

Unlock The Secret Communication Skills

Elad Ben-Hur

Agile Coach

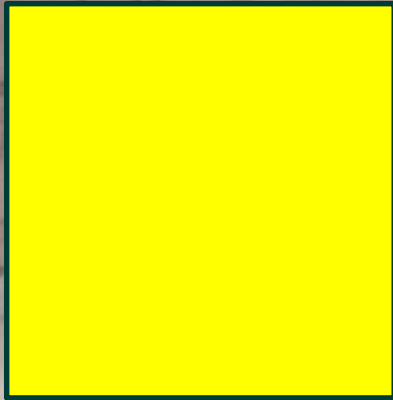
Red Hat



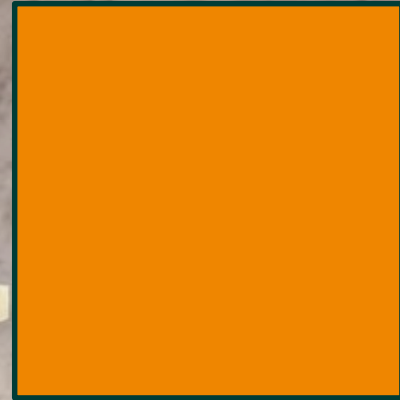
WELCOME
CHAMPIONS

Do you feel like a Champion?

Always



Sometimes





Until 2016

12 Grand Slams until 28 years old.

The first to win 4 straight Grand Slams since 1969.

Broke the record for holding the number 1 spot for the longest time.

2016-2018

Injured.

Stressed.

Lost many first round matches.

Replaced several Coaches.

0 Grand Slams.

Went down to the number 20 spot in the world.

After 2018

Another 12 Grand Slams.

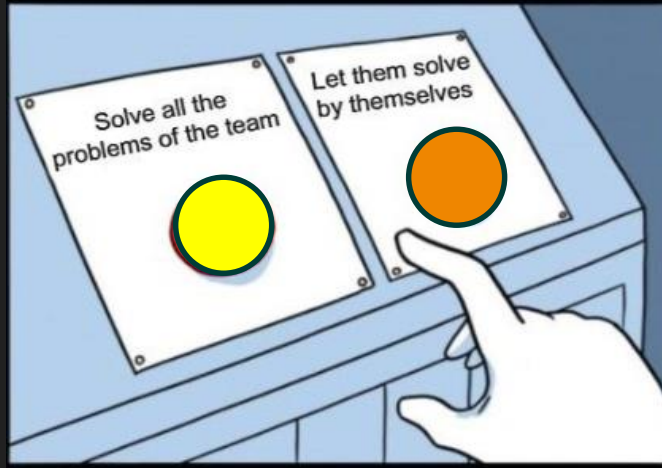
7 year-end championships.

Broke again the record for holding the number 1 spot for the longest time.

Won the Gold medal at the Olympic (Paris 2024).



What a Scrum Master should do?



Give 100% for the result,
but don't let the result be
100% of who you are

Who Am I Without My Title?

Without My Job

Without My Results

Without My Success

Without My Achievements

REALITY



UNEMPLOYED

LinkedIn



AI Enthusiast |
GenAI Evangelist |
Influencer | Inspirer |
Chief Visionary | Coach |
Startup Advisor | Mentor |
Prompt Engineer | Project
Manager | CxO |
LinkedIn Top voice
(according to me) |
Speaker | ChatGPT Expert |
9 x AWS Certifications |
7 x Microsoft Certifications |

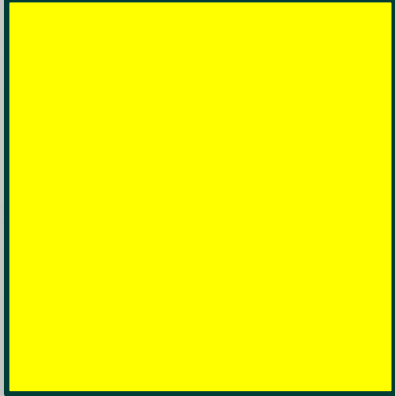
A person wearing a dark suit, white shirt, and dark tie is holding a torn piece of lined paper with both hands. The paper has the words "ELEVATOR PITCH" in large, bold, dark blue capital letters, and "Page 2" in smaller, dark blue capital letters below it. The paper is torn at the top and bottom edges, and has a spiral binding on the right side.

ELEVATOR PITCH

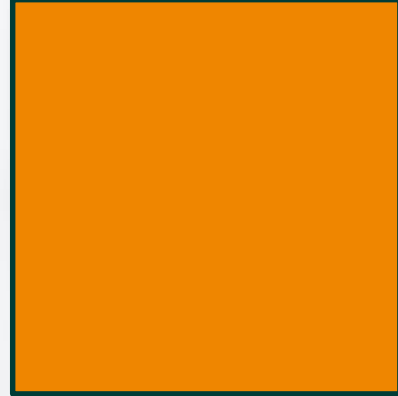
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Which pitch build better connection & communication?

Without title



With title



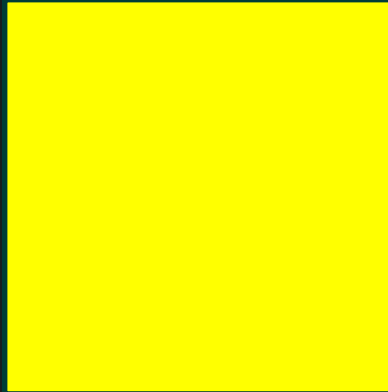
What they have in common?



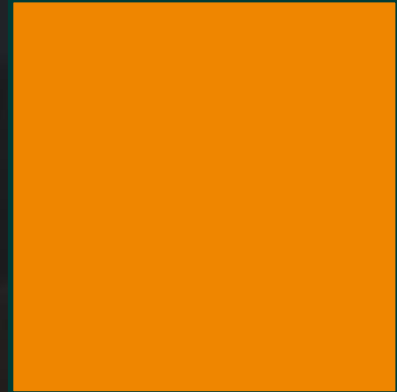
If your technical skills are 10/10 & your
communication skills are 5/10.

You're overall is?

10



5





SUPER COMMUNICATORS



We think of a discussion as **ONE**
conversation,
but the reality is that each discussion
contains **MANY** different conversations

Charles Duhigg – “Super-communicators” (2024)
Deborah Tannen – “Framing & Meta-Messages” (1990)

The Three Types Of Conversations



Practical Conversation

What's this really about?

*Leans into
data and
reasoning*



Emotional Conversation

How do we feel?

*Leans into
stories and
empathy*



Social Conversation

Who are we?

*Leans into
identities and
relationships*

Douglas Stone, Bruce Patton, Sheila Heen – “The Three Conversations Model” (1999)

The Matching Principle



Matthew Lieberman – “Why Our Brains Are Wired to Connect” (2013)

The key to connect

DEEP Questions

Dreams **E**levated **E**xperiences **P**assions

Alison Wood Brooks & Francesca Gino – “The surprising power of questions” (2017)



Surface-Level vs. Deep Questions

"How long have you been with this company?"



"What's been the most rewarding part of your time here?"

"Where do you work?"



"What do you love about your job?"

❏ These questions gather basic information but rarely lead to meaningful connections.

✅ These questions invite personal reflection and reveal values, creating opportunities for authentic connection.

Elevating Scrum Events with DEEP Questions



Daily Scrum

"What could make today feel like a win for you personally or for the team?"



Sprint Review

"What story are we telling in this review that could be more inspiring or engaging?"



Sprint Planning

"What does success look like for this Sprint?"

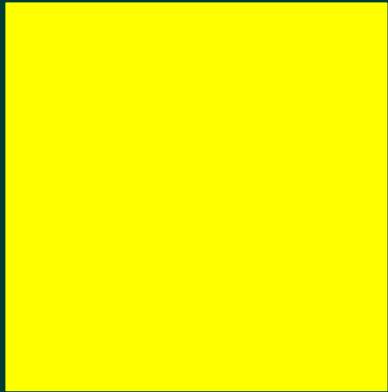


Retrospective

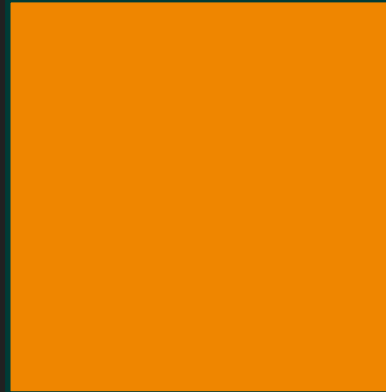
"What's one thing we've been avoiding talking about as a team?"

Deep Questions are about?

Feelings



Facts



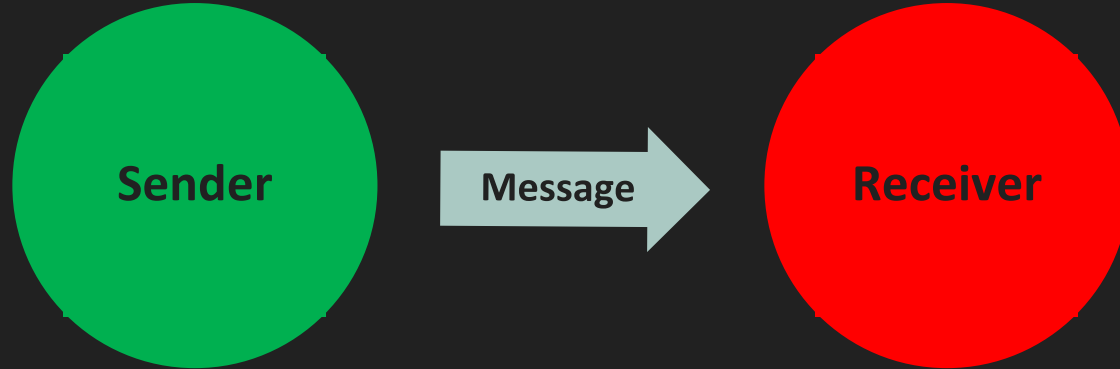
Instead of asking about the **FACTS**
of someone's life or work,

We should ask them how they **FEEL**
about their life or work

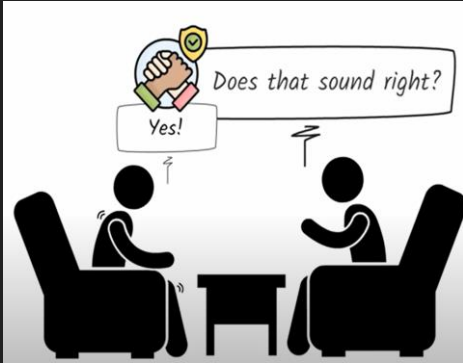
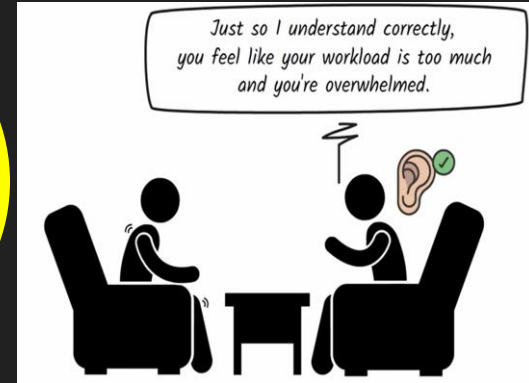
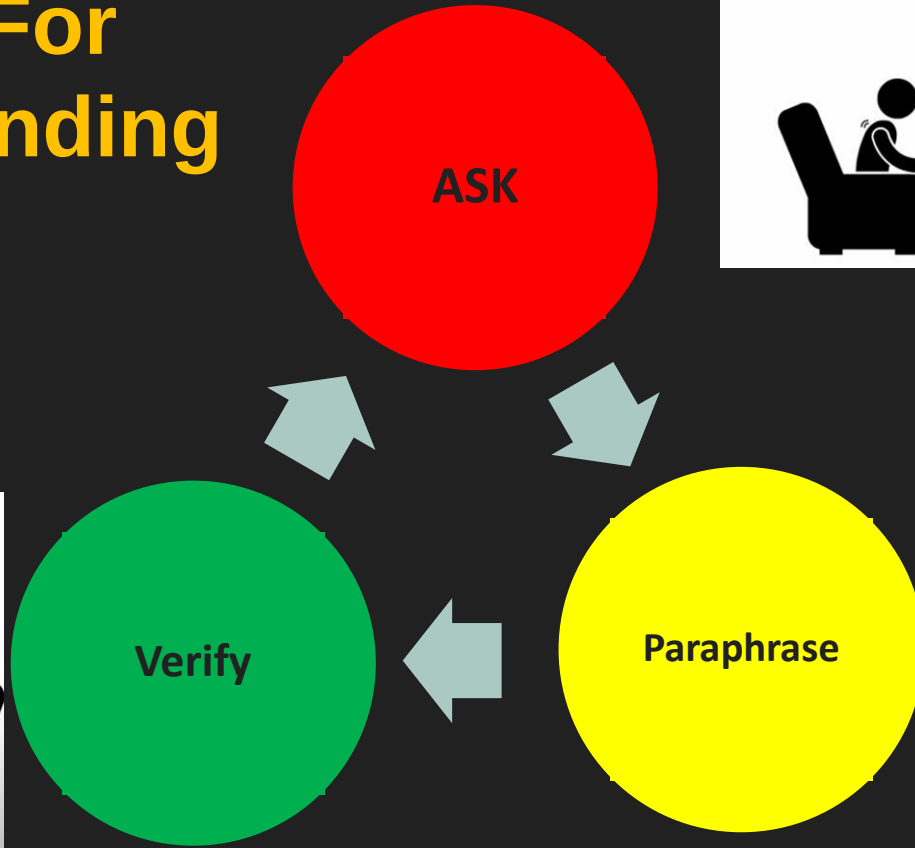
86%

of employees and executives cite a **lack of effective communication** as a primary cause of workplace and project failures

- **The #1 Obstacle To Effective Communication Is Lack Of Alignment Between:**



Looping For Understanding



*Marshall Rosenberg – Nonviolent Communication (1999)
Roger Fisher & William Ury – Principled Negotiation (1981)*

Let's Practice

3 Types of Conversation

Matching Principal

Deep Questions

Looping For Understanding

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Business Storytelling

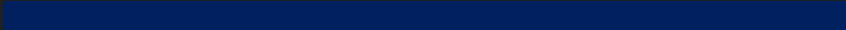
The Storytelling Formula



Share authentic personal narratives



Bring characters to life with dialogue and acting



Focus on peak moment and link it to the key lesson



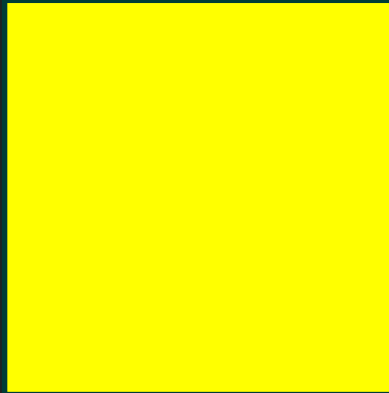
Craft short, punchy narratives with clear messages

The Storytelling Structure



**Vote for the story that you prefer to hear
about?**

Failing Fast



Sprint Planning



Let's Practice

Storytelling

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KEY TAKEAWAYS

- ✓ *Present yourself as you really are for better connection (**Elevator pitch** – “**who are you without your titles**”)*
- ✓ *Connect with people by having the same type of conversation (**3 types of conversations & the matching principal**)*
- ✓ *Ask **Deep questions** for meaningful conversations. Focus on feelings, not only facts*
- ✓ *Fully understand the people and Show them that you want to hear them, so they want to hear you in return (**Looping for understanding** – **Ask, Paraphrase, Verify**)*
- ✓ *Connect emotionally, Drive Change, build trust and Make Learning Stick with **Business Storytelling***