

Clear Communication Company

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Communication Quips & Quotes

Stop Talking!

What's your favorite story about long speeches? One of my favorites is: Three pieces of advice for the speaker: Stand up, so they can see you; Speak up, so they can hear you; Shut up, so they will invite you back! Lincoln's Gettysburg Address taught us that short speeches live forever. I urge you to stop talking before you lose the attention of the audience. I also urge you to stop talking **during** your presentations.

Your goal as a communicator is for people to hear, understand, and value your message. The story is that Winston Churchill spent as much time planning his pauses as his words. From the standpoint of the audience, pauses contribute substantially to the credibility and power of your message. Here are three benefits of pauses.

Drama We call them **dramatic** pauses. Silence before or after a thought adds value and depth. Musicians tell us that one of the strengths of Beethoven's music is in his silences. (His rests or pauses) You need not be an actor, but

you must touch the emotions of the audience. We remember emotionally charged events - weddings, deaths, insults, crises - better than ordinary happenings. You must always create valuable, exciting words. You will enhance their value when you effectively use pauses.

Timing & Pacing To understand your message we must be able to follow you. As you speak, take a lesson from the way you write. We cannot follow a free flowing mass of words without proper punctuation. We use commas to slow down attention and periods to tell you to stop. We write in paragraphs and chapters. You must punctuate your spoken words by using pauses.

Refocus Your Mind Silence is golden for the audience - and for you! A pause helps you catch your breath - physically and mentally. A pause gives you the opportunity to find that word you are searching for. A pause helps you regroup mentally when you are stumped, when you need to think, or on those rare occasions when you "lose it." A pause is the cure for junk words. "Uh's" and "you knows" will leap out of your mouth unless you pause.

The bottom line? When you want to connect with the audience emotionally, when you want to deliver a clear understandable message, and when you want to stop saying "uh" and "you know" - **Stop Talking!**

C. Mike Jousan

Quotable Quotes

"Treat an individual as he is, and he will remain as he is. But if you treat him as if he were what he ought to be and could be, he will become what he ought to be and could be."

-Goethe

"If the only tool you have is a hammer, you treat everything like a nail."

-Abraham Maslow

"Whatever you can do, or dream you can do, begin it. Boldness has genius, power and magic in it."

-Goethe

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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