

COMMUNIC-ABILITY... MASTER THE ART OF BEING HEARD

Hello and welcome again to another edition of Success-Abilities. What is the single most important skill in life? What is the one skill that if you master it will yield the greatest return on investment to you in terms of your ability to market yourself and your ability to achieve your worth in the market place today? That skill is the skill of communication. All of life is about communication and to the degree that you improve the quality of your communication you improve the quality of your life. In this program, we're going to talk about communic-ability one of the most important of all the Success-Abilities. And as a result of this session, you're going to be able to send and receive messages more clearly and more articulately. You're going to understand and be understood by others more effectively. You're going to use your words, your voice and your body language to become a powerful communicator. And you're going to understand how to increase your market value through the use of your communication. You're going to master the most important skill in life.

So let's talk about communic-ability. Communic-ability is all about your ability to send and receive messages both with yourself and with other people. I don't know if you're aware but you speak to yourself silently at about one thousand to two thousand words per minute. How many of those words are uplifting, encouraging, enlightening, supportive? How many of those words are discouraging, critical, condemnatory? The vast majority of people are in a constant internal chatter with themselves about the negative things that are going to happen, all the things they worry about. They look back in the past with guilt. They look ahead to the future with worry and fear and anticipation. If you can begin to change the internal dialogue that you have with yourself, you can literally change the outward results in your life instantaneously. In this program we're going to show you how to change the quality of your communication both internally with yourself and externally with other people.

One of the major challenges that we face in life is paradigm shifting. Now that word paradigm has been thrown out quite a bit over the past couple of years. I want you to think about what that whole concept of paradigm is all about. Somebody share with me their understanding of the word paradigm. I'm

sure you've heard it before. What does paradigm mean to you? Give me a word or a couple of words that describe what is a paradigm.

Audience Member: It's a way of doing things.

It's a way of doing things.

Audience Member: How you see things.

It's how you see things. What else is a paradigm? It's a box of operation. It's how you view the world. It's how you view yourself in the world. It's your perception of who you are, what you do, what you're entitled to, what you're worthy of. Now listen to this question very carefully and think about it. How much of your time do you spend inside of your paradigm? Is it roughly ninety percent? Ninety-five percent? Maybe as much as ninety-nine percent? After all, don't you spend the vast majority of time thinking about your own thoughts, looking at the world through your own glasses so to speak, seeing other people not as they are but as you are? Now think about the person sitting next to you. What percentage of his time is he in his paradigm? What would you guess?

Audience Member: Seventy-nine percent.

Seventy-nine percent. Is that true?

Audience Member: Yes. I think about eighty percent.

Good guess. Most people are about ninety-nine percent of the time inside of their own head, their own thought processes. Now think about this. If ninety-nine percent of the time you're in your paradigm and ninety-nine percent of the time you're in your paradigm, how much time does that leave for common ground of communication? Not very much. Are you beginning to see that some of the world's greatest problems stem from mis-communication, missed communication and an unwillingness that we have to get outside of our own perspective, take our glasses off, put them down on the table and say, "Woah, I see your world through your eyes now." What a whole different world. Well, after today's session, you're going to understand not only the importance of shifting your paradigm but being able to see through another person's eyes as the key to improve the quality of your communication.

It all stems from a willingness to seek first to understand others. Steven Covey wrote a book, *The Seven Habits Of Highly Effective People*. A best seller. One of my favorite books of all time. And in it he says that one of the greatest

habits we can develop as human beings is to seek first to understand the other person then to be understood. And that establishes a framework, a foundation, for a common ground of communication. Communication that has as its premise a win-win outcome. And if you can begin to shift your thinking, shift your paradigm and begin to change your communication by seeing from another person's point of view not only will you understand people better but you'll learn and grow as a human being. And when you improve the quality of that communication you will automatically improve the quality of your market value, the quality of your relationships, and the quality of your over all life.

Now it's important to understand that today almost as important as the message is the messenger. If you recall back to that old parable back in the olden days, what happened when the king got a message from the messenger that the king didn't like? Kill the messenger, off with his head! Well do you know that today we don't kill the messenger. If we don't like the messenger what do we do? We kill the message. Are we missing messages every single day that can improve the quality of our life, improve the quantity of our results? But we don't like the person that's giving the message so we shut down, we turn off and we stare at them as if we're looking, we nod very nicely and graciously and we're not hearing a single word they're saying. We're killing the message because we don't like the messenger.

Many people today are not getting jobs not because they're not talented, not because they're not qualified, not because they don't have the credentials, not because they don't have the resume or the willingness but because the person who's doing the hiring doesn't like the messenger. They cannot get to the message because they don't appreciate, can't relate to, can't align with the messenger. Well after this session you're going to become a master communicator. You're going to understand what it's like to really send and receive messages with clarity, articulately, and to understand other people not only in terms of what they do say but what they're not saying.

So let's talk about some of these concepts of communic-ability. But before we do, I want you to take this little test. I'm going to flash up on the screen two sentences. You're going to have five seconds to look at these sentences then we're going to take it off the screen and I'm going to ask you what you saw. Are

you ready? Here it is. Five, four, three, two, one. Okay. Somebody share with me what you saw on the screen.

Audience Member: Paris in the spring.

Paris in the spring. Anybody else?

Audience Members: Bird in the hand.

Bird in the hand. How many of you see Paris in the spring, bird in the hand? Raise your hand. Please. Anybody see anything different? Not a single one of you saw anything different? All right. If we may, would you flash that back up on the screen. Look very carefully.

Audience Member: The, the.

Audience member: Two "the's" there.

Ah, what do you notice about what's up there now? Paris in the the spring. Bird in the the hand. And some of you didn't see it until I pointed it out. Why did you miss "the the" in Paris in the the spring, bird in the the hand? Why did you go right by that?

Audience Member: Because we're familiar with it.

You're familiar with it. You've seen this before haven't you? Paris in the spring. Bird in the hand. You've gone right by it because you thought you knew it. Why else? What other reason might there be for not seeing that second "the"?

Audience Member: Screened it out.

Why did you screen it out?

Audience Member: Well I'm assuming it's conditioned. It's not what we're used to reading so it's not our paradigm so we just shovel it out.

There it is, it's the one percent. It's that little one percent. That little extra "the". It doesn't need to be there. It shouldn't be there should it? But I purposely put it in there to make a point and that point is this. Is there something in your life right now that you're looking right past because you think you know it or you think you've seen it or you think you've heard it that if you somehow just paid a little bit more attention to it it could have a dramatic impact on the outcome of your life? Are there messages being sent to you every single day by people who have gifts in their hands waiting to give you but for whatever reason you've screened it out, you've blocked it out, you've looked right past it?

Part of the challenge in communication is to pay attention. And after today you're going to understand how to pay attention.

But before you can do that you have to understand the different levels of communication. So let's talk about the three levels of communication. Most people are not aware that we operate on many, many different levels of communication. We don't just operate on words which are verbal communication. We also operate on sounds, tones, pitch, pacing, speed. And most important of all is the visual communication, the body language. It's not so much about what I say as it is how I look when I'm saying it. Let's explore these three levels in a little more depth.

The first level of communication, this describes the difference between content of communication and the process of communication. If you look at the top level of communication, what you find is that the verbal communication or words only represents seven percent of all communication. That's right. Your articulation, your clarity, your choice of words, how you say the words, all represents only seven percent of communication. That's what we call the content. That's above the surface. It's very obvious. I listen to your words. I hear your words. But it's only a very, very small portion of your true communication because under the surface of your communication is where the vast majority, ninety-three percent of your communication lies beneath the surface. It's in the quality of how you say what you say. The vocal communication. Your voice. For example, do you find that when you are being stern with your children you have a different pitch to your voice, you have a different tonality to your voice, you have a different strength to your voice? When you're trying to make a point, you're trying to be persuasive, you're trying to influence somebody, you're being passionate about something. You're saying the same words but you're saying them in a whole different way. That's what's known as vocal communication. Vocal communication or your voice, the sounds that you make, the pitch, the tonality represents thirty-eight percent of what people hear. Very often people don't really hear the words. You've all experienced that. Where somebody's talking to you but you're not so much hearing the words as you are looking at them and listening to the way they're saying it. Maybe they're saying it very softly and they've got your attention because they need to get your attention by speaking softly so that you listen

closely. Or maybe they're in your face and they're talking right at you where you have to back up because they're overbearing. How they're saying it is far more impactful for you than the words that they're communicating.

But all of that represents less than half of the real communication that we get from people. Over fifty percent of your communication, fifty-five percent has been shown to be a reflection of your body language. Meaning your visual communication. What do you look like when you're saying it? What are your gestures? What's your posture? It's been commonly known that this kind of posture indicates what?

Audience Member: Resistance.

Yes. I'm resisting you. I'm backing off. I'm blocking your communication. What does this indicate, if I'm right up here?

Audience Member: Interest.

I'm interested. Now I may not be saying a word to you but you think I'm interested just by the way in which I hold my body. Now here's the interesting thing about communication. Do you ever find that your words don't exactly reflect how you feel inside? That every once in a while you're being very nice and being very friendly and being very accommodating and seeking approval and inside you're a raging inferno just waiting to explode. And your words are very soft spoken and you've got that fiery burning look in your eye and people are backing up and they're afraid and you seem so soft spoken but, my goodness, they're afraid to get close to you, they're afraid they're going to catch on fire. What we have to understand about communication is that communication is a combination of verbal, vocal and visual communication. In fact, what I've learned over the years is that it's not so important to pay attention to what people say- although that is really an integral part of how people communicate. But what I pay attention to is how they're saying it and what they look like when they're saying it. And I've learned that I can really understand another person far better by the way they hold themselves, the way they carry themselves, whether they make eye contact or not. Whether they're holding their head down or they're holding their head up. Whether they've got one foot ready to walk out the door while I'm talking to them or whether they're sitting there really interested in what I'm saying. Can you tell the difference in communication?

So one way that you can begin to improve the quality of your

communication is to get congruent. Get aligned. Reflect the words but also understand that when you say the words make sure that the words truly reflect how you feel inside. If you're happy, smile. Let people know that you're happy. Be open. Have an uplifting vocal tone to your voice if that's the way you feel inside. If you're angry and you're mad it's okay to show that. Because people are really often confused when you're speaking one way but you're acting another way. So one of the keys to communication and improving the quality of your communication is get aligned with your verbal, your vocal and your visual communication. Line up your words with your sounds and tones as well as with your body language. In fact, if you're raising children, this is a very important lesson. I remember growing up- my dad was a New York City police officer. We called them cops back then. And I'm the youngest of eight children. And there were times where my dad could stop me cold and didn't have to say a word. You've probably experienced that yourself. One look is all it took or one posture, one of these, and I would just retreat as if I couldn't find the fastest exit. But that's the power of body language and non-verbal communication. And if you really want to become a master of understanding people it's important not only to understand what they're saying but what they're not saying. So begin to align your verbal, your vocal, your visual communication. Your words with your voice with your body language.

Now let's take this one step further. Let's talk about what I consider to be the single most important of all skills in communication, that is the skill of listening. Now how many of you have had a course in grammar school, high school or college on listening? Anybody? Three, four. Wow! Almost half the crowd. Do you know that I speak around the country and the vast majority of audiences that I talk to not a single person has had a course, a formal course, in listening. In fact, I don't know of many schools that teach formal listening skills. Now there are business schools that teach it for very specific purposes- sales courses, marketing courses, telemarketing courses. Very important to learn your listening skills. But what most people don't realize is that there are actually four different types of listening. And I would bet that right now as I speak each and every one of you is phasing in and out of these four different types of listening. In fact, we all do. Sometimes we're listening intently. Sometimes we're not listening very well at all. Other times we're listening as if we're

pretending we're really riveted but we're not hearing a word people say. So let's talk about these four different types of listening in increasing order of effectiveness.

The first. Pretending. When's the last time you were pretending to listen? I hope it's not today. But we've all done it, haven't we? We're looking at somebody and we look at as if we're listening and we may be even nodding our head and we may be even having our body language show that we're listening but you know what we're thinking about? Um, golf, four o'clock. Another couple hours. I can't wait. It's a beautiful sunny day. Or, hum, three-thirty, I get out of work. I could go to the mall and do some shopping. I can't wait! Pretending, in my estimation, is the least effective and the most offensive type of listening. It's really making believe. You should never do it. Now we are human. We fall back into that every once in a while. The most important thing about pretending is that when you find you're doing it stop doing it immediately and move into one of the other three forms of listening or excuse yourself and move onto something else because the other person eventually knows that you're not listening. They catch that message. And, have you had an experience, we've all had this, where you're speaking to somebody and you know they're not listening to you? Oh, doesn't that just bother you? Doesn't that grate you? It wouldn't be so bad if it wasn't your spouse, your kids or your parents, would it? But we all do that because our minds are moving so quickly. Remember how many words a minute I said you speak silently to yourself? One thousand to two thousand. Now, if you're talking to yourself and you're inside of your own head constantly chattering can you possibly be listening to someone else? No. Because our minds can only do one thing at a time. Our conscience minds. So listening is a very active process and it's a very involved process. So at all costs avoid pretending.

The second form of listening which we probably spend more time in than we'd like to is what I call selective listening. Selective listening is what parents do usually with five and six and seven year old children who are constantly chattering all the time. It's what my old bull dog used to do. When I used to talk to my bull dog- You ready to go out? No. The only time that my bull dog ever listened to me was when it was time to eat. Then her ears perked up. Every

other time she would ignore me like I wasn't even around. Now that's okay from a bull dog. But when you get it from people that really, you love and care about, that's when you really start to wonder about your own self esteem. Now selective listening is a very dangerous kind of listening. It lowers people's self esteem, number one. Number two, is it the kind of listening that you hear selectively every other word, every third word, every fifth word. And why do you do that? Because you're phasing in and out of your own dialogue. It's like you're having a dialogue with yourself and you're trying to listen to someone else at the same time so you fade into one word here, one word there, then you're into your head. Then you fade back in, you fade- It's kind of like one of those movies where hear (noise), fourth word, and you don't, you can't context it together, you can't put it together. Now we all do this far too often, don't we? Here's the key to selective listening. Stop doing it! Here's why. In terms of understanding other people what do you fill in the missing pieces and the gaps with? If you didn't hear what the person said, what do you fill in the missing pieces with? Your own dialogue. Your own words. Your own pieces. Your own communication. Is your communication their communication? No. Absolutely not. My suggestion is when you find yourself in selective listening, now that you know what it is, acknowledge it and do one of two things. Immediately rivet yourself back to the next type of listening which we'll talk about in a minute or excuse yourself and say, "You know, Deloy, I've got to tell you. I can't really focus on what you're saying right now. My mind is wandering somewhere else. Would you mind if we talked about this at another point in time?" Isn't that a much more gracious way to excuse yourself than to either pretend or selectively listen and the other person as soon as they catch on that you're not listening, what do they usually say? "You're not listening to me!" I found myself saying that all the time growing up. "You're not listening to me!" Until I realized that that's just human nature. We have this inbred conditioned response that we don't listen carefully and intently. So when you're selectively listening, now that you know what it is, excuse yourself or, even better yet, if you really want to be there move on to the third higher level of listening.

I call this active listening. Active listening is attentive listening. This is what they teach in most listening schools, listening courses, this is how they teach you to listen. They teach you to make good eye contact. They teach you

to bend your ear a little bit to allow the words to penetrate. They suggest that you probably lean forward which indicates that your body language says that I'm listening to you. All those things are good because now just the very act of moving your body towards somebody, looking at that person, and then tilting your head, forces you physiologically to hear more of what that person is saying. Unless you're a master actor or you've learned how to do this and still think about your golf game, which obviously most of us haven't practiced that well enough. Active listening is the highest form of listening that most people engage in in the course of their life time. And they feel good about it because they really understand what a person's saying. They are hearing all the words. "I've heard every word you've said Mitch. Believe me, I'm listening. I'm actively listening to what you're saying. I'm even watching your body language and I'm listening to the tonality of your voice."

The first three types of listening- pretending, selective listening and active listening or attentive listening- are all listening with one intention. That intention is to reply. Now haven't we been taught in communication just either through osmosis or through formal education that communication is really about dialogue. It's about you speak for a little bit then I speak for a little bit. But most of the time what I've discovered is that we've gotten away from true dialogue. True dialogue is allowing there to be natural pauses. Allowing there to be breaks in the action. Stopping and thinking about what the person said before you respond. But what I've discovered is most dialogue has degenerated into a pushing, shoving and shouting match, who can fill in the air space quicker. Now if you have two people who are extremely vocal usually those two people if they're living together are constantly fighting for air time. And if you know somebody like that you know what I mean. You're both chattering consistently and neither one of you are hearing much of what the other is saying because you're battling for air time. There's no natural ebb and flow. You speak a little bit. I listen. I speak a little bit.

Well the first three types of listening are the types of listening that encourage replying. And we have this socially accepted kind of condition that says when you say something I must say something back. Well my suggestion is if you can somehow move to the fourth and what I consider to be the highest level of all communication you can begin to change the relationships you have in

your life instantaneously. I call it empathic communication. Empathic communication is communication not designed to necessarily just hear the words, the voice, the body language, the verbal, vocal and visual, but it's to understand the true meaning and purpose behind the words. It's to understand what you're saying and what you're not saying. It's to understand how you feel as well as what you say. It's to understand that sometimes the best listening is just to listen with no reason or intent to reply back. I want you to think about something. How many people in your life listen to you empathically? Is it one? Is it two? Is it three? Or are you really fortunate and you have five people in your life that listen to you empathically? Or is it possible that you're like many of us and there's nobody who really sits down and listens to us empathically. I believe one of the greatest gifts that you can give to people, one of the most wonderful ways that you can show respect and appreciation and honor another human being is to listen to them empathically, to support them unconditionally and not feel a need to have to say something back to them which we're so conditioned to do. We're so conditioned to think that if you say something to me, I've got to say something back even if I have nothing to say. So I start talking about something totally irrelevant. We've all experienced that. I've done it myself. I feel this urge, it's just welling up inside of me, I've got to say something. So I usually say something dumb, stupid and foolish which is totally unimportant and off the context of the conversation when it would have been far better if I would just have nodded my head and understood and listened and just sat quietly. Because I believe that many people and the people that you and I meet really do need somebody to listen to. And if you don't believe that just look at the profit statements of psychiatrists around the country and you'll understand why people actually pay to listen, to have somebody listen to them. That's a sad state of affairs when you think about it. That we don't have anybody in our lives who will listen to us empathically that we can share our most intimate secrets, that we have to go pay somebody to listen to us. Now I understand they serve a very important purpose and they're skilled and they're trained to do that. I say, why can't we be skilled and trained to do the very same thing and in the process of doing that we can change the quality of our communication and instantaneously change the quality of our relationships.

So what I ask of you is to start to practice empathic communication. Avoid pretending. Immediately move away from selective listening whenever you find yourself into it. And at all costs avoid making believe that you're listening to somebody. Spend most if not all of your time in active, attentive and hopefully empathic communication. And listening in an empathetic way will transform not only your relationship with other people but it will give you a tremendous sense of self esteem. Because if you think about it when other people don't listen to you how does that make you feel? My mother used to say, "When people don't listen to me it makes me feel like two cents," which is akin to being worthless. So if you really want to increase the value of other people and enhance their self esteem become an empathic listener.

So let's take this one step further. You're listening to somebody. How do you respond to them? Well what I've discovered in my research is that we've been conditioned into what I call automatic responses. We feel this urge- we don't know where it comes from- but it's kind of conditioned inside of us and it's automatic, we don't know why we do it, in many cases we're not even aware we are doing it, it just happens. It's like stimulus response. Ring the bell. I salivate. Speak to me. I automatically respond. So I want to talk for a few minutes about these four automatic responses because they lead to a great deal of mis-communication, misunderstanding, and in my estimation they lead to a lot of the world's big problems because most of the world's big problems stem from communication problems.

Number one is evaluating. Now, we've all done this. And maybe some of you are doing it right now. Who knows. Evaluating what somebody says based upon whether I agree with it or I disagree with it. So what do we do? We listen carefully. We hear what a person says. And in our mind what are we thinking? Oh no, no, he's wrong. Oh, no, no, no, no, no. Come on. Now you're not saying that to the person but you're thinking it. Don't agree. Disagree totally. Or you say, yes, I agree and your body language reflects that. This is a dangerous thing because this is judging and we can't really understand a communication from another person if we're in a judgmental mode. If we're in a black and white, agree-disagree, right-wrong, type of mind set. So one of the things I recommend is that you try to begin to avoid when you're communicating or listening to somebody judging what that person is saying because you haven't

walked, as they say, a mile in that person's shoes. You really don't know what's causing that communication. And if you want to be an empathic communicator your goal is to understand not to judge. So do your very best not to get into evaluating, agreeing or disagreeing or judging what another person says as to being right or wrong or whether you believe it's fair or not fair, good or bad. That's the first automatic response you want to look out for.

The second automatic response. Probing. This at its most extreme becomes interrogating. And we've all had that experience. Where somebody starts off asking us some questions nice and casually then they get a little bit more intense and before you know it you feel like the white light is on you and you're in that chair and they're interrogating you and they want to know all your deepest, darkest secrets. And you know what? I'm guilty of that myself. I have to catch myself every once in a while and realize, oh boy, I've passed that line. I'm now into my automatic response. I'm starting to probe. But I'm not probing to really understand you. What am I probing? I'm probing for my own point of view. And usually what I'm doing is I'm trying to get something out of you for my own benefit. Have you ever experienced that yourself? And other people do that to us. They start to interrogate us and you know they want something. Well that's an automatic response. That's a conditioned response. And if we do it enough we don't even know we're doing it and it can be very offensive to other people and it breaks down the barriers of communication. It destroys relationships. Some people simply don't like being asked questions. They feel offended by it. They don't want to reveal their deepest darkest secrets and they don't want to be interrogated or probed. They just want somebody to listen to them, what they have to say. So begin to understand and acknowledge and be aware of when you start to probe with people. Are you probing out of genuine interest and caring and concern or are you probing with ulterior motives?

Number three. This is a good one. I used to be guilty of this myself. Advising. Advising. Automatic response. People share something important. They share something personal. What do we feel like we have to do? Give advice. I mean, after all, why are you talking to me? Aren't you coming to me for advice? A good friend of mine, Brian Tracy, once said, "The universal propensity to give advice is only exceeded by people's universal propensity to ignore your advice." People don't like to have other people give them advice.

How do you feel when other people give you advice? Half the time they don't know a clue about what it is that you're talking about. And here's the dangerous part about advice giving. Usually we give advice from whose level of experience? Our own. And our experience is very limited, it's very narrow into the experiences and the wisdom that we've gained over the years. And it may be completely irrelevant or inapplicable to what that person is experiencing now. And truthfully some people don't want advice. All they want to do is have a way to vent what they need to say. Sometimes it's frustration. Sometimes it's upset. Sometimes it's worry. Sometimes it's fear. And giving advice can be a very dangerous thing. So when you catch yourself into that advice mode just step back, be aware of it, and recognize it as an automatic response. Now that's not to say that if somebody seeks your advice and asks for your input and says what do you think I should do then just offer it up. If you have something to say, go ahead and offer it up. But if you don't have something constructive to say it's okay to say I don't know, what do you think you should do? Which, by the way, is a very powerful method of giving back responsibility to people to make their own decisions. And very often what we do is we feel that responsibility for others. You know, we feel kind of responsible for the world. You can give up the role of general manager of the world. You don't need to do that anymore. The world will function very nicely if you don't give advice. So the third automatic response is advice giving.

And the fourth is interpreting. Now because we're human and because we have a limited sphere of experience usually based upon what we've seen and heard and done in our lives, we usually interpret things that other people say to us but we don't interpret them based upon their motives we interpret them based upon our own motives and our own experience. And interpreting can be a very dangerous thing because if you don't truly understand what another person is saying it's far better to say, "I'm not clear. Could you explain that again?", rather than interpreting it the way you see it. Remember we talked about paradigms and how much of your time you're inside your own paradigm. Now for you it's only seventy or eighty percent. But for the vast majority of people it's ninety or a hundred percent. So if I'm in my paradigm ninety-nine percent of the time, I'm interpreting what you're saying based upon my own view. Am I

really understanding you? Am I really seeing it from your point of view? Probably not. So you want to begin to become aware of your automatic responses. And if you can, when you find yourself involved in evaluating, probing, advising or interpreting, do your best to step back and become more of an empathic listener. Just listen with your eyes, your ears and your heart. Now in order to understand how to receive messages you have to understand how you listen. And now you understand the four different types of listening, the types of communication- the verbal, the vocal and the visual.

Now how about when you want to send messages? How many of you find yourself at times fumbling for words? Not exactly sure what to say. You kind of do your best Ralph Cramden imitation. (Noise). I want to say something but I don't know what it is I want to say. Well very often we fumble for words because we're not sure, we're not clear about how we want to send our message. I believe that one of the most critical and important things you can do in your life is become more proficient at sending messages.

So let's talk a little bit about sending messages. But before we can do that we have to understand how we respond to other people. And did you know that there's four ways to respond to other people before you send your message back? Most of the time we think, oh, we just respond in one way but that's not true. There's four different levels of responding. And before I send a message to you I want to make sure that the message I send back to you is based upon the way I heard your message sent to me. So how do I respond to you? Well, the first is I can mimic, which I call parroting. It's mirroring back to you word for word what you said. You say, "What a wonderful day it is." And I say, "What a wonderful day it is." Not a very high level of communication. Probably not going to lead to a whole lot of dialogue and deep understanding, would you say? That's just parroting. It's mimicking. It's a very low level.

A higher level of communication is instead of just me saying, "Oh, what a wonderful day it is." You say to me, "What a wonderful day it is." And instead of me mimicking you, I rephrase your content and I say something like, "Yes, it's a wonderful day for me too. The sun is shining. I feel great today." I'm rephrasing content. Rephrasing content is the first step in being able to respond effectively so that other people truly, truly know that you're listening to them.

There's another level beyond rephrasing content and I call it reflecting feeling. Have you ever experienced where somebody says something to you and the words don't actually reflect how they feel underneath? You know, we've been taught that it's not okay to be upset. You know, you should get up every morning and be positive. Everything should be bright and sunny and rosy and you should do these affirmations that, you know, all the motivational speakers talk about. You know, I feel great, I feel terrific, it's going to be a wonderful day. Well you know what? There are some days that are just plain lousy. And I've experienced it. You've experienced it. And sometimes I don't feel like feeling good. I feel like feeling lousy. But I don't always show that to the world. Sometimes I'm feeling lousy but I talk like I'm feeling really good and I have this real sunny smile on my face but inside I'm in turmoil. You've experienced that. We all have those days. Well, if you're trying to express that to me and I'm just listening to your words but I don't really see how you're feeling or I don't look at your body language or I don't listen to the tone at which you say, "I'm feeling good today," I'm not really catching your communication. So how do I reflect back to you? Instead of me just taking your words, I reflect your feeling. I can say something like, "You know, it seems like you're not having the best of days. Are you feeling a little blue today?" And that tells the person that you really understand what's beneath the surface, that you're not just taking their words and letting them fly over your head and just moving on to the next dialogue. And I believe that we don't have enough people in our lives who really appreciate the importance of listening, responding, understanding and really empathically getting down inside the heart and the soul of our communication. And we could literally change this world in a heartbeat and you could certainly change your world.

I learned something a long time ago and I'm just beginning to internalize it. I used to try to change people. I don't know if any of you are into that, the change business. I realize that many of the bad relationships I had were my cause. I caused them because I tried to change people. I wasn't happy with the way you were so I figured let me try to work and in some way change you. Well, I realized at one point that you cannot change everyone in the world. Might as well give up now. But you can change the world in everyone. How do you change the world in everyone? Through your communication. Through your

empathic listening. Through your responding. The best way of responding that I've discovered is to combine rephrasing content with reflecting feeling. So if you say to me, "I'm having a wonderful day today," but I don't sense that you're really having a wonderful day today I can say something like, "Well it sounds like you're having a wonderful day but deep down inside you're feeling like it's not such a great day after all. Is there something really bothering you?" That opens the door for a person to share with you what's really important or for them to say, "No, no, no. I'm really having quite a good day maybe I'm just not reflecting it in my voice. Maybe I need to pick my head up and pick my chin up and look up to the sky and be thankful for the blessings that I have." What it does is it opens the lines of communication. And if you can become an empathic listener, if you can respond to people by rephrasing the content of what they say and reflecting the feeling of what they're saying and not saying, you can become one of the most important people in their lives. And I will promise you that not only will your relationships change but everything around you, your world will brighten considerably as you respond more effectively to the way people speak to you.

Now that you understand that part let's talk about sending messages and what's important to understand about sending messages. How many of you think of yourselves as logical people? Very logical kind of left brained, linear, you know, step one, step two, step three, step four. Anybody? A couple of you? All right. How many of you think of yourselves as kind of emotional people. You know, it's like, you know, I'm driven by my heart and my emotions and I'm an expressive individual and, you know, that kind of thing. Anybody in the room feel that way? All right. Well let me submit to you something about communication and sending a message. This is really validated by a lot of psychological research and it has to do with how we buy into things. And in case any of you are ever in the business of marketing or selling or telemarketing or you're in business for yourself or you're communicating a message of any kind that you want to get people to buy into let me offer you the following method of getting them to buy into it. Realize that people buy in first and foremost and in some cases only based upon your credibility. Meaning, if you don't have integrity, if you don't have competence in what you're doing and what you're saying, if I sense that you don't have a real purpose or if I sense that your

purpose is self serving, I will not hear a word you're saying and there's no amount of logic in the world that you can impose upon me that's going to get me to listen to what you have to say if I truly don't view you as an integrated person with credibility. That the very first thing you want to establish to get your communication across and to have people buy into what you're saying is credibility.

Interesting thing about credibility. M. Scott Peck who wrote a wonderful set of books, the first of which has been the longest running best seller I think ten, twelve, fifteen years already, *The Road Less Traveled*. And he talks about the difference between credibility and credentials. And I know credentials are a real issue especially with people who are either young and moving into the workplace, let's say, who don't have that base of experience or for people who are shifting or transitioning into a new career, let's say, and they're working in a new business or a new job or a new industry and they don't have those credentials, they don't have the letters after their name, they don't have the alphabet soup. They don't have the M.D. or Ph.d. or M.B.A. And somebody once asked Scott Peck, "Dr. Peck, what is your feeling about credibility and credentials?" And I think this is a perfect example of how to describe credibility as being more important than credentials. Someone once asked him should a lay person practice psychotherapy, which is a pretty loaded question for a psychotherapist and a psychiatrist. And he said, "In my mind, absolutely yes." He said a lay person can achieve the same or better therapeutic results as an extensively trained psychotherapist if they are a truly loving and caring human being. And should people practice psychotherapy? He said absolutely, resounding, yes. They shouldn't prescribe treatment. They shouldn't obviously sit down with a person on the couch. But should they practice psychotherapy? Yes. What is psychotherapy? Psychotherapy comes from credibility. What is credibility? Credibility is being an integrated, holistic, caring, loving, supportive, interested human being. And if you really want to establish credibility with people, not credentials, start to become more interested in them as opposed to being interesting. All the time that I've experienced communicating with people what I look for is are they really interested in me or are they more trying to be interesting to me. And if they're trying to be interesting to me, the message I'm getting is they don't really have the same level of credibility with me as a person who really cares and expresses concern

and interest in me. So the very first thing you want to do in establishing good communication and sending messages is become credible. Be real, be human, and be authentic. And do that first.

Then, number two, is empathy. Empathy is caring. It's concern. It's sensitivity. It's feeling. It's saying I'm interested in you not just because I think I might be able to get something out of you or from you but I'm interested in you as a person. I care about you as a person. If I don't, I'm going to excuse myself and I'm going to move on. But if I'm here with you I care enough about you as a person to be sensitive and caring and feeling to what's going on inside of you. And then once you've established your integrity, once you've established your sensitivity, you've demonstrated credibility and empathy, only then should you bring in your logic. You see, many of us because we live in such a left brained society, you know, we have to explain things logically, we believe that we should lead with the logic. But people will actually see your logic as completely illogical if you don't have integrity or credibility and if you don't care about them or seem sensitive and empathic to what it is they want. Yet all too often people try to explain things logically. And did you ever try to do that and you kind of see that glazed over look in somebody's eye? They're kind of looking at you, they're hearing what you're saying but they ain't hearing a thing. It's not going in because there's no credibility. They don't see you as a credible, empathic human being. They just see you as somebody who's trying to persuade them and influence them with your logic. So, in summary, credibility, which is integrity. Sensitivity or empathy. And then logic. Leave your logic at the door because in some cases you may not need to use the logic if the person already buys into you as a credible, empathic human being.

So, what did we talk about in this session? We talked about the importance of understanding the different levels of communication. We talked about the idea that communication is far more than words, isn't it? You now understand that communication is words, it's tones and sounds, and it's body language. It's do I really care about you or am I really interested in you? Verbal, vocal and visual communication. How do we respond to people? Automatically or do we sit down and listen carefully to people by reflecting the feeling that they're expressing and rephrasing the content that they've said. How do we send our messages? Do we send our message logically, reasonably,

rationally, always linearly, step one, step two, step three, step four? Or do we kind of shed that logic and get right down and hunker down with somebody and become empathic and sensitive and caring to them and kind of be with them? As you begin to practice and develop these skills of communication and especially the listening skills of listening empathically you will see your life change right before your very eyes. So as a result of this program you should now be able to send and receive messages more clearly and articulately. You should understand and be understood by others more effectively. You should be able to use words, voice, and body language congruently and in harmony to become a more powerful communicator. You should be able to increase your market value because market value is directly tied to communication skills. And now you should be able to begin to master the most important of all human skills, the skill of communication, communic-ability. Thank you very much.

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