**Everyone Communicates, Few Connect**
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**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.

**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.


**Central Truths**
1. If you want to succeed, you must learn how to connect with others.
2. High achievers care about people, view subordinates optimistically, seek advice from everyone regardless of position, and listen well to others.
3. Maturity is the ability to see and act on behalf of others.
4. We remember 85-90% of what we see and less than 15% of what we hear.
5. Connecting always requires energy; we must intentionally and willingly connect with others. This requires initiative (go first); clarity (be prepared); patience (slow down); selflessness (give); and stamina (recharge).
6. If you are responsible for leading people or communicating with others, it is especially vital for you to find ways to recharge.
7. A bad beginning makes a bad ending (Euripides).
8. People connect with stories, not statistics.
9. It is the job of a leader to bring clarity to a subject, not complexity.
10. Three words are essential to connect with others: brevity, levity, and repetition.
11. Leadership is about inspiring people to do things they never thought they could (Steve Jobs).
12. The mediocre teacher tells, the good teacher explains, and the great teacher demonstrates.
13. Vision without passion is a picture without possibilities.

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14. People ask three questions about their leaders: Do they care for me? Can they help me? Can I trust them?
15. Preparation yields confidence and passion yields conviction.

Application

1. When communicating, find common ground, make communication simple, capture people’s interest, inspire others, and be real.
2. When you communicate, you must include: thought (something I know); emotion (something I feel); and action (something I do).
3. When communicating, attempt to connect on four levels: visually, intellectually, emotionally, and verbally.
   - Connect visually; eliminate personal distractions (do not allow anything to distract from your message); expand your range of expressions; move with sense of purpose, pay attention to surroundings, remove obstacles, and reduce distance from audience.
   - Connect intellectually; you must know your subject and yourself.
   - Connect emotionally; the words used are far less important than the energy, intensity, and conviction with which you use them.
   - Connect verbally; what we say and how we say things make quite an impact.
4. Bring intentional energy to conversations. Gear up mentally and emotionally for communication opportunities.
5. Think of ways that you can increase your energy when speaking to an audience.
6. Read voraciously then file quotes and illustrations. Have supporting material ready to include in any message.
7. Become a student of communication; study effective speakers.
8. The larger the audience, the more energy you will need to bring to your communication.
9. Build upon agreement, not disagreement. Don’t make assumptions about people; take into consideration other people’s views, avoid indifference, and don’t isolate yourself.
10. Availability requires intentionality; spend time with others.
11. Keep talks to three ideas. Get to the point.
12. Deliver results before delivering the message; communicate from experience. You must live what you communicate.
13. Do not commit one or more of the four unpardonable sins of a communicator: being unprepared, uncommitted, uninteresting, and uncomfortable.
14. If you want to get your message across, you have to learn how to communicate in someone else’s world.


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