

# Clear Communication Company

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## Communication Quips & Quotes

### No Immunity For Presenters!

**My first book, *Don't Let The Messenger They Shoot Be You!*** was based on the often heard warning, "Don't shoot the messenger." I never have found one specific origin for this phrase. Every culture seems to share the same experience: A messenger returns from scouting, gives some bad news to his leader, and is promptly shot. Eventually messengers got tired of this treatment, formed a union of sorts, and negotiated an important benefit - Diplomatic Immunity.

A diplomat lives freely in another country, is not subject to the laws of that country, and is free to express opinions and give information without fear of being shot. As presenters, we have no such immunity! If you make a bad or even mediocre presentation, they will shoot you! You will not be shot with a bullet, or arrow, or even with a rotten tomato! The audience will shoot you by fidgeting, letting their minds wander, and

by feeling their eyelids get heavy. They will smile silently as they vow never to sit in front of that speaker again! Want some protection? You must:

**Be real.** You can bend or even break some rules. Break this one, and the party is over! The best *you* you will ever be is you! Audiences will very quickly smell airs or affectations or pretense. Speak with **your** voice, out of **your** experience, and tell **your** stories.

**Stop Presenting!** The best presentations don't sound like *presentations!* The audience likes and believes us when they feel we are simply talking to them. The bottom line is: talk to us. Use words that are comfortable for you to say. In a large group, have a series of one-on-one conversations. Leave your complicated sentences and phrasing at home. Use a shorter word rather than a longer one. Use your direct conversational style and tone. Do not try to sound like a Shakespearean actor; sound like yourself.

**Make every audience feel special.** The audience must feel that you care about them, understand their situation, and have a message designed especially for them. You must do this even if you are

delivering the same basic message you delivered down the street! Do your homework. Study the company. Ask many questions. Learn some names, and use them. You are like a physician; diagnose before you write the prescription. Then, "Show up with all that you are, ready to be nowhere else."

If you bring a message in this fashion, you will not need immunity, and they will not shoot you!

*C. Mike Jousan*

### Quotable Quotes

"Show up with all that you are, ready to be nowhere else."

*Max Dixon.*

"If you are nervous when you rise to speak, good! It's the price you pay for being a race horse instead of a cow!"

*Richard C. Borden*

"Don't let yesterday use up too much of today."

*Will Rogers*

# 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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