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.
• 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.

• 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.
• 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.

• Create a brand for yourself.
• Spruce up your communications.
• Create your own files of quotes, stories, humor, and experiences.
• Give everything the newspaper test.
Practice informal cross-training.
Mentor each other.
Document processes.
Be a Level 5 leader.

Use an elevator speech for:
Processes you teach often.
Project updates.
Passionate projects.
Explaining what you do.
• 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?

• 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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