

# Communication Skills for Success



Building a Better Life...  
Concrete Steps for Success

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# Quiz Question



The most important type of communication skills for success is with whom?

- A. Your Boss**
- B. Your Spouse**
- C. Your Co-Workers**
- D. Your Subordinates**
- E. Your Children**
- F. Yourself**

# Good Communications...



- Begins with yourself – Positive self-talk
  - Law of Cause & Effect
  - Law of Attraction
- Written vs. Spoken
- Active Listening
- Developing Rapport
- Using LAER Method
- E-Mail and Phone
- Meetings

# Covey's 7 Habits of Highly Effective People



## Habit 7: Sharpen the Saw

	<b>Interdependence</b>
<b>Public Victory</b>	Habit 6: Synergize
	Habit 5: Seek First to Understand, Then to be Understood
	Habit 4: Think Win / Win
	<b>Independence</b>
<b>Private Victory</b>	Habit 3: Put First Things First
	Habit 2: Begin with the End in Mind
	Habit 1: Be Proactive
	<b>Dependence</b>

# Communicating with Yourself



- Being Proactive
- Being Positive
- Being Responsible
- Starts with your Thinking

**“We become what we think about.”**

Napoleon Hill & Earl Nightingale

# Communicating with Yourself



- Change Your Thinking – Change Your Life (Brian Tracy)
- “Stinkin’ Thinkin’”
- “Checkup, from the Neck Up.” (Zig Ziglar)

# Universal Laws of Success



- Law of Cause and Effect  
(Sowing/Reaping)
- Law of Belief
- Law of Attraction
- Law of Substitution

# Law of Cause and Effect



- Everything happens for a reason; for every effect, there is a specific cause.
- **Thoughts** are causes, conditions are effects.
- Sowing and Reaping
- “If you keep **thinking** what you have been **thinking**, you will keep getting what you have been getting.”
- To change your life, change your **thoughts**.



# Law of Cause and Effect



“Our achievements of today are but the sum total of our thoughts of yesterday. You are today where the thoughts of yesterday have brought you and you will be tomorrow where the thoughts of today take you.”

Blaise Pascal

(French Mathematician, Philosopher and Physicist, 1623-1662)

# Law of Belief



- Whatever you believe with feeling becomes your reality.
- “Whether you think that you can, or that you can't, you are usually right” [Henry Ford].
- Self-Limiting Beliefs (I can't... because...)

# Law of Attraction



- Living magnet attracting people, situations and circumstances that harmonize with our dominant thoughts.
- Negative vibration words:
  - Don't
  - Not
  - No
- Instead, What do I want?

# Law of Substitution



- Since your mind can only focus on one thought at a time, we can substitute a positive thought for a negative one.

# Communications – Self-Talk



- Self-Affirmations
- Reinforces being positive
- Helps eliminate self-limiting beliefs

# Communications – Self-Talk



“If it is to be, it is up to me.”

**Brian Tracy**

# Self-Talk for Success



## Reactive / Negative

- I can't
- I have to
- I wish or I hope
- I'll try
- I should
- He is to blame
- It was their fault

## Proactive / Positive

- I can
- I choose to (be pleased to)
- I can
- I will
- I will
- I am responsible
- It was my fault

# Self-Talk for Success



## Reactive / Negative

- I hate to get this wrong
- I can't do this
- I was wondering if...
- I am no good at...
- I am only the...
- That won't work.

## Proactive / Positive

- I want to get this right
- I have not done this yet, however, I will do it
- When will you...
- I am getting better at...
- I am the...
- How do I see it working.



# Communicating with Self



- Listening to Self
- Meditation / Quiet Time
  - Inner Voice
  - Gut Feelings
  - Intuition
  - “Blink” by Malcolm Gladwell
- Conscious vs. Subconscious

# Communicating with Others



“Wise men talk because they have something to say;  
fools, because they have to say something.”

Plato

# Communicating with Others



“The most basic and powerful way to connect to another person is to listen. Just listen. Perhaps the most important thing we ever give each other is our attention....”

Rachel Naomi Remen

# Two-Way Communications



- Transmitter (Telling)
  - Written (E-Mail, Letter, Memo)
  - Verbal
    - Phone
    - Face-to-Face
- Receiver (Listening)

# Communications by Managers



- What percentage of his/her time does a typical manager spend on communication?

90 %

# Executive Communications



- How much time do executives spend in various types of communications?\*

Writing	<u>9</u>	%
Reading	<u>16</u>	%
Speaking	<u>30</u>	%
Listening	<u>45</u>	%
Total	<u>100</u>	%

\*Decker Communications, Inc.

# Written vs. Verbal Communications



- Written Communications
  - Transmitting Knowledge (Sharing Facts) to Multiple Parties
- Verbal Communications
  - Persuasion and Influence
    - Phone = Hearing Words and Tone
    - Face-to-Face = Hearing Words and Tones and Seeing Body Language

# Receiving A Message



- Three Components for Receiving Messages (3 V's) - Albert Mehrabian, UCLA
- What percentage of message comes from each "V"?

7 % Verbal - Words

38 % Vocal - Tone of Voice

55 % Visual - Body Language



# Receiving a Message



“Your actions speak so loud  
that I cannot hear what you say.”

Ralph Waldo Emerson

# Art of Listening



- Two Ears, One Mouth
- Listen 2/3 of time, Speak 1/3 of time

“It is the province of knowledge to speak and it is the privilege of wisdom to listen.”

Oliver Wendell Holmes

# Six Stages of Listening



6. Can Teach Someone Else Stage

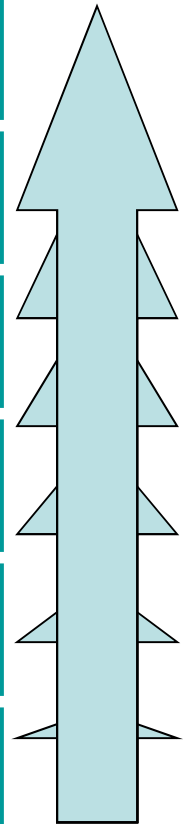
5. Can Tell Someone Else Stage

4. Can Answer a Question Stage

3. Repeat Last Few Words Stage

2. Automatic Response Stage

1. Glazed Eye Stage



# Why People Do Not Listen



- Bored, Not Interested
- Distracted / Busy
  - Other noise
  - Television (Passive)
  - Environment / Temperature
  - Self-talk
- Delivery of Message
  - Too slow, too quick
  - Too complex, too simple
  - Inappropriate language

# Active Listening



- Persuading
- Influencing
- Encouraging
- Negotiating
- Promoting
- Selling
- Leading / Managing / Delegating
- Empathizing

# Active Listening



- More we actively listen when others talk
- More they will listen when we talk

“Seek first to understand,  
then to be understood.”

Stephen Covey

Habit 5, “The 7 Habits of Highly Effective People”

# Active Listening



“To listen well is as powerful a means  
of communication and influence as  
to talk well”

John Marshall

(Chief Justice, Supreme Court, 1801-1835)

# Steps to Improve Active Listening



- “2 Ears – 1 Mouth” Ratio
- Maintain eye contact
- Take notes (ask permission)
- Patience to let people finish thoughts
- Avoid jumping to conclusions
- Respond intermittently



# Steps to Improve Active Listening



- Avoid judgments – do not stereo-type
- Ask questions
- Watch body language, facial movements
- Listen to ideas and facts
- Pause before replying
  - “and” vs. “but”
- “Rapid Repeat Technique”

# “Rapid Repeat Technique”



- People speak at 250 words per minute
- Mind thinks at 2,000 words per minute
- Repeat in your mind what the person is saying
- Works with Audio-Books to stay focused

# Subconscious Encoding Process



- Conscious Mind
  - Screens / Judges all information
- Subconscious Mind
  - Database of past information
  - Accepts whatever conscious mind says as fact
- Super-conscious Mind
  - Creative, problem solving
  - Reached through meditation, deep thought

# Engage the Subconscious



- Developing Rapport
- Phrasing Questions for Yes Responses  
(Tag Lines for Yes Answers)
  - Would you like...?
  - Isn't it...?
  - Don't we...?
  - Couldn't you...?
- In Conversations, Avoid Negatives – “No”

# The Language of Influence



- Three Primary Languages/Home Bases for Developing Rapport (3 Basic Senses)
  - Visual (See)
  - Auditory (Hear)
  - Kinesthetic (Feel)
- When you know someone's home base, you can develop trust / rapport

# Language of Visual Learners



- I look forward to seeing you
- Looks to me or take a look at...
- I see
- View
- I picture
- Observe
- Watch
- Vision
- Show me
- Nice to see you
- See you soon
- Vista
- Sight
- Spectacle
- Outlook
- Perception

# Language of Auditory Learners



- I hear what you are saying
  - Listen
  - Tell me
  - Sounds to me
  - It rings a bell
  - Music to my ears
  - I will hear from you soon
- Quiet
  - Loud
  - Noise
  - I heard from...

# Language of Kinesthetic Learners



- I feel what you are saying
- I will be in touch with you soon
- Safe
- Feel
- Touch
- Comfortable
- Explore
- Fast
- Handle
- Grip
- Smooth
- Rough
- How are you?
- How are you feeling?
- Manipulate



# Rapport – Knowing a Home Base



- I look forward to seeing you
- I will be hearing from you
- It will be good to get together

- That car looks great
- That car sounds great
- That car feels great

- Can you picture that?
- Can you hear what I am saying?
- Can you feel what I mean?

# Eye Contact



- Eyes are the window of the soul
- Eye contact for effective communication
- Eye contact for active listening
- **Eye Contact Exercise with Partner**

# Eyes Exercise with Partner



- Visual Learners (Logic-Left Brain, math oriented, numbers, analysis)
  - Past thoughts: Eyes look up & to the left
  - Future thoughts: Eyes look up & to the right
- Auditory Learners (Right Brain-Creative, spatial awareness, imagination, etc.)
  - Past thoughts: Eyes look across towards the ear or down to the left
  - Future thoughts: Eyes look right towards the ear

# Eyes – Window to Rapport



- Kinesthetic Learners
  - Past and Future Thoughts: Eyes look down & to the right (towards dominant hand)

# Developing Rapport



- Initial Contact
- Identifying Home Base
- Mirror
- Law of Attraction
- Eye contact

“You never get a second chance to make a first impression.”

# Information Gathering - Persuasion



I keep six honest serving men.  
They taught me all I knew.  
Their names are “What” and “Why” and  
“When”  
And “How” and “Where” and “Who.”

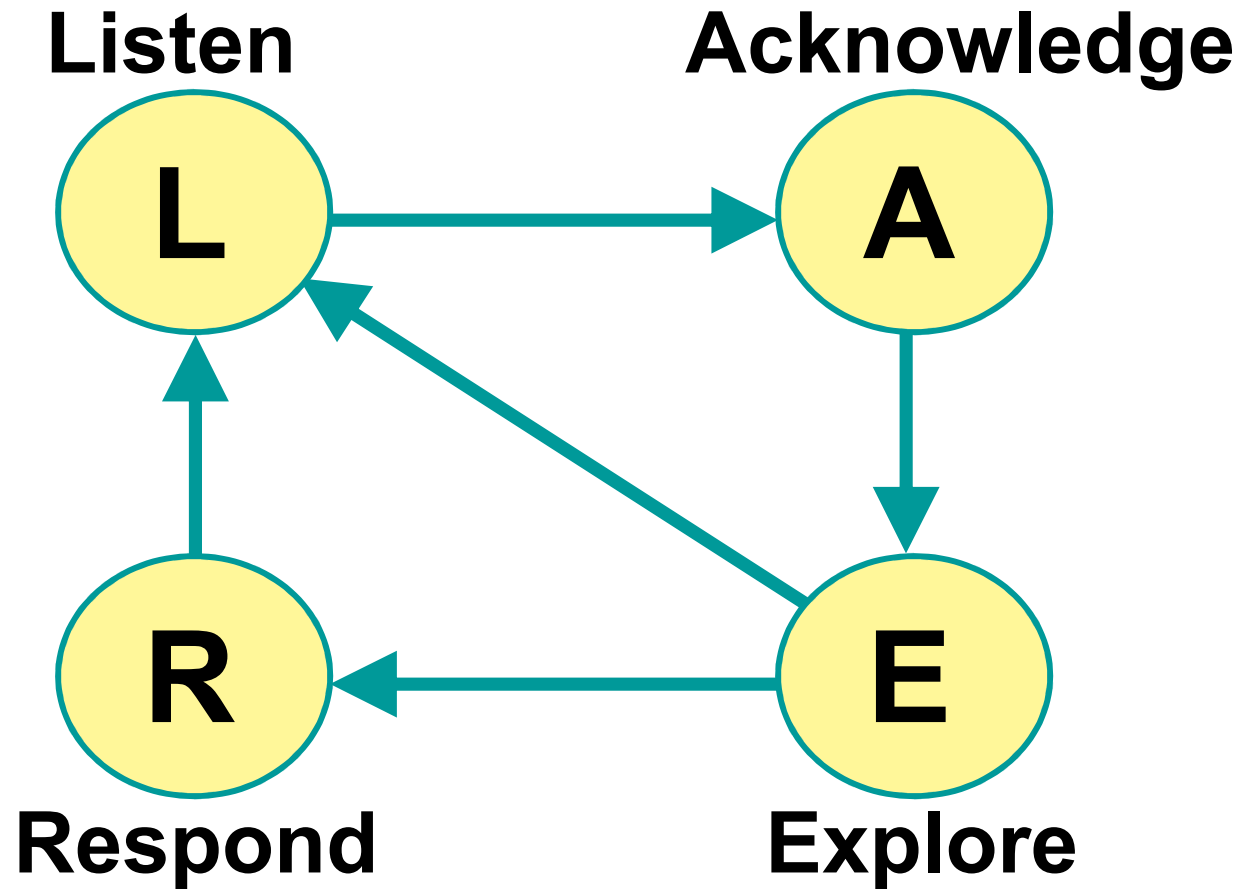
Rudyard Kipling

# Open-End Questions



- Open End Questions begin with:
  - What
  - Why
  - When
  - How
  - Where
  - Who
- Avoid closed-end questions that can be answered with yes and no.

# LAER Method for Information





# Telephone Communications



- Plan out important calls
- Don't interrupt someone else (E-Mail)
- Ask if convenient
- Watch tone
- Take notes and save

# Best Practices – E-Mail



- More Polite than Phone Calls
- Multiple People Can be Copied
  - Copy those Who Need to be Copied
- E-Mail is “forever” and legal
- Watch “tone” of e-mail

# Best Practices – Meetings



“Meetings are indispensable when you don’t want to do anything.”

John Kenneth Galbraith

# Meetings



- Share Expectations In Advance (Objectives)
- Schedule in advance to prepare
- Distribute materials in advance
- Agree upon desired products/results
- Attendees List
  - Hourly costs = value of meeting
  - Number of People
  - Know What is Expected
- Attend Meetings not to Discuss Issues but to RESOLVE Issues

# Meetings



- **Distribute Agenda in Advance**
  - Objective
  - Proposed Attendees
  - Location
  - Items to be Addressed with Time Limits
- **Start on time**
- **Meeting Minutes**
  - Distributed 2 Business Days
  - Actions Items Addressed
  - Who is Responsible
  - When is the Action Item To Be Completed

# Body Language – 55% of Message



- 55% of the message
- Never look at body language in isolation
- Cultural differences
- Examples
  - Closed stance versus open stance
  - Arms or legs crossed
  - Sitting positions

# Body Language – 55% of Message



- Examples
  - Fidgety, stroke the tie, cover mouth
  - Finger position
  - Eye contact
  - Stroke the chin
  - Manager, elbows on desk, fingers steeple
  - Salesman rubs hands fast vs. slow

# Influence / Control



- Exercise
- Remember – Good Communications is the Art of Influencing / Persuading
- Not Manipulation as long as we seek “Win-Win”



# Conclusion – Good Communications...



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# Conclusion



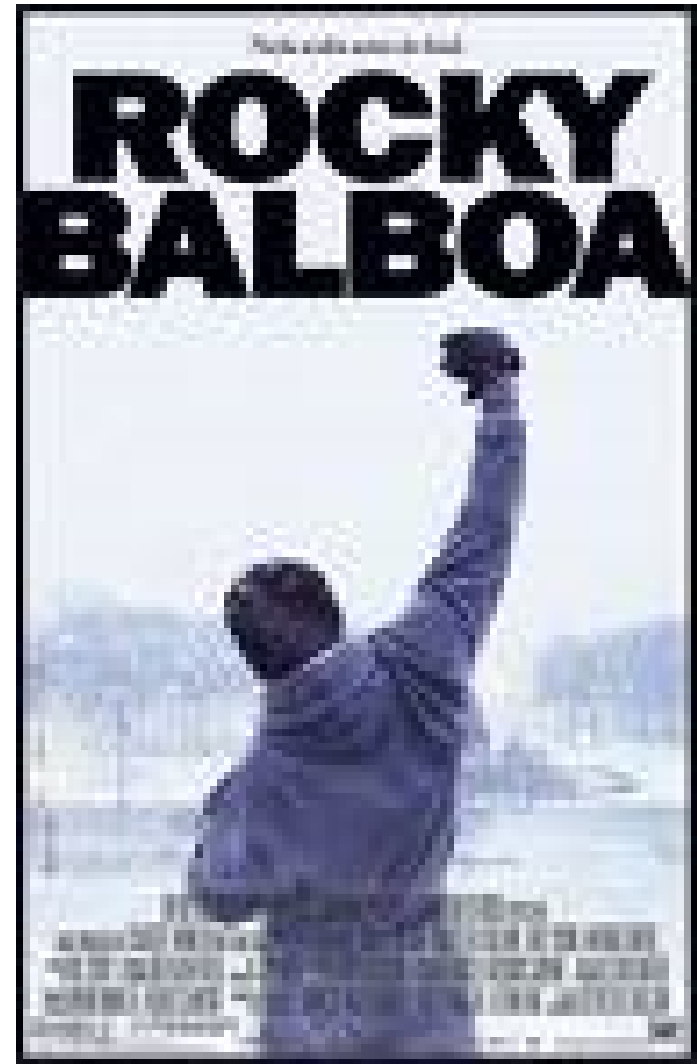
It is better to be quiet and let  
everyone think you are a fool  
Then to open your mouth and  
remove all doubt.

Unknown

# We Become What We Think About...



- Think the Right Thoughts
- Be a Winner!
- Accomplish Your Goals
- Communicate Well!



# Contact Information and References



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- Brian Tracy – “Time Power” (Book and CD’s) and “How to Master Your Time” (6 Audiocassette Tapes)
- Zig Ziglar – “Goals” (6 CD’s)
- Peter Thomson – “The Best Kept Secrets of Great Communicators: Nine Secret Weapons to Shine Socially, Uncover Opportunities, and Be Perceived as Smarter, Sharper, and Savvier”