

EP111

Elaine Lou Cartas: Your girl is tired. This past month I've done three speaking engagements, one with a Csuite group at the Pelican in Newport Beach. It's this fancy swanky resort where I worked with the C-Suite team on leadership and communication skills. Second, led a talk with the West Valley Warner Center Chamber of Commerce on.

Clear clarity. And recently, third, I facilitated a retreat at the Lido House in Newport Beach with API Government Affairs Executives from Intuit, Coca-Cola, Toro, Edison, HealthEd, Kaiser Permanente, and East West Bank to name a few, and I know all three speaking gigs. They came to me. Obviously each one having their own individualized goals and challenges that they wanted to be coached on.

While at the same time, all three had something in common, and it's been a theme. A lot in my coaching. So often people think, oh, I need more money, I need more time. But actually the challenge that I coached all of them on is how to lead, manage and communicate with different personality styles. And I challenged each group I spoke to on, Hey, what if you saw your colleagues from a place of curiosity to understand each person?

Create a team dashboard and then practice communicating with each individual and team, and you're like, Elaine, wait, I want to know more. Don't worry. I share more details on how you can effectively communicate and get work done on this replay with the talk I did at the West Valley Warner Center Chamber of Commerce, and please note.

I will give warning that as a speaker, and if you are a speaker, you'll get me. I am always ready and flexible when things don't go the way I expect, for example, to give context. We were outside in a patio. It was supposed to be inside, but things change, which is completely fine. The great thing is I'm flexible.

We're outside in this patio of a restaurant. This spacing wasn't the best to connect with everyone to do a presentation. So you'll hear how I adapted, how I honored people, attendees that came, who wanted to network with one another and may not just. Wanna hear me talk or be coached. And through this replay you'll learn how I was able to, on the spot, effectively communicate, knowing what people wanted from the event and letting go of ego that some people just didn't wanna hear me speak or coach, and that was cool.

I wasn't upset, I was just focused on serving. So this is a great way to hear it in action. All right. Let's drop the beat. Hey, I'm Elaine Lu Cartas. I'm a business and career coach for women of color and Allies. La Weakley awarded me the number one thought leader, and Apple News named me one of the top five business coaches done doing the most as a woman of color.

Or Ally and you wanna create your own definition of success and happiness, we'll grab your coffee, tea or boba and let's do some business and career real talk. Hi, I'm Elaine. So I am not a motivational speaker, but I think I'm pretty cool and funny. The way I like presenting is very interactive. I wanna make sure all of you get value besides the drinks.

You're covering the jinx open bar. I'm kidding. No, I understand. When it comes to your business and career with goals and challenges, you might be shy to share. So this is a way to keep it anonymous. So I have this paper up here on top are the goals and at the bottom are challenges. So if you could write in these post-it papers, stick it in there.

I'm gonna see which ones are the most and I'll just coach you through it. Does that sound good? Okay. Also, I'm not the only expert here. So I share that because there's people who are like financial planners here. Accounting. Yeah. There's a lot of experts here and I think we could just learn from one another because I think unfortunately what happened 2020, like post covid is we've been so siloed and we think we're the only ones that have the problems.

But the reality is, we're all fucked up and we could heal together. I'm not a therapist, by the way, just to be clear. I'm a coach. All right. I'm gonna pass these post-it notes and then just please stick it there. Okay? I wanna respect that. Some of you on a network, totally fine. I'm not gonna be offended about that, and I know the layout makes it really hard to talk.

and I know time is really essential. So what I will do is I'll stand here if you wanna get direct coaching from me and other people, feel free to come up if you don't want to, I won't be offended. So just make the most of how you wanna do tonight. Does that sound good? Yes. Okay, great. Right here. Okay.

Thank you.

Audience Speaker: First I wanna know about height.

Elaine Lou Cartas: What's your problem?

Audience Speaker: okay, it's not a problem per se. What's your goal? how do I improve employee happiness?

Elaine Lou Cartas: Okay. actually I was talking to you about it. Employee happiness. Ah, okay. So a really good template I like using is a team dashboard. and then come from a place of curiosity with your team members.

So have like your direct report, your supervisors, all in a list, right? That's one column. The second column is what's their goal? So CFOs, finance, marketing. Marketing, right? Then what's their KPI? And then what people forget is what's their communication style? Some people you could talk to 'em about personal life, other people don't talk to 'em about personal life 'cause it's offending, right?

And then the other column to add is who do they get along with well with and why? But don't come from a place of, oh, they're very cliquey, they're best friends, but why? What about them? That makes them communicate really well? So then when you approach them about a challenge or an issue, you know how to talk to them about it.

So if you want that team dashboard, does anyone want that team dashboard? I work on that with my C-suite members and then it's a constant loop. So after each meeting, after each water cooler talk, you reflect back what worked, what didn't work, especially with the people that are the MO most difficult talking to.

So you, does anyone do sports? Where's my baseball person? Yes. Okay. So when it comes to people, and then I would love to get your feedback as a coach. So he's a former baseball coach, he's a financial advisor for Northwestern. I have another financial advisor here. Okay, there's three. Alright, you got three, four.

Nice. So you, she asked the question how effective the team dashboard is. So come from a place of curiosity and each time you connect with a team member, if they're not hitting a goal, and you try a technique of how to communicate with them, see what worked, what did it, and how you could edit it.

Like each team member, I have a profile on how I edit it. We do so much with our clients, but we don't do that with our team members and that's where we mess up

Audience Speaker: for those people who Aren sign marketing flatly. Yeah. Let's talk about our billings design. That's me. For those people who are the more partner consultant, yes.

They do not like to talk about their pep banks. No. They only care about results. If you say no on any project, that's like a, not a good bang with their Correct. How would you handle working with. People like that who you

have to be a little bit more blunt and just direct. Okay? But you do wanna get closer to them and understand how they work.

How would you navigate that

Elaine Lou Cartas: type of, so before I answer that question, I have CPAs here. Where are they? Where's my CPA people? Okay, so who does marketing? He's creative. Very flowery. If you can't tell, look at his skin. Clinique. I believe that's what he told me. Alright. I'm telling you guys what you're all doing.

He wants to know, okay, I'm sorry, but if I need a goal done, how do I talk to people like you that you don't want me to get to know your personal life? And straight to the point, but that might not be you, so I don't mean to stereotype CPAs. I apologize. I just did that right now.

Audience Speaker: That's okay. Are you asking how to navigate someone who's a little more private?

Yeah, you seem more open. I can just tell, if I, like I can have a conversation with you, but I'm talking about director, managing director, people who they do not care about personal pillars. Even within their team, they want to lead and get a project. Oh yeah. okay. Yeah, I think it's always still nice.

To have a pleasantry relay, Hey, how's your day going? Or Good afternoon or good morning, and then dive straight in. But I would respect maybe holding back a little more. Just have an initial entryway like, good afternoon or good morning, how's it going? And then getting more direct to the point. I recommend doing something called like a summary and not getting the details with higher level professionals.

So give them the summary first of the goal, what happen or the goal like this, what happen, or this is what I need. And then explain how and why you've gone there, because they're so busy that space, the point, and then get into the details a little later, or ask them when they're available to schedule 30 minutes or 10 minutes later in the day with them.

I like everything. They're the type that doesn't like to schedule anything. And if you reach out in Kingdom and. They want your personal cell phone and are not giving that

Elaine Lou Cartas: right look for a new channel.

Audience Speaker: but thankfully I don't have to work directly with them a lot, but I do like them because I've noticed when I just get on calls and boom, this is how we, they lost it.

And then when I ask about their team, they don't care.

Elaine Lou Cartas: I've also noticed, okay, so my boyfriend is an accountant and I noticed when he asked me things I need to say it in a certain way.

Audience Speaker: Oh, yeah.

Elaine Lou Cartas: Any, oh, like even like where do you wanna have dinner? I don't know. What do you mean you don't know? I was like, oh, say it in second.

Like it has to be a turn.

Audience Speaker: Very, that, whereas my team is. Hi everybody. How are it? I can give you a question. So I give them a summary and questions. Then you're gonna get a response. That's really helpful. So being more question forward also forces them to give you a response if you can form it in that way.

So do you want me to reach out to so and so directly? I can give you a, Yeah, having that back. Yeah.

Elaine Lou Cartas: Legacy leader. I know what you're thinking. Elaine. You have such good stuff here. I want more. So if you want more tips and advice for your business, career and life, sign up for my Gifts and Gifts newsletter@elainel.com slash.

Join. That's JOIN. And here's three things you'll get when you join. 'cause I'm like Santa Claus. I love giving number one funny gifts. 'cause who doesn't love memes and pop culture references. This newsletter is so fetch Number two, receive actionable gifts. That's business, career, and life tips that you can start doing today.

Third, the gift of me. Not only do you get my wins, but also my failures, my reflections, my gifts and newsletter is like an up-to-date diary, think, Zinga or Life Journal for my fellow millennials, I. Where I share vulnerable stories, relatable mistakes, and important life tips, like what to watch on Netflix, like when's the next bridgeton season?

So if you're ready for those fun gifts and actionable gifts to create a more sustainable life, then join my newsletter@elainelou.com slash join. That's JOIN. Alright, let's get back to the episode.

So I realize you guys don't know my background. Prior to being a coach, I was, I used, thank God I don't, I still vote. I used to work in political campaigns, so I was on a flight all the time flying to DC, Sacramento, and I was also former fundraiser, so I raised \$12 million in seven years. So I was around very unique type of people.

You had something you wanted to share?

Audience Speaker: I was going to mention, first of all, understanding archetypes. Yeah. So you understand the way people work. That's one thing to understand that there are different types and so when you can fit someone into an appetite, that helps. And then what I like to do, I'm an AI consultant and but so I use chat specifically to understand people's personalities and when I'm not getting through to know, I will engage it and say, Hey, I've asked this.

I've emailed that. I've text this and either got this kind response or not. And then I'll use that to help me figure out how I can either. Communicate, get my, meeting, the buy-in, whatever it is to have a brainstorm, ideas to articulate what I wanna get through to the client and how I can get them from where they are to where I'm at.

But again, starting with the archetypal, how do they even engage and meeting them where they're at. And of course, if you're doing business with them, you wanna focus on why they hired you in the first place. And so really trying to find out. what really matters to them. And focus on that.

what really, matters. And then adjust your conversation to how they interact, get to that archetype. So had GPT help you understand like they're this, what they keep saying, they hired me for that. I can't get 'em to agree to this. What should I say? What can I do? What's up? And yeah.

Elaine Lou Cartas: I used chat GBT earlier today 'cause I was talking to a former Harvard MBA undergrad McKinsey consultant.

And so I wrote the email and I knew it was too fluffy. I was like, Hey, write this for Harvard, MBA consultant. Make it direct, concise, so it cut all the things and then it edit it. But I will also say, when it comes to chat, GPT, don't copy and paste it. Like obviously edit and change it and

Audience Speaker: or take it to Claude.

Elaine Lou Cartas: Yeah.

Audience Speaker: Find what you, first of all, like Claude say what you like. Take a CH P two and prove it. Take that the quad said Nick and more human. And by then it should remember something that you actually wanna send. Michael? What? What's that name of the code? So for those of you don't know, I do Claude.

Flawed is another AI model that is really good at making things sound human. Yeah. Versus just completing the task. it's more about making it, you'll notice right away the tone, not to mention you can control the tone. Like you said, I like to call on if I need to be more stern. Make it sound like Gary V is talking to them.

Yeah, you know what I'm saying? So you can conjure up other talking styles, and again, by bringing your goals to the equation, we help you get that as well. But flaw is great for making it sound. Just more here. Good.

Elaine Lou Cartas: I am glad you got to hear a real life example of how I effectively communicated despite changes that happened that I didn't expect.

I understood being at this chamber, people had one of two goals or both. One, learn from me and or two network with others. And I was being mindful of that. That's why I was direct and said, Hey, if you wanna network, cool. If you wanna get coached, come here and let me support you. Let me tell you the number of people who came up and complimented.

My flexibility was a lot. And for you, I hope you as a leader get to integrate the team dashboard I shared in this episode. Practice communicating with your team members, clients, and hey, even your partner and family members. As you heard someone even asked and questioned, Hey, does it even work? just like music, sports, writing and singing like Celine Dion and Adele.

Sure. They were born with this talent and this gift to sing, but it's about practicing, reflecting, refining each time hearing. Feedback from the audience, and I know you're listening to this podcast right now. You're like, Elaine, you're just a natural. You're confident. No, I wasn't. I know it's hard to believe, but I was bullied and I remember one situation in high school where I was presenting and I froze midway in that presentation.

I forgot my lines. I am pretty medium. Brown tone, I'm sure my face was white. It was embarrassing. And after that experience in high school, 'cause we did a lot of presentations in high school, I went to I poly high, shout out. I practiced in front of a mirror, put my stuffies in front of the mirror, and I spoke.

I played violin in high school and at the time, similar to playing violin, practicing songs. I practice my speeches and conversations. Now it led me to where I am now speaking at this podcast to you. So if you enjoyed this episode and learned a lot, do me a favor, leave a five star rating and review. If you feel called to do it, it would actually mean so much and it would help.

Other leaders like you find out about this podcast. Two, if you specifically found a lot of value in this episode on how to effectively communicate, Hey, don't keep this to yourself. Don't gatekeep share this one with one or two of your friends who could benefit on how they could communicate better with unique personalities and send them a message.

Hey, I heard this episode. I know you're going through this at work. This would help you. And third. If you loved hearing how I coached these leaders and you are possibly interested in working with me and helping you and your leadership and your team, then schedule a complimentary coaching session with me@elaineliu.com slash call.

That's el ai and LO u.com/call. And if you're looking for a speaker or facilitator, mc, feel free to also reach out to me. Elaine l.com. That's my email address, so it's elaine.lew@elainel.com. Alright, go talk to others.