

# Clear Communication Company

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## Communication Quips & Quotes

### Talk Naturally While Presenting

We connect with each other best when we do so naturally. A communication that appears staged, scripted, or in any fashion "canned" will cause others to distrust us or to question our commitment to what we are saying. Our goal in every spoken communication is to make others feel that we are talking only to them, bringing them information designed for them, and talking directly from the heart. (When you proposed marriage or were proposed to, was the message read from a script?) If the answer is yes, you **really** must read on!

**Be Natural.** Actors and actresses work extremely hard to appear natural. They never want to look as if they are acting. Ironically, the key to appearing natural is to thoroughly rehearse. Athletes and musicians perform with an almost effortless grace. They rehearse or practice often- trying to have the error or missed note happen before the game or the performance. Do the same with your speeches or presentations.

**Do Not Memorize.** Trying to create phrases and sentences in an identical fashion is terribly time-consuming. It can also tangle your message if you get

off track. Without memorizing I burn in my mind my grabber, my close, and my key points. When I rehearse in that fashion, I am able to deliver my message in a fresh, spontaneous manner. I am able to concentrate less on my exact wording and more on my most important target - the audience.

**Stay Focused.** You have prepared, rehearsed, and are in the process of delivering when...you lose your train of thought! In such moments, you feel like looking away, taking some steps backward, and tossing in some "uh's" or other junk words. Your best strategy will be to maintain a focused silence. Hold eye contact with the audience and PAUSE. Be calm and trust that your brain will give you some good words to say. Do not panic!

David Boise served as a lawyer for Microsoft and Al Gore. He argued cases without notes - even before the Supreme Court! He explains that he is dyslexic and becomes confused by scripts or notes. He is actually practicing a skill which we see in comedy clubs when comedians create and perform at the same moment. So give this a try. Prepare your ideas and trust your ability to communicate them. Rehearse not to fix them in your mind but to free yourself to speak naturally. You may stumble occasionally, but an honest stumble is preferable to a

perfectly scripted, unnatural speech. You don't agree? Talk to Al Gore!

*C. Mike Jousan*

### Noteworthy Information

"I'm concerned about the state of communication in this country. It's not just using the proper locution, proper vocabulary, and proper diction. We have to be able to express ourselves with clarity and precision, because not doing so leads to a lot of misunderstanding and mistrust. People who are able to express themselves artfully can avoid lots of frustration because they are able to express what they think and how they feel."

*Ruth Simmons,  
- President, Brown University*

### Top job candidates combine computer, speaking skills

LANSING, Mich. - College graduates with a high level of computer proficiency and **public speaking** skills are among the most desirable job candidates, according to a recent study.

*Associated Press*

# 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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