



## Success Series Webinars

# 10 STEPS TO **Power-Packed** COMMUNICATIONS

A Production of the CPTP Team



### The **10 Steps** to Power-Packed Communications

1. **If you really want to communicate, stop talking.**
2. **Use all the parts of your messages.**
3. **Consider your audiences.**
4. **Use elevator speeches.**
5. **Share knowledge.**
6. **Consider your Brand when communicating.**
7. **Don't take communication shortcuts.**
8. **Eliminate Red Flag statements.**
9. **Organize meetings for real communication.**
10. **Set the example of a true communicator.**

## TIP. PAGE



- **Think dialogue, not monologue.**
- **Forget ego. Go for connections.**
- **Catch people doing something right.**
- **Use teamwork language.**
- **Don't try to solve every problem.**
- **Don't be a topper.**
- **Discover your communication style.**

## TIP. PAGE



- **Send the agenda out in advance.**
- **Tell attendees why they're invited.**
- **Try holding standing meetings.**
- **Enforce negativity bans.**
- **Create a parking lot.**
- **Send reminders before the next meeting.**

## TIP. PAGE



- **If you mean “you”, don’t say “u”.**
- **Don’t leave the subject line blank.**
- **Help others make the discovery.**
- **Match your communication style to the person.**

## TIP. PAGE



- **Create a brand for yourself.**
- **Spruce up your communications.**
- **Create your own files of quotes, stories, humor, and experiences.**
- **Give everything the newspaper test.**

## TIP. PAGE



- **Practice informal cross-training.**
- **Mentor each other.**
- **Document processes.**
- **Be a Level 5 leader.**

## TIP. PAGE



**Use an elevator speech for:**

- **Processes you teach often.**
- **Project updates.**
- **Passionate projects.**
- **Explaining what you do.**

**TIP PAGE**

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- **How will they feel about this?**
- **Why will this help them?**
- **What do they need to know?**
- **How would you feel if this were your family member?**

**TIP PAGE**

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- **Practice listening behaviors.**
- **Make eye contact.**
- **Ask questions.**
- **Give complete attention.**
- **Watch for cues.**

**10** STEPS to a  
**POWER-PACKED**  
**YOU!**



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