

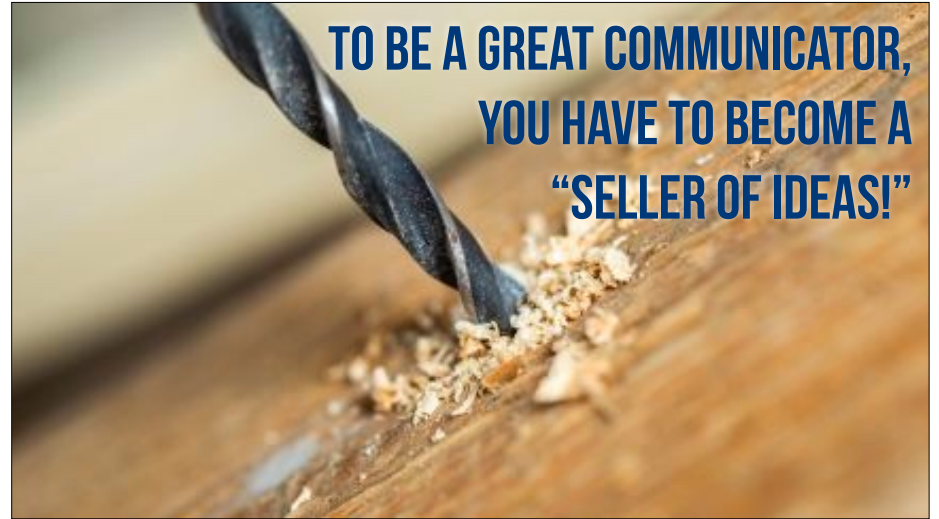
## WHAT I REALLY MEANT TO SAY...

COMMUNICATING FOR GREATER LEADERSHIP EFFECTIVENESS



PRESENTED BY: RANDY ANDERSON | [E3PROFESSIONALTRAINERS.COM](http://E3PROFESSIONALTRAINERS.COM)

TO BE A GREAT COMMUNICATOR,  
YOU HAVE TO BECOME A  
“SELLER OF IDEAS!”



## WHO IS YOUR AUDIENCE?



WHAT IS THEIR REWARD  
OR CONSEQUENCE?

(WHY DOES YOUR MESSAGE MATTER TO THEM?)



**WHAT DO YOU NEED THEM TO KNOW?**



**WHAT DO YOU WANT  
THEM TO DO OR DO  
DIFFERENTLY?**



**HOW CAN YOU  
IMPROVE YOUR  
LISTENING SKILLS?**



**LISTENING IS NOT WAITING YOUR TURN TO TALK!**



## BECOME GREAT AT ASKING GREAT QUESTIONS.

## HOW CAN YOU IMPROVE YOUR LISTENING SKILLS?

Ask a great question (and wait for them to answer).

Listen for clues, answers, needs, and/or ideas...not just words.

Interpret what they said for what they meant.

Apply the information you got from their answer to formulate your response.

Reply in light of what they said and their perspective.

## HOW CAN YOU IMPROVE YOUR LISTENING SKILLS?

**A**sk a great question (and wait for them to answer).

**L**isten for clues, answers, needs, and/or ideas...not just words.

**I**nterpret what they said for what they meant.

**A**pply the information you got from their answer to formulate your response.

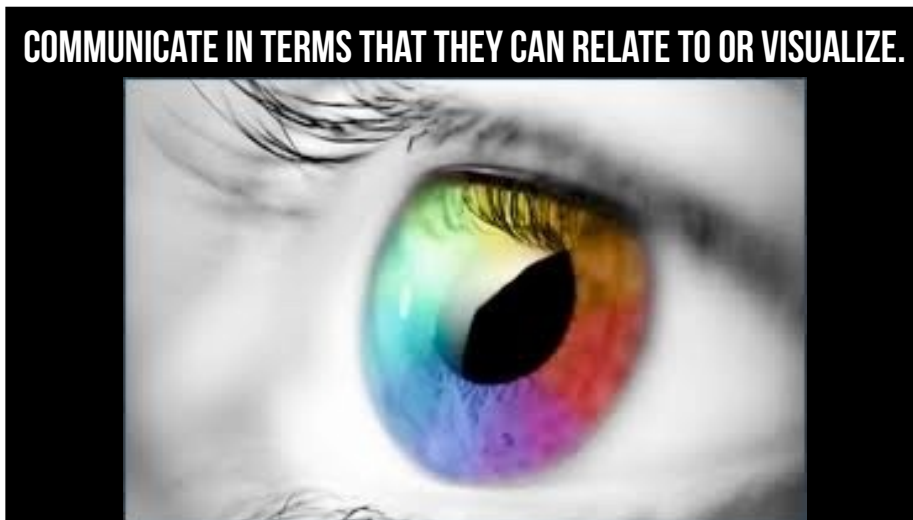
**R**eply in light of what they said and their perspective.

## HOW CAN YOU IMPROVE YOUR LISTENING SKILLS?

**A L I A R**

**WHAT DO YOU NEED  
TO WORK ON ?**







**TAKE RESPONSIBILITY FOR MISCOMMUNICATION!**

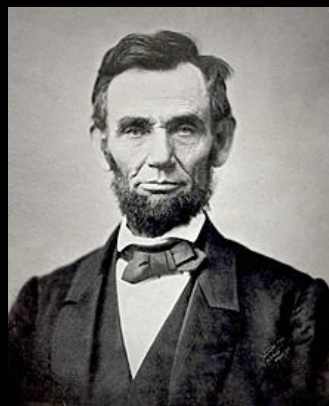
**REPETITION CAN AID MEMORY,  
BUT IT CAN ALSO CAUSE  
DISENGAGEMENT.**



**BEING MEMORABLE IS MORE IMPORTANT THAN BEING ELOQUENT!**

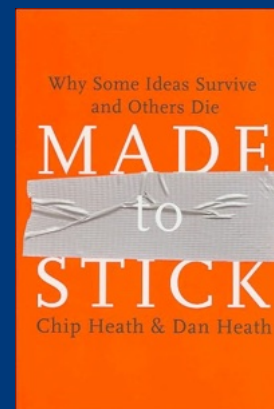


**EDWARD EVERETT**

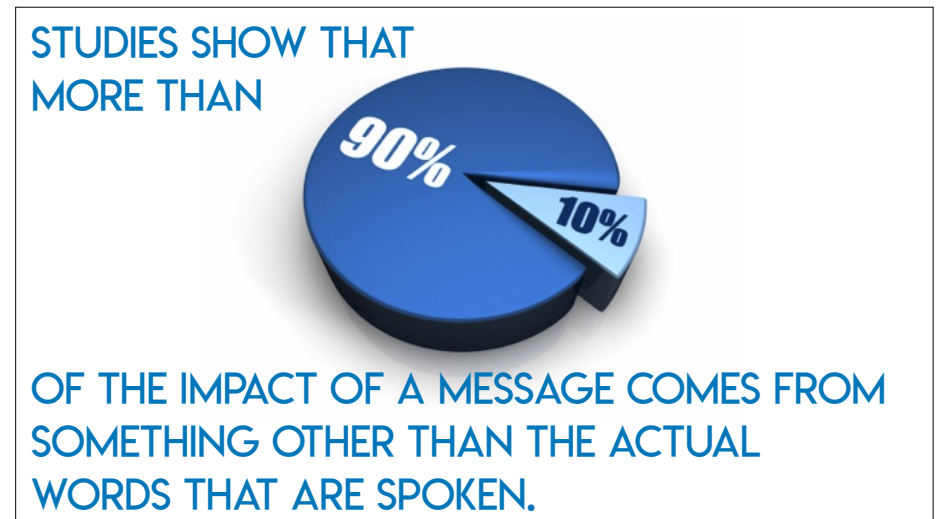
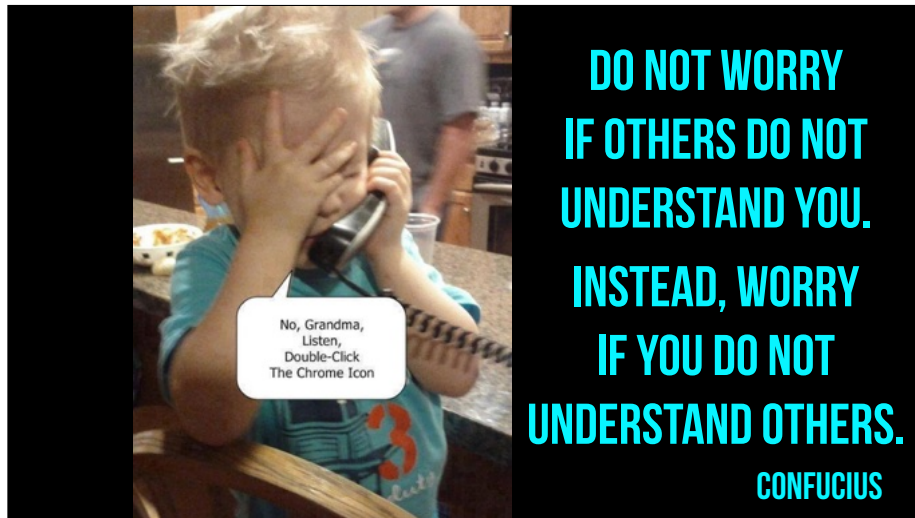


**ABRAHAM LINCOLN**

**HOW TO MAKE YOUR IDEAS “STICK”!**

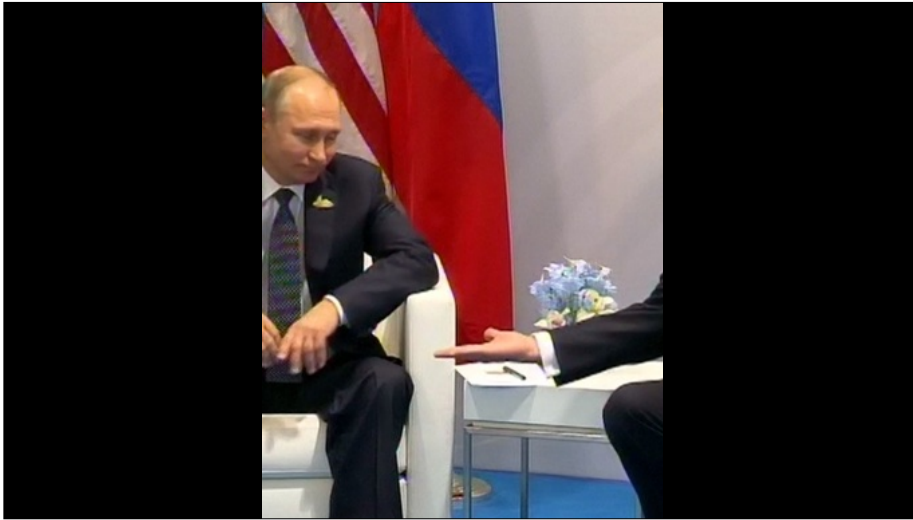


- ❖ Simple
- ❖ Unexpected
- ❖ Concrete
- ❖ Credible
- ❖ Emotional
- ❖ Stories





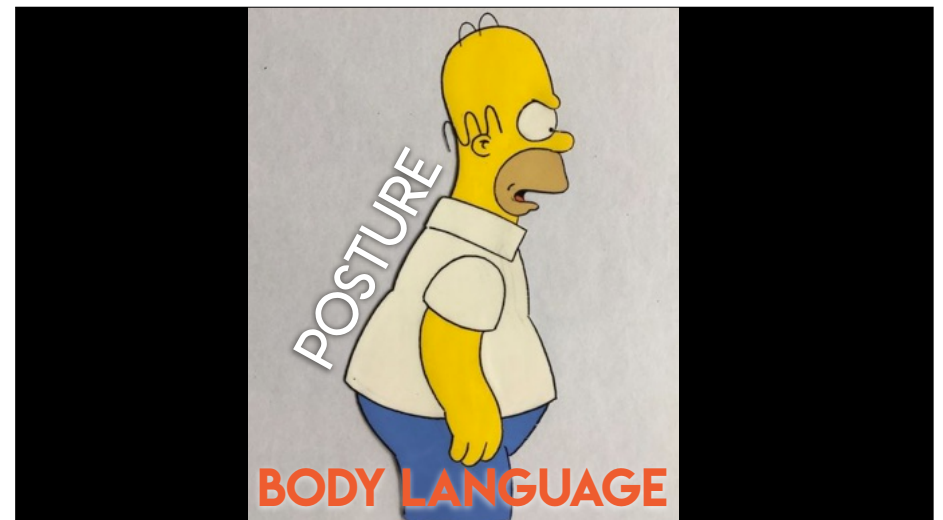


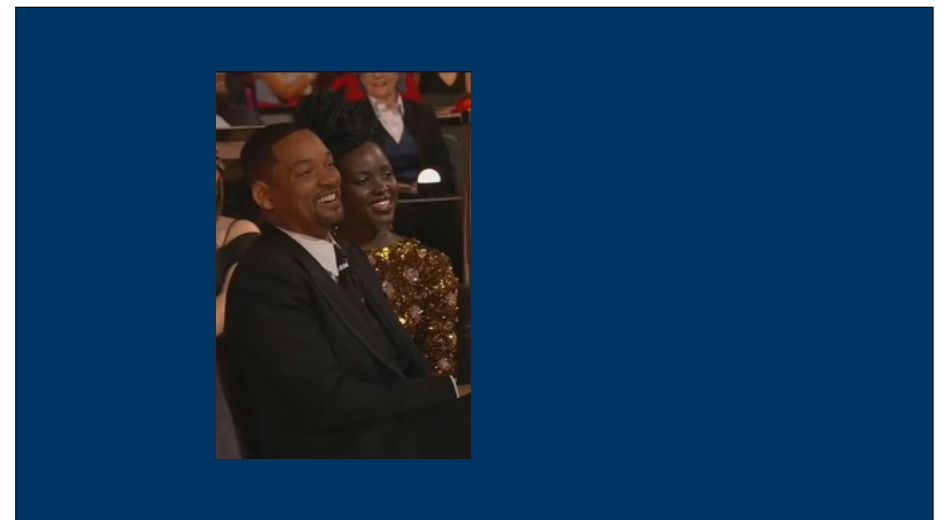
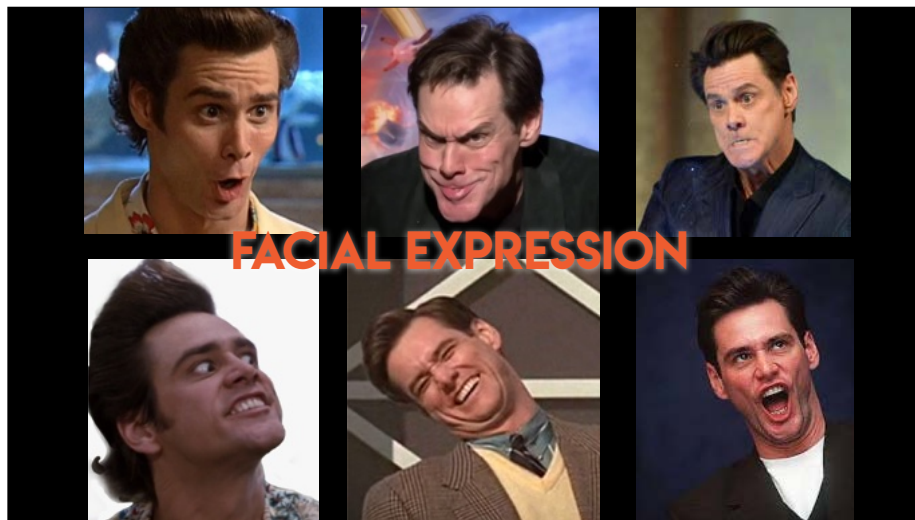
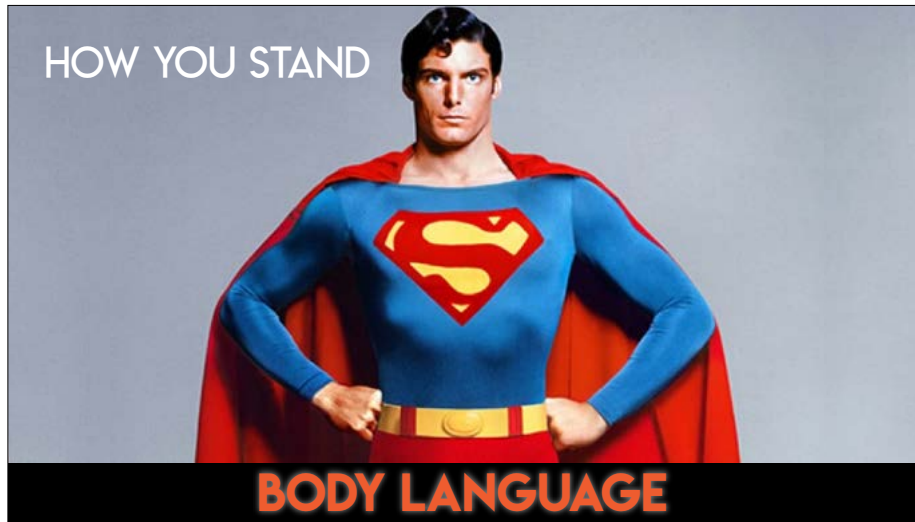




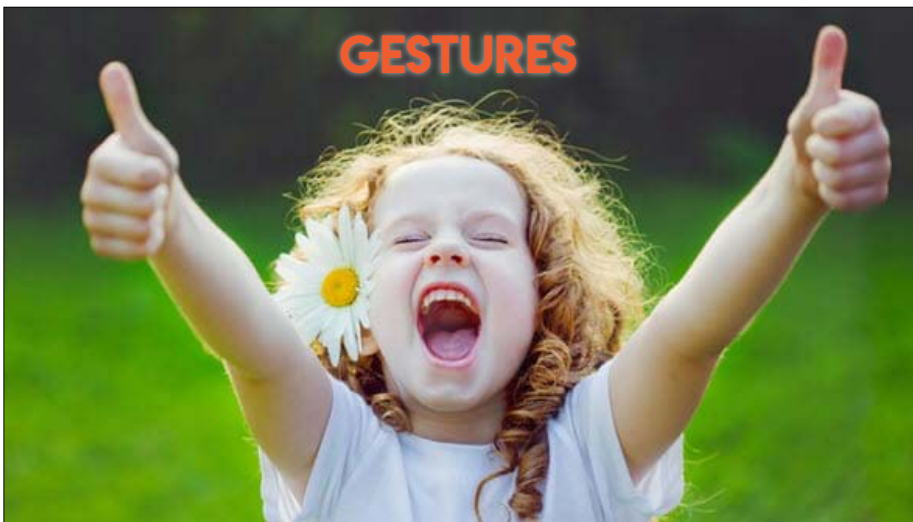






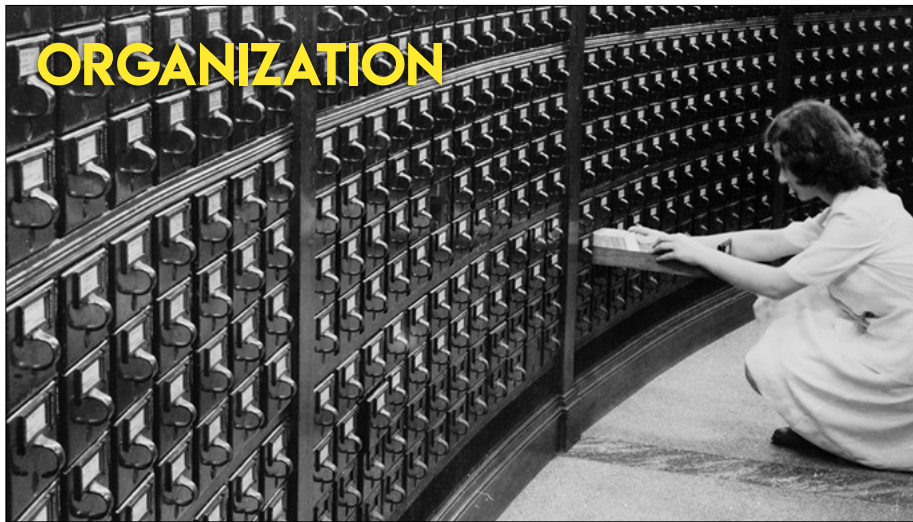












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Randy Anderson works with individuals, teams, and entire organizations to help people increase their productivity, help the organizations they work for increase profitability, and to help them find greater fulfillment in their job and in their personal life.

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