

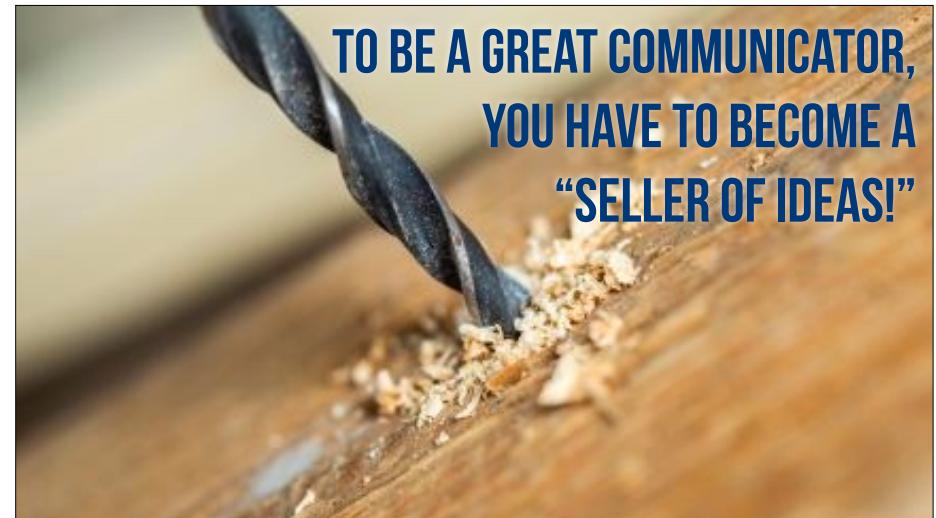
WHAT I REALLY MEANT TO SAY...

COMMUNICATING FOR GREATER LEADERSHIP EFFECTIVENESS



PRESENTED BY: RANDY ANDERSON | 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?)

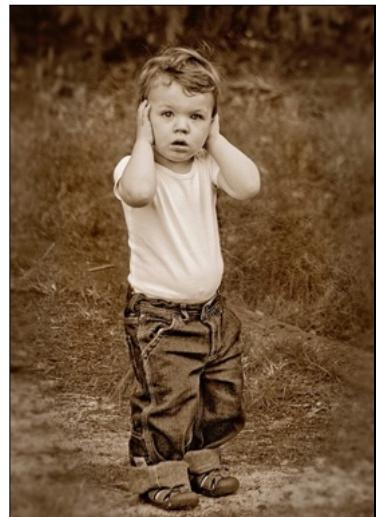
WHAT DO YOU NEED THEM TO KNOW?



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?

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HOW CAN YOU IMPROVE YOUR LISTENING SKILLS?

A L I A R

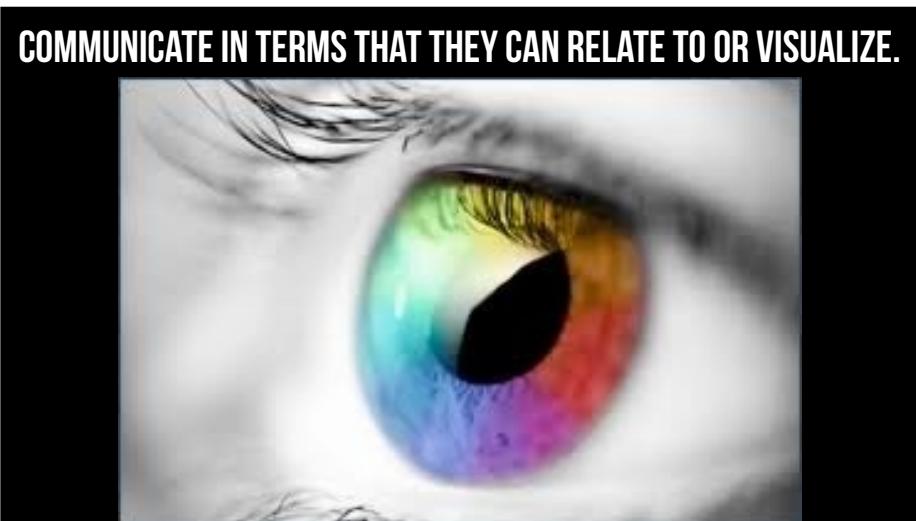
WHAT DO YOU NEED
TO WORK ON ?



**TALK IN SPECIFICS,
NOT GENERALITIES.**



**SPEAK IN TERMS OF OUTCOMES,
EXPECTATIONS, AND RESULTS,
AS OPPOSED TO METHODOLOGY.**



COMMUNICATE IN TERMS THAT THEY CAN RELATE TO OR VISUALIZE.



USE CONSTRUCTIVE PHRASING!

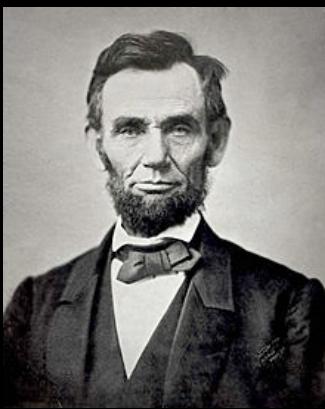


TAKE RESPONSIBILITY FOR MISCOMMUNICATION!

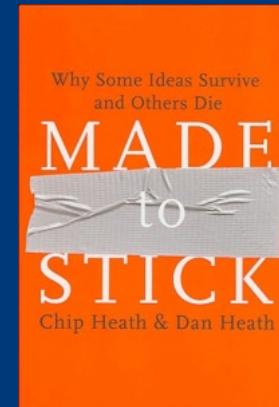
REPETITION CAN AID MEMORY,
BUT IT CAN ALSO CAUSE
DISENGAGEMENT.



BEING MEMORABLE IS MORE IMPORTANT THAN BEING ELOQUENT!



HOW TO MAKE YOUR IDEAS “STICK”!



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



**DO NOT WORRY
IF OTHERS DO NOT
UNDERSTAND YOU.
INSTEAD, WORRY
IF YOU DO NOT
UNDERSTAND OTHERS.**
CONFUCIUS

**IF A LEADER CAN'T GET A MESSAGE ACROSS CLEARLY
AND MOTIVATE OTHERS TO ACT ON IT,**



THEN HAVING THE MESSAGE DOESN'T EVEN MATTER.

GILBERT AMELIO

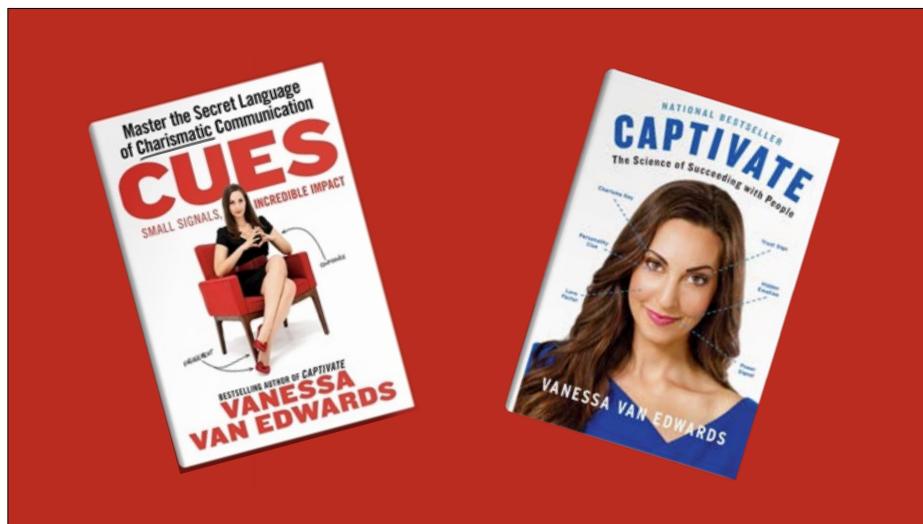
WHAT'S YOUR POINT?
COMMUNICATING FOR GREATER INFLUENCE

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STUDIES SHOW THAT
MORE THAN



OF THE IMPACT OF A MESSAGE COMES FROM
SOMETHING OTHER THAN THE ACTUAL
WORDS THAT ARE SPOKEN.



APPEARANCE



GREETINGS





PRESENCE



PRESENCE

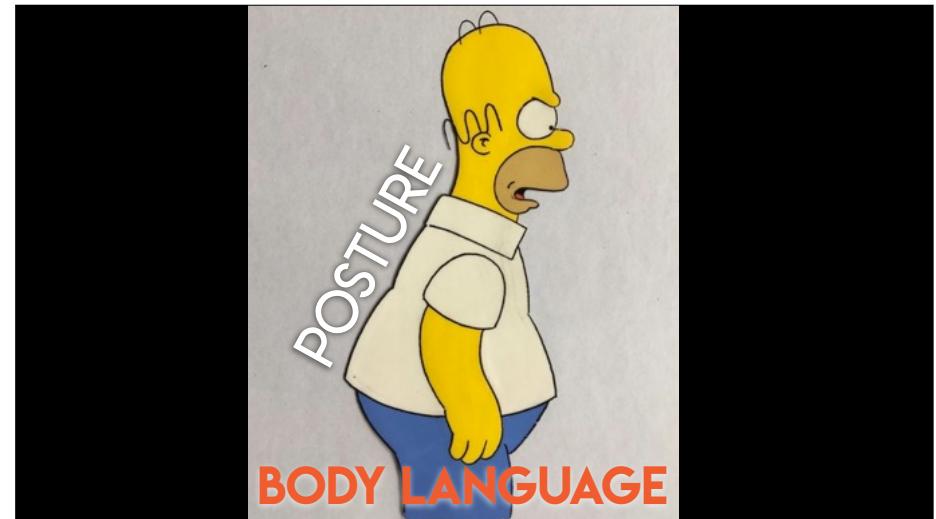


COLLABORATE
DON'T DOMINATE



PRESENCE





HOW YOU STAND



BODY LANGUAGE



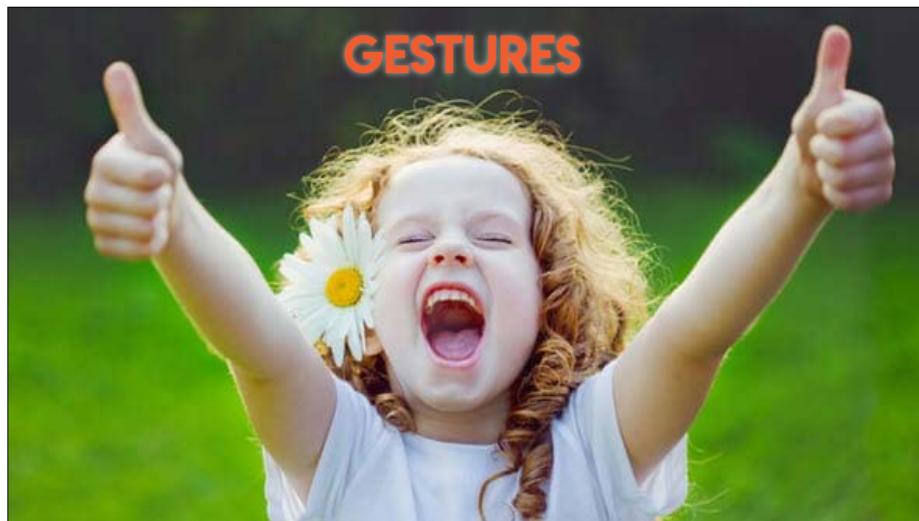
HOW YOU SIT

BODY LANGUAGE



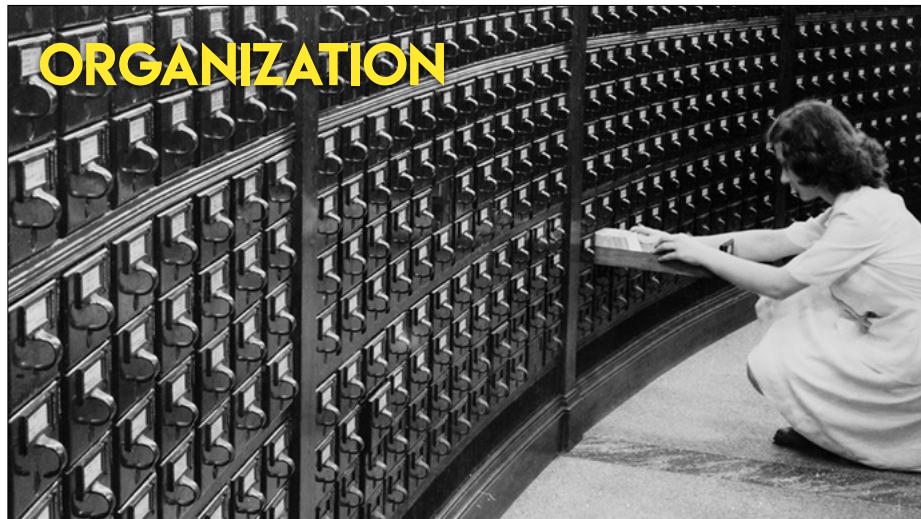
FACIAL EXPRESSION







ORGANIZATION



ALL OF THE
“STUFF”
YOU CARRY
AROUND

THE INFLUENCE YOU HAVE IN COMMUNICATION



CUSTOMIZED TRAINING • KEYNOTES • PERSONAL COACHING

designed to help you better **ENGAGE, EQUIP, AND EMPOWER** your team members



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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- Time Management & Organizational Skills
- Communication & Conflict Resolution
- Teamwork & Team Building
- Sales & Sales Related

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