

# **14 Proven Ways to Improve Your Communication Skills**

January 21, 2019

- PLAN NOW: Be in Costa Rica...How? When Rules come out, SPECIAL CALL!
- Skinny Jeans Promo
- Next TNL – Tuesday, January 22<sup>nd</sup> at 7:30 PM CT at Mannatech Corp offices and [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- 2019 Tax Class Was Saturday, but if you want to access the replay you can register on <https://www.mannatrain.net/tax.html>
- Are you in the Achievers Club?  
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Mannafest 2019 -25<sup>th</sup> Anniversary April 3-6. It is an event not to miss...  
<http://mannafest.com>

Article in Entrepreneur.com

1. Learn the Basics of Non-Verbal Communications
  - a. One study found that non-verbal communication accounted for 55% of how an audience perceives a presenter.
  - b. Adopt:
    - 1) Proper posture
    - 2) Avoid slouching, folding your arms, making yourself appear smaller than you are
    - 3) Fill up the space you are given...if necessary, move around the space.
    - 4) Maintain eye contact
2. Over-communicate just to communicate
  - a. Stanford University proved that presenters over-estimate how much their listeners understand ("the tappers and listeners"); only 2.5% of the songs were correctly identified. Audiences will absorb a lot less than you expect.
3. Avoid relying on visual aids
  - a. Steve Jobs outlawed PowerPoints; Sheryl Sandberg instituted a PowerPoint ban at Facebook.
  - b. Be prepared to use words, compelling storytelling and nonverbal cues to communicate your point with the audience.
  - c. Avoid using visual aids unless absolutely necessary.
4. Ask for honest feedback
  - a. Receiving honest feedback from those you respect is critical to improve. Regularly solicit advice...and you will both learn better skills and overcome bad habits.
5. Engage the audience in discussion
  - a. All audiences have limited attention spans. Make presentations/discussions interactive.
  - b. Ask the audience a question, encourage people to call out their thoughts. Ask hypothetical questions to stimulate the audience.
6. Start and end with Key Points
  - a. Reiterate key points at the start and finish of the presentation.

- b. Can also be accomplished by providing attendees with a one-pager that includes key points the audience should consider throughout the presentation.
7. Use the PIP approach
    - a. Purpose, Importance and Preview  
In other words, Start by
      - 1) stating the purpose of your talk
      - 2) share why the presentation is important by reviewing implications and possible outcomes
      - 3) help them focus on your message and on key take aways
  8. Record important presentations for posterity
    - a. Have some recordings available for may reasons:
      - 1) review for improvement
      - 2) use on Zoom or other mediums where you can play them instead of being live
      - 3) to send out for possible other avenues for future speeches
  9. Master the Art of Timing
    - a. Need to judge on when to stay with a concept and reiterate versus when to start a new topic.
  10. Get comfortable speaking contemporaneously
    - a. By having a series of topics to cover versus word for word, gives you a lot of flexibility in reading your audiences, responding to what you see
    - b. Allows for more natural communication
    - c. You will get better at thinking on your feet.
  11. Get to know your audience
    - a. In advance, get information on age, interests, etc.
    - b. What is the reason they are in the audience?
    - c. By knowing your audience, you will be better prepared to make your talk relevant.
  12. Add novelty to improve audience retention
    - a. Study shows that audience retains more info when presented with NOVEL, as opposed to routine, situations.
    - b. Could be something funny, or something that simply catches the audience by surprise.
  13. Focus on earning respect instead of getting laughs
    - a. Most successful communicators are those who have earned respect.
    - b. Humor can warm up the audience and be effective in limited uses...but always avoid ending your talk with a laugh.
  14. Be a listener
    - a. Listen more than you talk. This is the way you connect with people.
    - b. Once listen, then respond to their expressed needs, desires, concerns. This is the heart of connecting.