

Clear Communication Company

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Communication Quips & Quotes

Leadership begins with **C** and ends with **N**: **Communication**

Leaders lead with their communication skills. They begin with knowledge and information. They know their company or organization and where they want it to go. Then they communicate this to the members of their team. How do they communicate, and how can you communicate? I recommend three words used by Doug Carr: Inspire, Energize, and Motivate. (See [Common Traits of Leaders](#))

Inspire - The root meaning of inspire is to breathe into. Communication is never limited to saying some words. Your words must be said in a fashion which breathes life into your goals and strategy. Imagine a balloon rising up when air is introduced. Think of a swimmer being rescued and brought back to life by the introduction of air. Put life into your words. In the simplest of terms. "Say it like you mean it."

Energize - means to make active. What happens when you charge a battery? Or have a phone or credit card activated? Same with your team.

As a leader, you are responsible for the energy level in an audience or organization. First, energize yourself, and share that energy with others. Use gestures, body language, and an active tone of voice.

Motivate - To motivate is to cause motion.. Remember the definition of inertia? It's a force that keeps an object moving or standing still. You must get your organization moving - and keep it moving! Think of the skills needed to coach a sports team or conduct an orchestra. The coach usually does not play in the game, and the conductor does not personally sound any notes in a symphony. But they each cause things to happen. Your job is to cause movement. Leaders do not simply design some actions and pass out copies to their team. They communicate "early and often" in good and bad times with passion and personal commitment.

Now Communicate! Communication always begins with what you know, but it cannot stop there. If you want others to follow, you must tell them how you **FEEL** about what you know. Tell us how you care, what moves you, and what you'll fight for! The more you reveal who you are, the more we will be ready to follow your lead.

So tell us what's in your brain

and also what's in your heart and what's in your gut. Then you will be communicating. And Leadership begins and ends with communication.

C. Mike Jousan

Common Traits of Leaders

...They're all able to make people think they can accomplish a difficult task, and do it well. They achieve that not through intimidation and fear, but through their ability to inspire and motivate a work force. Again the single most important factor I've observed is the ability to inspire, energize, and motivate. And there's no way they can accomplish that without the ability to clearly communicate their vision and priorities for the organization.

Doug Carr
- Author of **IBM Redux**

For Your Information

CLEAR COMMUNICATION COMPANY Workshops

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 - JEFFREY JOUSAN

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) - MIKE JOUSAN

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, and the Dominican Republic.

THE DEAL MAKERS WORKSHOP - JOHN HORTON

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.
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