

## Everyone Communicates, Few Connect

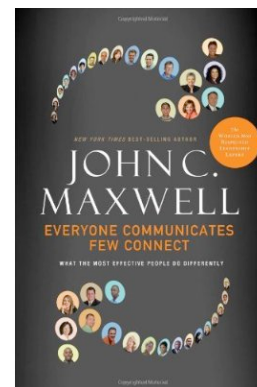
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### Connecting Principles

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.
4. Connectors inspire people.
5. Connectors live what they communicate.



Maxwell, John C. (2010). Everyone Communicates, Few Connect: What the Most Effective People Do Differently. Thomas Nelson Publishers. 262 pages.

### 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, 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.
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.

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### 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.

***“Good leaders must communicate vision clearly, creatively, and continually. However, the vision doesn't come alive until the leader models it.”***

*- John C. Maxwell*

## Connecting with Others



**Connectors connect on common ground.** When you find things in common with others, you instantly establish a connection. You never know when that connection will lead to a long-lasting personal or professional relationship. We all have choices available to finding common ground. Maxwell says common ground choices are:

1. **Availability** - I will choose to spend time with others.
2. **Listening** - I will listen my way to common ground.
3. **Questions** - I will be interested enough in others to ask questions.
4. **Thoughtfulness** - I will think of others and look for ways to help them.
5. **Openness** - I will let people into my life.
6. **Likeability** - I will care about people.
7. **Humility** - I will think of myself less so I can think of others more.
8. **Adaptability** - I will move from my world to theirs.

## Inspiring and Connecting

**Connectors inspire people.** People don't follow unenthusiastic leaders. True leaders inspire others. The "inspiration equation" is the following:



What people know includes that you understand them and you are focused on them. What people see includes your conviction and your example. What people feel includes your confidence in yourself and in them as well as your gratitude for them. When you inspire others, you help them achieve things they may have never thought possible.

**Connectors live what they communicate**, which creates trust and credibility. Those feelings convey integrity for the person communicating. Maxwell says we should ask ourselves the following questions as part of our "credibility checklist":

1. Have I connected with myself?
2. Have I made right my wrongs?
3. Am I accountable?
4. Do I lead like I live?
5. Do I tell the truth?
6. Am I vulnerable?
7. Am I following the Golden Rule?
8. Do I deliver results?



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***"Leadership is not about titles, positions or flowcharts. It is about one life influencing another."*** - John C. Maxwell

