

Communication Quips & Quotes

Winter 2005
Volume 16, Issue 1



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Quotable Quotes

"We never do anything well till we cease to think about the manner of doing it."

- William Hazlitt
English essayist

"To feel comfortable and look real you must think a small amount about yourself and your message. Think mostly about and pay most of your attention to the audience."

- C Mike Jousan

<http://www.clearcommunication.com>

Want to Win ? Get Real !

Want to win an election? Impress a customer? Advance in your company or organization? Win friends? Influence people? Of course our answers to those questions will be YES! We also know that our personal communication skills will be a major factor in how we reach these and all our goals. People always ask me, "What's the bottom line? Sum it up, what's the one thing I must do to be a good communicator?" My answer...? Get Real!

When I coach individuals and train groups I emphasize certain techniques. You must organize your thoughts, the structure of your presentation flow, and the positioning of words. Then you must work on delivery – how you use your body language, eye contact, and gestures. All of these are important. But you can do all of that well and people may vote for the other candidate, choose someone else for the promotion, or buy a product or idea from someone else. Is there an X factor? Some important quality that affects and can actually trump or override your best efforts? **YES!** In one word – **REAL.**

Real...genuine...authentic. We know when people are not "real." How about the phone call we receive when we **KNOW** the person is reading from a script? Or the person who says, "Have a nice day," and we know they don't mean it. And we know when a smile is fake or real, don't we? A friend of mine in the medical community talks about authenticity. "When it comes down to doc against doc, who is going to win the services of referral partners? Those who are trusted and communicate true authenticity."

Your first responsibility as a communicator is to connect with the audience. Then – and only then – can you establish trust. And then – and only then – can you persuade people to do something. You don't believe this? Talk to John Kerry. As the election post-mortems poured in, they were – and will continue to be – analyzed from many angles. Some people vote based on specific issues. Some vote purely for the candidate from their party. Some vote for what appear to others to be curious, even illogical reasons. But a significant number vote for – or against – a candidate based on how they feel about him or her. And how we feel depends on how we perceive others to connect. John Kerry would love to have had the votes of those who felt that he did not connect as well as George W. Bush.

Can you learn to appear more authentic and can you practice being real? Yes. Actors and customer service representatives do this all the time. Can I tell you how to be real? You already are! Can I help you learn some insights that will help you "appear" more real? Absolutely. In my next newsletter I'll share those ideas along with some stories – the dramatic differences in how Gore, Bush, and Kerry prepared for the presidential debates AND how George W. Bush learned how to be seen as a "regular" guy!

- C. Mike Jousan

For Your Information

PROGRAMS FOR 2005

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>