

EVERYONE COMMUNICATES – FEW CONNECT

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Part I Connecting Principles

1. Connecting Increases Your Influence in Every Situation
2. Connecting is All About Others
3. Connecting Goes Beyond Words
4. Connecting Always Requires Energy
5. Connecting is More Skill than Natural Talent

Part II Connecting Practices

1. Connectors Connect on Common Ground
2. Connectors Do the Difficult Work of Keeping It Simple
3. Connectors Create an Experience Everyone Enjoys
4. Connectors Inspire People
5. Connectors Live What They Communicate

CONNECTING WITH PEOPLE AT ALL LEVELS

CONNECTING PRINCIPLE 1: Connecting increases your influence in every situation.

KEY CONCEPT: The smaller the group, the more important it is to connect.

CONNECTING ONE-ON-ONE

- Talk more about the other person and less about yourself.
- Prepare two or three questions you can ask someone before a meeting or social gathering.

CONNECTING IN A GROUP

- Look for ways to compliment people in the group for their ideas and actions.
- Look for ways to add value to people in the group and what they're doing.

CONNECTING WITH AN AUDIENCE

- Let your listeners know that you are excited to be with them.
- Communicate that you desire to add value to them.

CONNECTING WITH PEOPLE AT ALL LEVELS

CONNECTING PRINCIPLES 3: Connecting goes beyond words.

KEY CONCEPT: The more you do to go beyond words, the greater the chance you will connect with people.

CONNECTING ONE-ON-ONE

- Connect visually by giving the other person your complete attention. The eyes are the windows of the soul; see the other person's heart and show your heart.
- Connect intellectually by asking questions, listening carefully, and also paying attention to what isn't being said.
- Connect emotionally through touch (being careful to honor boundaries and remain appropriate with members of the opposite sex).

CONNECTING IN A GROUP

- Connect visually by setting the example. People in the group will do what they see.
- Connect intellectually by investing in people's growth. Build on what they already understand so they can develop to a higher level.
- Connect emotionally by honoring the group's effort and rewarding its work.

CONNECTING WITH AN AUDIENCE

- Connect visually by smiling. This lets people know you're happy to be communicating with them.
- Connect intellectually by pausing strategically to give the audience time to think about something you've said.
- Connect emotionally through facial expressions, laughter, and tears.

CONNECTING WITH PEOPLE AT ALL LEVELS

CONNECTING PRACTICE 1: Connectors connect on common ground.

KEY CONCEPT: Know the reasons you and your listener want to communicate and build a bridge between those reasons.

CONNECTING ONE-ON-ONE

To connect on common ground, you must know your reason, know the other person's reason, and find a way to connect the two.

Building a bridge on common ground is easier one-on-one than with many people because you can get immediate and continuous feedback from the other person.

CONNECTING IN A GROUP

Ask yourself, "What brought us together?" The answer to that question usually gives you an effective starting point.

CONNECTING WITH AN AUDIENCE

Use the following pattern: Feel, Felt, Found, and Find.

- FEEL: Try to sense what they feel and acknowledge and validate their feelings.
- FELT: Share with them that you have also felt the same way.
- FOUND: Share with them what you found that has helped you.
- FIND: Offer to help them find help for their lives.

CONNECTING WITH PEOPLE AT ALL LEVELS

CONNECTING PRACTICE 2: Connectors do the difficult work of keeping it simple.

KEY CONCEPT: The larger the group, the simpler the communication needs to be.

CONNECTING ONE-ON-ONE

Helping one other person to understand what you have to say is usually fairly easy. Why? Because you can tailor it exactly to his or her personality, experience, and intellect. And if you're not crystal clear in your communication, you will probably be able to read it in the person's expression.

CONNECTING IN A GROUP

- Ask for feedback.
- Ask people in the group to share what they have learned.
- Ask the group to tell how they are going to pass what you've said on to others.

CONNECTING WITH AN AUDIENCE

Ask yourself: "What are the bare essentials that I need to communicate for people to understand it?" and "How can I make those few essential points memorable?"