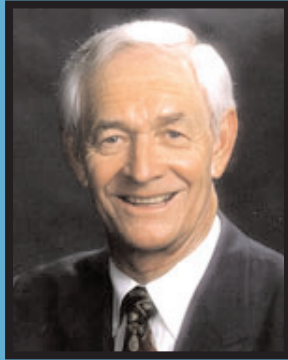


Communication Quips & Quotes

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Quotable Quotes

"It is insight into human nature that is the key to the communicator's skill. For whereas the writer is concerned with what he puts into his writing, the communicator is concerned with what the reader gets out of it."

- William Bernbach

"Your communication skills are the principle way that we in senior management know you. Your presentations are the 'window' by which we see who you are, your competence, and whether one day you will lead the company."

- Bob Johnson, Chairman,
Honeywell Aerospace

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The Third Dimension

I do not remember how old I was or the movie theater I was sitting in. All I remember – very vividly – is the large hand coming off the screen and reaching out to GET ME! It was my first third dimension (3-D) movie! I love movies that seem to reach off the screen and touch me. I also like presentations and speeches that do that! Like you I have sat through my share of two-dimensional presentations. There is a person in front of the room talking about something, but the person never reaches out and GETS ME! The best presentations are the ones that reach across that **third dimension**.

Care must connect to care. The best communication takes place when the speaker connects with the audience. Think of electricity. Look at the plug on the wall. You know there is something inside that plug, but nothing will happen till you connect what's in the plug with a fan, an iron, or a coffee pot. Then you will have a cooling breeze, an unwrinkled shirt, and a hot cup of coffee! Studies indicate that we buy things far easier from someone who cares about what they are selling. If you want me to care about something, you must convince me that YOU care.

Enthusiasm creates enthusiasm. How much do you care? Are you mildly interested or are you passionately connected to your message? Do you make the audience care? I am always fascinated at the speakers I hear who seem to be over-filled with enthusiasm. They keep us awake; they inspire us; and we follow their lead. Leaders have many and varied qualities – all of which contribute to their success. However, if you ask me to pick the quality which overshadows all the others...I would choose enthusiasm.

Something inside connects with something inside. Back to those dimensions. Yes communication takes place at shallow levels. Something happens when we see someone else and hear them utter almost any words. But the best communication always takes place when something inside us connects with something inside another human being. They describe a place, and we feel like we are there with them. They express an emotion, and we feel that same emotion. They describe a dream or vision, and our hearts beat faster, and our sights are lifted!

Is this process reserved for poets, philosophers, and world leaders? Absolutely not! Look around you very carefully. You will see ideas, products, emotions, and ideals being transferred from one person to others. And that happens fastest, best, and with most long-lasting value when two-dimensional people reach out to others and connect with that **third dimension**.

- C. Mike Jousan

In my last newsletter I promised to tell you more about Gore, Bush, and Kerry. In preparing for their Presidential debates, Gore and Kerry prepared assiduously. They held closed-door sessions with experts defining and redefining the perfect answers to every possible question. They used stop watches to further ensure precision and near-perfection. On the other hand, Bush held informal, off-the-cuff sessions with a handful of advisors. Debate professionals declared both Gore in 2000 and Kerry in 2004 to be the debate victors. Do you remember who won those elections? Gore and Kerry won the debates but lost in making a personal connection with many voters.

In 1978, George W. Bush ran for congress in west Texas. He faced a local Texan who depicted Bush as a Harvard man unconnected to the people of that district. Bush made several mistakes that reinforced that perception. (He used a video clip, which showed him jogging. This was good for his personal health, but very few people in west Texas jogged!) Bush lost that election, but he vowed that he would never again neglect those qualities that would make him come across as "real" and "natural." His strategy paid off!

- C. Mike Jousan

For Your Information

PROGRAMS FOR 2005 - 2006

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.

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