

# Communication Quips & Quotes

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**C Mike Jousan**  
President

**Clear  
Communication  
Company**  
PO Box 5956  
Scottsdale AZ 85261

**(480) 443-4683**

## Quotable Quote

"I used to think that running an organization was equivalent to conducting a symphony orchestra. But I don't think that's quite it: it's more like jazz. There's more innovation. Someone once wrote that the sound of surprise is jazz, and if there's any one thing we must try to get used to, it's surprise and the unexpected. Truly, we're living in a world where the only constant is change."

- Warren G. Bennis, author,  
authority on management and  
leadership

<http://www.clearcommunication.com>

## Pay Attention! (To the Audience)

You are making a presentation. What should you be thinking about and what should you be paying attention to? Let's assume you will not be thinking about your plans for the weekend or paying attention to the birds flying past the window! You basically can be thinking about and paying attention to three things: your **Self**, your **Message**, or your **Audience**. Again assume that those three comprise 100% of your attention. How should you carve up those percentages?

**Self.** You of course will have to pay some attention to your self – how you feel and how you look. You can worry... can they tell that I am nervous? Will they like me? Is my volume loud enough?

**Message.** Yes, you will be thinking about your message. That's why you are there! Are you giving the audience the information it needs or wants? Did you prepare adequately? Are your visuals interesting, and do they support your message. Did I need that visual? What if the PowerPoint fails?

**Audience.** Before you stand in front of your audience you should have studied them. You know something about them, their company or organization, and their needs, questions, and concerns. Now you are there, and you must pay attention to them in person. Are they awake? Are they responding to you and your message? Are they convinced by your message? If you are losing their attention, how do you get them back?

Now back to those percentages. I see presenters who give most of their attention to themselves. They are visibly self-conscious, their gestures are contrived rather than natural, and they generally worry more about the technique of their presentation rather than the results. Other presenters concentrate mostly on their messages. They try to produce perfect sentences, and they stumble over their words. They search for the perfect word and end up saying "uh." They look at and talk to their visuals.

The best presenters that I see give most of their attention to the audience. Their preparation and rehearsal processes are audience-driven. What do they need or want, and how can I give it to them? During the presentation, they look at and talk to the audience. They connect with their eyes, voice, gestures, and body language. They remain so "tuned in" to the audience that they can respond to audience reactions, and even make mid-course corrections.

The bottom line is: get yourself prepared and comfortable, so that you pay only minimal attention to your self. Prepare carefully and rehearse adequately, so that you are thinking about the delivery of your message and not the message. When those percentages of your attention are very low, the result is that **MOST** of your attention can be focused on what's **MOST** important in the room – the **AUDIENCE**.

- C. Mike Jousan

# For Your Information

## PROGRAMS FOR 2004

### **DON'T LET THEM SHOOT YOU! A COMMUNICATION WORKSHOP WITH MIKE JOUSAN**

Having a large meeting? Bringing customers or users together? A celebration or in-house meeting?

Spice things up with a workshop by Mike Jousan who will tell you (From the standpoint of communication) why he misses Al Gore! He solves the Mystery of Communication with his stories and examples that will entertain, inspire, and educate you.

***His high energy level and presence will enrich your meeting.***

### **COMMUNICATING WITH THE JAPANESE**

Communication in your own language with people of your own culture can often be a difficult task. When you add to this the elements of a foreign language, a completely different culture, and a whole new way of doing business - you certainly have your work cut out for you. This seminar will give you the tools to enter the land of opportunity that lies beyond the gates of cultural misunderstanding.

This seminar will cover three main areas: Culture, Communication and Business, followed by the 5 golden rules of communicating and working effectively with the Japanese.

### **INTERNATIONAL PRESENTATION SKILLS (WHEN ENGLISH IS YOUR SECOND LANGUAGE)**

English is increasingly the "Language of Business" throughout the world. No matter where you live and work, you will have need to make presentations in English. If you are an overseas executive who: Is coming to the United States, is welcoming executives from the U.S., or if you work in or consistently relate to U.S. companies...you need to communicate better in those specific situations.

This program will also address presentation Do's and Don'ts, use of humor, when to talk about religion and politics - Never!, when to talk about sports - Almost always!, and how to discover and use "intelligence" and preparation when presenting to senior executives.

Mike Jousan has coached individuals and teams in Sweden, Poland, Venezuela, Argentina, Brazil, Mexico, Singapore, and the Dominican Republic.

### **THE DEAL MAKERS WORKSHOP**

A new, hands-on and practical approach to negotiation...This highly interactive and FUN two day session covers the real world fundamentals of negotiation. Learn SKILLS that can be applied immediately to business and personal situations! Learn, practice, and internalize the language of deal making, trading, and how to cope with difficult negotiators

- The Deal Makers Workshop is a behavioral approach for RESULTS and RELATIONSHIPS.
- The New Negotiating Edge is not what people ought to do, rationally or otherwise - it's about how people really behave and what they can do about it.
- The core of the course is a new 4-phase process -Prepare, Debate, Propose, and Bargain.

### **EMAIL & VOICE MAIL**

Electronic Communication is here to stay! It has become an integral part of the way we do business. Virtually everyone has access to and depends upon voice mail and E-mail. We are able to communicate around the world instantly, reach one another at any time of the day or night, and connect with remote teams and salespeople with information, scheduling, and reports.

But there are problems and frustrations! Have you ever spent valuable time searching through an E-mail message trying to determine the main points and the requested action? How about the rambling voice mail messages which never seem to get to the point? Do you receive voice mail messages and E-mail messages that aren't really necessary? Do you sometimes feel that electronic

communication has ceased being your friend and is bordering on becoming a foe? This training session will give you tools to communicate more effectively with Voice Mail & E-mail - and make them your Friends.

The sessions will be highly interactive and fun! You will role-play voice mails and E-mails and receive feedback from the leader and the group. You will leave with a list of tips, do's/don'ts, and manners for electronic communication. You will leave with a check list to follow as you write E-mails and speak voice mails. Each person will analyze the efficiency of their communication and make a plan/commitment to improve their skills. <http://www.clearcommunication.com>