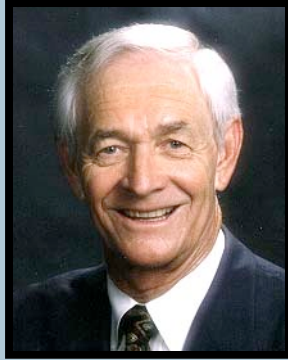


Communication Quips & Quotes

Summer 2009
Volume 20, Issue 1



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Quotable Quotes

"Electric communication will never be a substitute for the face of someone who with their soul encourages another person to be brave and true."

- Charles Dickens

"The art of communication is the language of leadership.."

- James Humes

"You can speak well if your tongue can deliver the message of your heart."

- John Ford

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In the Mind of the Audience!

That's the answer to the question, "Where does communication take place?" Do you know the phrase, "The proof of the pudding is in the eating?" We will judge your pudding not by the number of eggs...not by the amount of time it cooks...but by how it tastes! Communication is ultimately about the perception of the audience. A key ingredient will always be your content – what you know. But it's never ONLY that. Communication is about the way we deliver our content and what that creates in the mind of the audience. How we connect will determine how we are perceived.

What They Think and what they say.

"That lasted an hour, but it seemed like five minutes." "She made me pay attention through every minute of her presentation." "Every time you made a comment in the meeting, it was important and right on point." "He was so persuasive I felt I had no option but to buy his ideas and support his program." "I'm so glad I work for a company with leaders like this."

When I hear comments like this, I know that good communication has taken place! The speaker has created an excellent perception.

You can manage their perceptions.

There is a phrase used by those in the theater to describe a less than wonderful performance: "He could have phoned it in!" The presence of the actor in person determines the success of the performance. So it is with you and me in the business communication. Note the answers to the following questions; Do you want to engage the audience...? Then you must be engaging! Do you want to convince the audience of your ideas...? You must be convincing! Whatever perception you want to create, you can and must create it – by what you say and how you say it. As you prepare a presentation, speech, or meeting AND as you approach the audience, ask yourself the questions: What do I want them to think, and what do I want them to do? Then prepare your content and practice your delivery. A confident and energetic presenter will inspire confidence and generate an energetic response or action.

The bottom line...

The audience will look at and listen to you and me, and that will create their perception. So use your eye contact, voice energy, gestures, and body language to connect your energy to theirs. The bottom line is: they will make a direct connection between the WAY we handle a presentation or communication and the WAY we handle our business.

- C. Mike Jousan