

# Clear Communication Company

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## Communication Quips & Quotes

### Moments:

### Missed Opportunities or Magic

Life is a collection of individual moments. So is a vacation. Kodak tells us we can record those special moments and tells us what we should call them! You and I experience moments when we do business or relate to other persons. We make impressions, and judgements are made based on the quality and value of individual moments. In the world of Customer Service, we call them "Moments of Truth." What are you doing with your moments? Are you missing opportunities or creating **magic**?

In recent weeks I have taken a vacation to Ireland, conducted a customer service seminar at a new golf course, made a speech, conducted communication skills seminars, and coached some senior executives. I observed the following "moments." All of the places we stayed in Ireland (from bed & breakfasts to castles) seemed to conduct their operation with us in mind. We were made to feel **personally** cared for! The first person you encounter at a golf

course sets the tone - positively or negatively - for your entire experience.

Several lines in my speech received an enthusiastic response. The chairman of a very large company is respected and receives tremendous loyalty from all his employees. Some people are easy to talk with, and others are not. What are the common attitudes and behaviors you can use to make your moments magic?

**Think more about them than about yourself.** Flip the switch in your brain to others. What are they thinking? What do they need? How can I make their day better? Those lines in my speech which were warmly received were ones that I created with that audience in mind. That chairman has enormous responsibilities and a full calendar, but he constantly makes personal contact with everyone he meets. The bed & breakfast owners make you feel like you are a long-lost relative they have been waiting to welcome back home

**Pay Attention.** Give value to and focus on each moment. Imagine you are in a receiving line. Important guests are passing you individually. The perfect host pays perfect attention to each guest in their moment - not thinking about the

guests who came before or the ones coming after. Practice this skill with all of your business and social encounters! You will make better first impressions, solidify contacts, and you will be remembered. Many

moments come every day. Each one is an opportunity. You can make each one **magic**!

- C. Mike Jousan

### Quotable Quote

"We know we have a communication problem, but we don't want to talk about it!"

-Sign on an office wall.

# 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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