that's in the past, we need to talk about the future," will not typically work.