

# "Everyone Communicates, Few Connect"

## Part 2 of 2 John Maxwell

Monday conf call 3/7/11

**Mannafest 2011 IS HERE!! This Week!! March 10-12**

**Mannafest Broadcast will be on [www.mannatechlive.com](http://www.mannatechlive.com) a day delayed.**

**GI Pro Balance available on March 10<sup>th</sup> – watch the replay from Tuesday Night**

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Intro: Reviewing 5 Practices anyone can do to connect with others (Chap 6-10)

Practices:

1. Connectors Connect on Common Ground

- a. His first rule of connection is look for common ground
- b. Can't do this when your focus is on self
- c. Learn how others think; understand the different personality quads.

Terry Felber, "Am I Making Myself Clear?"

- d. Relationships build on agreements, not disagreements
- e. Top 4 barriers to finding common grounds

1) "All miscommunications are the result of differing assumptions" Jerry Ballard;

Make observations, not assumptions. All generalizations are wrong.

2) Arrogance...because you can't make the effort to find common ground Archie Bunker reflects a lot of people in our country: opinionated, narrow-minded and bigoted, expected everyone to meet him on his terms "I talk in English, you hear in Dingbat"

3) Indifference...just not caring enough. Get a life. Why are we here? Put others first and watch how your life changes! Law of attraction. Indifference is a form of selfishness. It also shows we just don't want to make the effort. Most people really care that you take the time to see things from their point of view.

4) Control ...finding common ground is a two way street. Critical to be open and authentic so others understand you. "Knowledge is power, but what leaders need is collective power and that requires collective knowledge." Don't withhold, or pride yourself on being an "insider." Connecting is a choice.

- f. Availability...choose to spend time with others.
  - g. Listening is critical so better learn how to do that and do it well. "Listening requires giving up our favorite human pastime--involvement in ourselves and our own self-interest." Anytime you are willing to listen and find their need so you can establish common ground, you win.
  - h. Ask questions is a great way to have a conversation (he even mentioned FORM. One guy said his favorite question: Why?
  - i. Thoughtfulness "What can I do for you?"
- People like people who like them. When you have the quality of likable it causes

others to want to connect with you.

j. Humility: "Humility means knowing and using your strength for the benefits of others, on behalf of a higher purpose." Alan Ross

k Adaptability...shifting from our world to theirs

l. Four pointers to help you become a better connector:

- 1) Ask "Do I feel what you feel? before asking "Do you feel what I feel "
- 2) Ask "Do I see what you see" before "Do you see what I see?"
- 3) Ask "Do I know what you know", before "Do you know what I know?"
- 4) Ask "Do I know what you want?" before "Do you know what I want?"

When John really wants to get to know someone, he asks three things:

What do you dream about?

What do you sing about?

What do you cry about?

2. Connectors do the Difficult Work of Keeping it Simple

a. "The Power of Little Words" John Beckley former business editor of Newsweek problem: we are taught to use big words and make it complicated so we will look intelligent, and well educated. We lose everyone in the process.

b. The measure of a good teacher is not what she knows but rather what the students know.

c. When John uses quotes they must fill the following: humor, heart, hope, and/or help

d. "To be simple is to be great." Ralph Waldo Emerson

e. The art of simplicity...five guidelines

1) Talk to people not above them

2) Get to the point before your listeners start saying "So what is the point"

Ask two questions: what do you want them to know?

what do you want them to do?

Make as great an impact as you can in as few words as you can

3) Say it over and over and over gain

You must be willing to emphasize a point. "The first time you say something it is heard. The second time it's recognized, and the third time, it's learned." William H. Ratstetter inform, illuminate, illustrate

4) Say it clearly. "Ask yourself: If you were playing with a puzzle and you had only an hour to finish, would you want the person with the puzzle to hide the box top from you? Would you want the person to add extra pieces to the pile? Don't be guilty of the same when you do your talks."

People are persuaded by what they understand, not by what you say.

5) Say less. If you speak shorter and more succinctly, people will remember it better and longer. Don't fall in love with being on stage.

3. Connectors Create Experience Everyone Enjoys

a. Words you use to describe the best communicators: entertaining, energetic, funny. One word typically describes not so good speakers: boring.

b. How to be interesting? Try to do s many of these 7 things as you can

1) Take responsibility for your listeners

"there are no bad audiences, just bad speakers"

Capture their attention by always having them in your mind.

It is your job to get and keep the audience interested.

"Cemetery communication: lots of people are out there, but nobody is listening." Focus on How can I draw them in?

Creating positive, memorable experiences does more to connect families than just about anything else.

2) Communicate in their world

Story of woman and her husband who loved baseball but did not know how to change a diaper...relay.

Get out of your own world and into the other person's (or people). Meet them in their world, not from your world.

Link what you want to say to other's needs...people don't remember what we think is important; they remember what they think is important.

"Talk at me, and you'll talk alone.

Talk to me and I will listen.

Talk about me and I'll listen for hours."

3) Capture people's attention from the start

Make a great first impression and start well.

When talking to an audience, here are some things he does:

(a) Start with a comment about the situation or setting...shows you appreciate the town, setting whatever...adding connection.

People don't think they are just another town.

(b) Introduce yourself "Hi my name is Merri-jo, what is yours? "

When everyone in the audience starts shouting out, a good laugh follows.

(c) Relax: posture one who wants to converse with them, not talk at them

(d) Begin with humor (President Harrison story)

(e) Create a sense of anticipation

At the beginning of a speech, share with people that you are going to add value to their lives. And then in the middle of the speech at times he says, "You are about to learn something"..."Now turn to your neighbor and tell him that."

4) Activate your audience

It is easier to communicate with people who are highly energetic and active.

As a speaker be aware if your audience is "involved": taking notes, listener's lean, making eye contact, nodding with approval, audible response, laughing or applauding?

Here is how:

(a) Ask questions; when a big audience, ask one that gets 90% response "How many of you have made at least one mistake in your life?" typically gets a laugh as well.

(b) Get people moving.

Stand and stretch if long meeting/talk. Or ask for exercise in their

seats. This re-energizes the audience.

(c) Ask people to interact

5) Say it so it sticks...all good speakers leave at least one thing with the audience.

Examples in history. "If you want people to remember what you say, you need to say the right thing at the right moment in the right way."

Link what you say with what people need.

Find a way to be original. Studies show there is a direct correlation between predictability and impact.

Use humor. Proverbs "A cheerful heart is good medicine."

Use a shocking statement or statistic. example in Mannatech...

Give for Real: 5 million children die every year from malnutrition making it the #1 killer in our world.

Nutrition: We were created to eat in order to live; today we live to eat.

Say things in an interesting way.

Learn to pause. Especially immediately after you say something of significance.

6. Be Visual

Most people learn visually; film, PowerPoint, or graphics. John uses movement, facial expressions, eye contact.

You can also use the command "Imagine" to allow the audience to build the picture of their own.

7. Tell stories

Stories sell...stories make the talk enjoyable and real...real life experiences. Take people on a journey with you.

"Neurologists say that our brains are programmed much more for stories than for abstract ideas or power point slides."

John actually carries cards around with the best stories he has ever heard and sits on a stool (very connecting since so personal and relaxed)

c. Be the communicator you want to hear

Sonya Hamlin "How to talk so People Listen"

Review her list attached...which person do you choose?

d. Be the person with whom you want to connect. (This is like the law of attraction)

Create an experience that is really enjoyable to participate in.

"Never underestimate the power of connection and the impact you can make simply by working to create an experience that others enjoy."

4. Connectors Inspire People

a. Motivated people vs. non: studies show a 40% performance differential "Motivated employees are 87% less likely to leave an organization compared to an unmotivated employee." Bill Hybels, founder Willow Creek Community Church

Review your life: who motivated you and notice the difference in your

performance.

b. Inspiration Equation: What they Know + What they See + What they Feel = Inspiration

When these three get into play and are brought into alignment, it creates a synergy that inspires people.

1) What People Need to Know

Non-connectors think about information; in the context of connecting, people need to know you are on their side.

Pathos: the communicator's ability to connect with the feelings, desires, wishes, fears, and passions of their listeners.

How? two things

(a) People need to know you understand them and are focused on them. People take action for their reasons, not yours. Connectors speak your inspirational language. How do you know that?

Ask these questions:

(1) What are they thinking?

(2) What are they saying?

"The most called upon pre-requisite of a friend is an accessible ear." Maya Angelou

And don't forget that only \_\_\_% of our communication is oral.

(3) What are they doing? What activities, read their body language.

(b) People need to know you have high expectations of them  
Abraham Lincoln on a great pastor: "It was brilliantly conceived, biblical, relevant, and well presented." Was it great? "No. It failed because he did not ask us to do something great."

Stephen Jobs "Management is about persuading people to do things they do not want to do, while leadership is about inspiring people to do things they never thought they could."

Believe in people; always speak with high expectations.

2) What people need to see

(a) Your Conviction

"There is a noticeable difference from steel and tin--especially when hit."

What is inside deep at the roots of the inspiration is what matters. Words alone don't inspire.

Passionately communicate from your heart.

(b) Need to see Evidence of your character

They want to be able to trust you. A trustworthy person's character does not end when the speech does; it continues to show through the conduct of their daily life. "Connecting has a lot to do with letting who you are influence everything you do."

3) What people need to feel

If you want to inspire people, there are three things you need in

order to help them feel:

a) Your passion for the subject and for them

People will always remember how you made them feel

before what you said or what you did. Passion is

powerful...it supersedes spoken words.

"Vision without passion is a picture without possibilities."

Do you have passion? Ask four questions:

1. Do I believe what I say?
2. Has it changed me?
3. Do I believe it will help others?
4. Have I seen it change others?

If you answer Yes to all of these, you are on the road!!

b) Your confidence in yourself and them

c) Your gratitude for them

c. Action-Inspiration at its highest level

When a communicator puts all the three together in the formula, the result is inspiration.

When do inspired people take action? When you do two things.

1) Say the right words at the right time

IN "The 21 Irrefutable Laws of Leadership" one was the Law of Timing...

Timing is many times the difference between success and failure.

2) Give people an action plan

Be a motivational teacher not a motivational speaker...difference: with the second, you have no idea what to do tomorrow.

How do you apply what the speaker is saying to your life?

That is why you give them a plan! He suggests that you use a plan called

ACT:

Put an "A" beside the things you need to Apply

Put a "C" beside those things you learned to Change

Put a "T" beside those things you learned that you need to Teach

Then he tells them to take Action on one thing in the next 24 hours.

d. Make a commitment to continually inspire others

"In the end, what good is our communication if it impact ends the moment we stop speaking."

The true measure of inspiration is not applause...rather what action was taken due to your words.

5. Connectors Live What they Communicate

a. "Credibility is currency for leaders and communicators. With it, they are solvent; without it, they are bankrupt."

Trust means confidence. Low trust is a real cost of business because it creates hidden agendas, and guarded communication.

"As time goes by, the way people live outweighs the words they use."

b. You are your message. You need to be the kind of person you want to connect with. You need to be consistent. Here are John's suggestions for making that happen:

1) Connect with yourself

The first step is knowing oneself and that comes to self-assessment. Set aside time to reflect, journal and pray.

2) Liking yourself and that comes from self-talk. Zig Ziglar, "The most influential person who will talk to you all day, is you. So, you should be very careful what you say to you."

Be comfortable in your own skin: know your strengths, and be honest about your weaknesses...AND have integrity in every area of your life.

3) Right your wrongs

"Failure to admit mistakes causes the message to be questioned which causes the integrity of the leader to be questioned."

To connect you must "fess up."

Be willing to

- a. Acknowledge you mistakes
- b. Apologize
- c. Make Amends

4) Be accountable

One of the greatest compliments you can ever get is that people can count on you.

"When you make a commitment you create hope. When you keep a commitment, you create trust."

We are fine when it comes to our strengths...it is our weaknesses where we need accountability.

5) Lead the way you live

Model what you communicate. This is just having integrity between words and action.

Connectors communicate messages that are extensions of how they live.

6) Tell the truth. Credibility is not perfection but a willingness to admit imperfection.

7) Be vulnerable. Acknowledge your weaknesses. It is hard especially in a leadership role, but it is truly an opportunity to really connect.

No one has all the answers so admit it! Take in feedback from others to support you being the best you can be.

We don't trust people who hide behind "know it all" masks.

"Our lives improve only when we take chances - and the first and most difficult risk we can take is to be honest with ourselves."

So is it time to sit with your spouse, your kids, your downline, and share your shortcomings with them, looking for help and support?

8) Follow the Golden Rule. We all know what it is.

Wisdom is knowing the right path to take. Integrity is taking it.

9) Deliver results. Communicate from experience. If you want the kind of credibility that connects with people, then deliver results before you deliver a message.

10) Credibility connects. Not only do you need to connect but you need to continue to connect. How? By living exactly what you are communicating.

"The true power of connecting with others does not come from superficial

interactions with others - smiling at a stranger, being friendly with a food server, or wowing a one-time audience. It comes from connecting with people long-term."

## 6. Closing

One of the greatest leaders in history...Moses. But how did he start out?

a. He was not good with people

In fact in first incident where he tried to influence another person, an Egyptian, he ended up killing him.

b. He was not a good communicator

He negotiated with God about not being eloquent when asked to lead the Israelites out of Egypt.

c. He was not a good leader

After getting them out of Egypt, he was not particularly successful in leading them further. They kept trying to go the wrong direction. Moses was trying to do everything himself...a deathnell for leaders. Jethro, his father in law taught him how to appoint others.

**MORAL:**

Moses took what ability he had and made the most of it.

He increased his influence and used it to help an untold number of people.

What can you do with your talent.

***Sonya Hamlin***  
***"How to Talk so People Listen"***  
***List***

LIST1	LIST 2
Warm	Pompous
Honest	Vague
Friendly	Flat
Exciting	Complex
Interesting	Patronizing
Knowledgeable	Nervous
Organized	Formal
Creative	Irrelevant
Confident	Stuffy
Inspiring	Monotonous
Open	Intense
Authentic	Closed
Informal	
Funny	