

# Timely Tips

## *for Workshop Participants*

from Thinking Well Consulting

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## This week: The Four Basic Truths (of Really Effective Communication)

Dear Reader,

### The Four Basic Truths Of Really Effective Communication

John C. Maxwell, author of "The 21 Indispensable Qualities Of A Leader." calls the following rules for communication "four basic truths." Here they are:

1. **Simplify the message.** Communication is so much about how you say it rather than what you say. Forget the big words and complex clauses. As Napoleon once said, "Be clear, be clear, be clear."

2. **See the person** to whom your message is directed. Know the people to whom your message is directed. Know who they are, what they care about, how they think, etc., and direct your message to them with this in mind. Ask, "what are their questions that I need to answer?" "What do I want them to think, believe, or do?" Focus on your audience.

3. **Show the truth.** Credibility precedes great communication, says Maxwell. You can convey credibility to your audience by:

- a) believing what you are saying, and
- b) walking (or, says Miss Brown, "running") the talk.

Nothing sends a powerful message more than practicing what you preach. Nothing sends a weak message more than failing to practice what you preach. People will always believe your actions over your words. (Think about the corporate president who tells employees that business is good, profits are stable and then institutes a massive downsizing. If you still have your job, will you trust what you hear in the future?)

4. **Seek a response.** The goal of all communication is action. Just dumping information on people is not communicating. "Every time you speak to people, give them something to feel, something to remember, and something to do."

"Take advantage of every opportunity to practice your communication skills so that when important occasions arise, you will have the gift, the style, the sharpness, the clarity, and the emotions to affect other people." -- Jim Rohn

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