

Clear Communication Company

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Celebrating our 10th Year - Communication Quips & Quotes

Communication is More Than 50%!

Communication is always a two-way process. We could communicate adequately by going only half way, merely doing our 50% - if we lived in a perfect world. Guess where we do not live! If you want to win your communication battles, I challenge you to dig deeper, work harder, and stretch. Go more than 50%!

Standards Are Higher. We can communicate quantities of information instantly around the globe, and that's good. But, are you eager to hear one more presentation? Are you feeling antsy when the sermon or presentation goes on too long. Have you noticed that "too long" comes more quickly than it once did? Television has changed our communication standards.

When you turn on the TV set you are watching highly-trained communication professionals. Their material is targeted and edited. They use teleprompters which makes them appear to be talking to you personally. And if you are watching a sporting event, you have a high-salaried professional giving you *color* comments. You also have a

remote control which enables you to find something better or turn them off!

Where Are The Icemen? The successful ones got into refrigeration! Businesses must stay ahead of the curve to survive; so must you. Raise your standards to meet the higher standards of the audience. Al Gore, Dan Quayle, and Bill Bradley get more jokes on the Tonight Show than they do positive numbers in the Presidential polls! Are they spending enough time with their speech coaches? Do they genuinely not understand that they must ratchet up their presentation skills? The proof of the pudding is in the eating. If the audience thinks you are boring, they are right, and you better get to work! Are you working on your communication skills as well as your business plan? Are you staying ahead of the curve - or still trying to sell ice?

Go For It! Success or failure depends on our ability to show the audience what's inside us. When we see someone who tells us they are happy and appears otherwise, we say, "Tell your face!" If you want others to connect with what's inside you, tell your face, your eyes, your hands, and your body language! Go for it! When I make a speech, my allergies shut down, and I actually lose weight! At the end of a speech or

presentation, if you have truly given of yourself, you better feel drained! To be successful, communication is about commitment, belief, passion, and a sincere desire to come across to the audience. It always must be more than 50%.

C. Mike Jousan

Quotable Quotes

"Bill Bradley is so boring, do you know what his secret service name is? Al Gore!"

Jay Leno

"He's handsome. He's charismatic. But really we can't find out why he's so popular."

Tokyo Broadcasting System's Elichiro Inai on George W. Bush's run for the presidency

"The music of Mahler is not as bad as it sounds."

Unknown

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 - B. (for businesses and organizations)
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Call 1-800-544-9551 for more information and pricing.

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