

# Mastering the ART of Communication

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## 3 Key Considerations for Preparing Your Message

What do you NEED them to know?

What do you want them to DO or DO DIFFERENTLY?

Why does it matter to THEM? (What is THEIR reward or consequence?)

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## To Become a Better Listener, Work on Becoming A LIAR!

Ask great questions.

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

Interpret what they said for what they meant.

What are they not saying?

What do they not know to ask?

What could you tell them that would clarify?

Apply the information you got from them to formulate your response.

Reply to the things they say from the perspective of what they said.

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## 6 Keys to Becoming More Effective at Conveying Your Message

1. Talk in specifics, not generalities.
2. Speak in terms of outcomes, expectations, and results, as opposed to methodology.
3. Talk in terms of things that they can relate to or visualize.
4. Use constructive phrasing.
5. Repetition can aid memory but it can also cause disengagement.
6. Being Memorable is more important than being eloquent.