

Everyone Communicates – Few Connect

John C. Maxwell®

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Connecting Increases Your Influence In Every Situation

“The #1 criteria for advancement and promotion for professionals is an ability to communicate effectively.” -Ralph G. Nichols

Presidential historian Robert Dallek says that successful presidents exhibit five skills and qualities that enable them to achieve things that others don't.

1. Vision
2. Pragmatism
3. Consensus Building
4. Charisma
5. Trustworthiness

Connecting is the ability to Identify with people and relate to them in such a way that it increases our influence with them.

Leadership is Influence.

Connecting Signals

- Extra Effort – people go the extra mile
- Unsolicited Appreciation – they say positive things
- Unguarded Openness – they demonstrate trust
- Increased Communication – they express themselves more readily
- Enjoyable Experiences – they feel good about what they're doing
- Emotional Bondedness – they display a connection on an emotional level
- Positive Energy – their emotional “batteries” are charged by being together
- Growing Synergy – their effectiveness is greater than the sum of the contributions
- Unconditional Love – they are accepting without reservation

Jorge Rodriguez – The Bank Robber

Jorge Rodriguez was an Old West bank robber from Mexico who operated along the Texas border around 1900. Rodriguez was so successful that the Texas Rangers established a special force to try and stop him.

Late one afternoon, one of these special rangers saw Rodriguez slipping across the border back into Mexico and trailed him at a discreet distance. He watched as the outlaw returned to his home village and mingled with the people in the square. When Rodriguez went into his favorite cantina to relax, the Ranger slipped in and managed to get the drop on him.

With a pistol to the bank robber’s head, the law man said, “Jorge Rodriguez, I know who you are. I’ve come to get back all the money that you have stolen from the banks in Texas. Unless you give it to me, I am going to blow your brains out.”

Rodriguez could see the man’s badge, and he could discern his hostile intent. But there was a problem. He didn’t speak English. He began speaking rapidly in Spanish. But the ranger couldn’t understand what he said, because he didn’t speak Spanish.

Just then a young boy came up and said in English, “I can help. I speak English and Spanish. Do you want me to be your translator?”

The ranger nodded. The boy quickly explained everything the ranger had said.

Nervously, Rodriguez answered, “Tell the big Texas ranger that I have not spent a cent of the money. If he will go to the town well, face north, count down five stones, he will find a loose one there. Pull it out and all the money is behind there. Please tell him quickly.”

The boy looked back at the ranger and said, “Senor, Jorge Rodriguez is a brave man. He says he is ready to die.”

The ability to connect with others begins with [Understanding the Value of People](#). Jim Collins, author of [Good to Great](#), observes, “Those who build great companies understand that the ultimate throttle on growth for any great company is not markets, or technology, or competition, or products. It is the one thing above all others – the ability to get and keep enough of the right people.”

Jay Hall of the consulting firm Teleometrics has studied the performance of 16,000 executives and found a direct correlation between achievement and the ability to care for and connect with people. Here are a few of the findings:

High Achievers	Average Achievers	Low Achievers
Cared About People As Well As <u>Profits</u> .	Concentrated On <u>Production</u> .	Were Preoccupied With Their Own <u>Security</u> .
Viewed Subordinates <u>Optimistically</u> .	Were Focused More on Their Own <u>Status</u> .	Showed A Basic <u>Distrust</u> of Subordinates
<u>Sought Advice</u> From Those Under Them	Were Reluctant to <u>Seek Advice</u> from Those Under Them	<u>Didn't</u> Seek Advice
Were <u>Listeners</u> .	Listened Only To <u>Superiors</u> .	Avoided Communication And Relied On <u>Policy Manuals</u> .

Question: “Do I connect best one on one, in a small group, or with an audience?”

Connecting Is All About Others

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“There is no *I* in *TEAM*. But there is an *M* and an *E* and that spells *ME!*”

“If you first help people get what they want, they will help you get what you want.”
-Zig Ziglar

Why I Focused On Myself Instead of Others

1. Immaturity.

Maturity: The ability to see and act on behalf of Others.

2. Ego.

Dear Speaker:

Your ego has become a wall between yourself and me. You're not really concerned about me, are you? You're mostly concerned about whether or not this speech is really working . . . about whether or not you're doing a good job. You're really afraid that I will not applaud, aren't you? You're afraid that I won't laugh at your jokes or cry over your emotional anecdotes. You are so caught up in the issue of how I am going to receive your speech, you haven't thought much about me at all. I might have loved you, but you are so caught up in self-love that mine is really unnecessary. If I don't give you my attention it's because I feel so unnecessary here.

When I see you at the microphone, I see Narcissus at his mirror . . . Is your tie straight? Is your hair straight? Is your deportment impeccable? Is your phraseology perfect?

You seem in control of everything but your audience. You see everything so well, but us. But this blindness to us, I'm afraid, has made us deaf to you. We must go now. Sorry. Call us sometime later. We'll come back to you . . . when you're real enough to see us . . . after your dreams have been shattered . . . after your heart has been broken . . . after your arrogance has reckoned with despair. Then there will be room for all of us in your world. Then you won't care if we applaud your brilliance. You'll be one of us.

Then you will tear down the ego wall and use those very stones to build a bridge of warm relationship. We'll meet you on that bridge. We'll hear you then. All speakers are joyously understood when they reach with understanding.

--Your Audience

Calvin Miller, The Empowered Communicator

3. Failure To Value Everyone.

To add value to others, one must value others.

3 Connecting Questions

- (1) Do you Care for me?
- (2) Can you Help me?
- (3) Can I Trust you?

Key Concept: Connecting begins when the other person feels valued.

Question: "What can I do to increase my value of others?"

Connecting Goes Beyond Words

When many people try to communicate with others, they believe the message is all that matters. But the reality is that communication goes way beyond words. In an important study, UCLA psychology professor emeritus Albert Mehrabian discovered that face-to-face communications can be broken down into three components: words, tone of voice, and body language. What may come as a surprise is that in some situations, what people see us do and the tone we use can far outweigh any words we say while trying to communicate. In situations where feelings and attitudes are being communicated,

- What we say accounts for only 7 percent of what is believed.
- The way we say it accounts for 38 percent.
- What others see accounts for 55 percent.

Amazingly, more than 90 percent of the impression we often convey has nothing to do with what we actually say.

The 3 Components of Communication

Thought : Something we know,

Emotion : Something we feel, and

Action : Something we do.

I believe those three components are essential to connect as well. Fail to include any one of the three, and there will be a disconnection from people and a breakdown in communication. More specifically, here's how I think the breakdown would occur. If I try to communicate...

Something I *Know* but do not *Feel*, my communication is Dispassionate

Something I *Know* but do not *Do*, my communication is Theoretical

Something I *Feel* but do not *Know*, my communication is Unfounded

Something I *Feel* but do not *Do*, my communication is Hypocritical

Something I *Do* but do not *Know*, my communication is Presumptuous

Something I *Do* but do not *Feel*, my communication is Mechanical.

Action: Something We Do...Connecting Visually – What People See

Henry Ward Beecher asserted, “There are persons so radiant, so genial, so kind, so pleasure-bearing, that you instinctively feel good in their presence that they do you good, whose coming into a room is like bringing a lamp there.”

To Connect With People Visually...

- (1) Expand Your Range of Expression
- (2) Move With a Sense of Purpose
- (3) Maintain An Open Posture

Thought: Something We Know...Connecting Intellectually – What People Understand

Any message you try to convey to others must contain a piece of you.

Knowledge Must Be Experiential

Nothing can happen through you until it happen in you.

Experience is not only a good teacher. It is a great Persuader.

Emotion: Something We Feel...Connecting Emotionally – What People Feel

John Kotter, an author and a friend, recently wrote a book titled A Sense of Urgency. In it he states, “For centuries we have heard the expression, ‘Great leaders win over the hearts and minds of others.’” Note that he doesn’t say that great leaders win over the minds of others. Nor does he say they win over others’ minds and hearts. The heart comes first. And if we desire to be good communicators, we need always to keep that in mind. If you want to win over another person, first win his heart, and the rest of him is likely to follow.

People may hear your words but they feel your Attitude.

People will not always remember what you said.

They will not always remember what you did.

But, they will always remember how you made them feel.

Key Concept: The more you do to go beyond words, the greater the chance you will connect with people.

Question: “What visual technique do I need to improve to better connect with people?”

Connecting Always Requires Energy

Think of 3 communicators that you enjoy watching and listening to.

How I Connected With People After a 25 Year Absence

- (1) I searched for memorabilia of our Time Together.
- (2) I worked on remembering their Names
- (3) I tried to make them feel Special.
- (4) I made my visit Personal for as many people as possible.
- (5) I made an effort to spend Extra Time with people.
- (6) During the sermon, I shared my Mistakes.
- (7) I acknowledged them as part of my Success.

The 4 Unpardonable Sins of a Communicator

- Being... (1) Unprepared
- (2) Uncommitted Note: 3 require effort!
- (3) Uninteresting
- (4) Uncomfortable

Connecting Requires...

1. Initiative ...**Go First!**

I've had the privilege of speaking a few times to the employees of Wal-Mart at the company's headquarters in Bentonville, Arkansas. The first time I did so, I was taken on a tour of the facilities, and I was amazed to see signs everywhere highlighting the values and philosophy of the organization. On that first visit after I was done speaking, I took a notebook and jotted down the messages contained on many of the signs. The one that left the greatest impression on me was the "10 Foot Rule." It said,

From this day forward, I solemnly promise and declare that every time a customer comes within ten feet of me, I will smile, look him in the eye, and greet him. -Sam Walton

"If you wait until you can do everything for everybody, instead of something for somebody, you'll end up not doing anything for anybody." -Malcolm Bane

"The wise does at once what the fool does at last." -Jewish Proverb

Connecting Requires...

2. Clarity ...Prepare

JM's Connection Checklist

- Integrity – Did I do my best?
- Expectation – Did I please my sponsor?
- Relevance – Did I understand and relate to the audience?
- Value – Did I add value to the people?
- Application – Did I give people a game-plan?
- Change – Did I make a difference?

Connecting Requires...

3. Patience ...Slow Down

“The man who goes alone can start the day. But he who travels with another must wait until the other is ready.” –Henry David Thoreau

Connecting Requires...

4. Selflessness ...Give

I thought about why you're so easy to listen to. The idea especially intrigued me when I thought about the fact that it's true even when people know the stuff you are going to say. And it definitely goes beyond the entertainment value of just good storytelling.

I think it all comes down to a communicator who is primarily a giver instead of a taker. The human spirit senses and feeds on a giving spirit. The spirit is actually renewed by a teacher with a giving spirit—this is proven by the fact that when people hear what you have said many times, they are still filled. Your teaching is essentially giving, and people can receive all day from a giver, while they tire quickly of a taker. Think about what Jesus taught—half the time the people didn't know what He was talking about, but they listened attentively. Jesus was giving—feeding them. Not taking. It was at a spirit (heart) level—he wasn't just giving information.

Here's how I think it works. If communicators teach out of need, insecurity, ego, or even responsibility, they are not giving. The needy person wants praise, something the audience must give. The insecure person wants approval and acceptance, something the audience must give. The egotistical person wants to be lifted up, to be superior and just a little bit better than everyone else, something the audience must give. Even the person motivated by responsibility wants to be recognized as the faithful worker, to be seen as responsible—something the audience must bestow upon them. Many communicators teach in one of these taking modes all the time and are not aware of it.

Then there's the giver. This person teaches out of love, grace, gratitude, compassion, passion, and the overflow. These are all giving modes. In each of these modes of the heart, the audience doesn't have to give anything—only receive. The teaching then, becomes a gift. It fills and renews.

This is you. That's why people can listen all day. As I have watched and learned from you, you teach 99 percent of the time from the giving modes. Only very rarely do you slip into ego mode, and in those rare moments I no longer feel like you are giving. You are taking. That can come off as, "I am special and a little better than you." Other than those very rare moments, I could listen to you all day.

Connecting Requires...

5. Stamina...Recharge.

Lorin Woolfe, in The Bible on Leadership, writes, "Leadership takes an almost bottomless supply of verbal energy: working the phones, staying focused on your message, repeating the same mantra until you can't stand the sound of your own voice—and then repeating it some more, because just when you start to become bored witless with the message, it's probably starting to seep into the organization."

I Recharge Myself by...

- (1) Loving Life
- (2) Loving What I Do
- (3) Spending Time with My Wife
- (4) Handing Off Draining Work
- (5) Friendships
- (6) Being Alone
- (7) Exercise
- (8) Prayer & Meditation

Key Concept: The larger the group, the more energy that is required to connect.

Question: "Who do I need to increase my energy with to connect more effectively? How can I do that?"

Connecting Is More Skill Than Natural Talent

“All great speakers were bad speakers first.” -Ralph Waldo Emerson

Great communicators are not all cut from the same cloth. But they do all share the ability to connect. And that does not develop by accident. You cannot expect to succeed through dumb luck as did the leader of a wagon train of pioneers that was heading across the western plains. When a lookout spotted a cloud of dust in the distance moving toward them, they knew they were in trouble. Sure enough, a tribe of Native American braves thundered toward them and the leader ordered the wagons to form a circle behind a hill.

When the leader of the settlers saw the tall figure of a chief silhouetted against the sky, he decided to face the chief and attempt to communicate with him using sign language. Soon the chief backed away and returned to his men.

“What happened?” the pioneers asked the leader.

“Well, as you probably saw, we couldn’t speak each other’s language,” he said, “so we used sign language. I drew a circle in the dust with my finger to show that we’re all one in this land. He looked at the circle and drew a line through it. He meant, of course, that there are two nations ours and his. But I pointed my finger to the sky to indicate that we are all one under God. Then he reached into a pouch and took out an onion, which he gave to me. Naturally, I understood that it indicated the multiple layers of understanding available to everyone. To show him that I understood his meaning, I ate the onion. Then I reached into my coat and offered him an egg to show our goodwill, but he was too proud to accept my gift he just turned and walked away!”

Meanwhile the warriors were readying for an attack and awaited the order from their chief, but the old warrior held up his hand and recounted his experience.

“When we came face-to-face,” he said, “we immediately knew that we did not speak the same tongue. That man then drew a circle in the dust. I know he meant that we were surrounded. I drew a line through his circle to show him that we would cut them in half. Then he raised his finger to the sky as if to say that he could take us on all by himself. Then I gave him an onion to tell him that he would soon taste the bitter tears of defeat and death. But he ate the onion in defiance! Then he showed me an egg to tell me how fragile our position is. There must be others close by. Let’s get out of here.”

What Makes People Listen?

If you want to be a better communicator or a better leader, you can’t depend on dumb luck. You must learn to connect with others by making the most of whatever skills and experience you have. When I listen to great communicators, I notice that there are a handful of factors they seem to draw upon that cause people to listen to them. As you read about them, think about which of them you could use to connect with others:

1. Relationship – Who You Know
2. Sacrifice – How You Have Lived
3. Insight – What You Know
4. Success – What You Have Done
5. Ability – What You Can Do

Key Concept: The skills you learn to connect at one level can be used to start connecting at the next level.

Question: “What connecting skill is a strength in your life? How can you make it better?”

Connectors Connect on Common Ground

It is difficult to find common ground with others when the only person you are focused on is yourself!

I continue to work at learning how others think and perceive the world. Recently I read a book by Terry Felber called Am I Making Myself Clear? He says that people have different representational systems based on the five senses that provide the primary basis for their thoughts and feelings. For example, if several people walked down the beach together, their recollections of the experience would be very different based on their representational system. One might remember how the sun felt on his skin and sand on his feet. Another might remember the look of the water and the vivid colors of the sunset. The third might be able to describe the sounds of the ocean and birds, and another, the smell of the salty air and the tanning lotion of nearby sunbathers. Each of us creates a framework for the way we process information. Felber says, “If you can learn to pinpoint how those around you experience the world, and really try to experience the same world they do, you’ll be amazed at how effective your communication will become.” That’s simply another way to look for common ground.

Barriers To Finding Common Ground

1. Assumption – “I already know what others know, feel, and want.”

“All miscommunications are a result of differing assumptions.”

-Jerry Ballard

2. Arrogance – “I don’t need to know what others know, feel, or want.”

Supreme Court Justice Louis D. Brandeis observed, “Nine-tenths of the serious controversies that arise in life result from misunderstanding, from one man not knowing the facts which to the other man seem important, or otherwise failing to appreciate his point of view.”

3. Indifference – “I don’t care to know what others know, feel, or want.”

Comedian George Carlin joked, “Scientists announced today that they had found a cure for apathy. However, they claim no one has shown the slightest bit of interest in it.”

4. Control – “I don’t want others to know what I know, feel, or think.”

I love Jim Lundy’s take on this in his book, Lead, Follow, or Get Out of the Way. In it, he includes the response of people who work in an environment where leaders hold back from them. He writes about the “Subordinates Lament,” which says, “We the uninformed, working for the inaccessible, are doing the impossible for the ungrateful!” And the “Mushroom Farm Lament” goes like this: “We feel we’re being kept in the dark. Every once in a while someone comes around and spreads manure on us. When our heads pop up, they’re chopped off. And then we’re canned.”

Choices That Will Help You Find Common Ground

1. Availability – I will choose to spend time with others.
2. Listening – I will listen my way to common ground.

Sonya Hamlin in her book, How to Talk So People Listen, notes that most people find this difficult because of the “Me-First Factor.” She writes,

Listening requires giving up our favorite human pastime—involvement in ourselves and our own self-interest. It’s our primary, entirely human focus. And it’s where our motivation to do anything comes from. With this as a base, can you see what a problem is created when we’re asked to listen to someone else?

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.

Roger Ailes, a former communication consultant to presidents, believes the most influential factor in public speaking is likeability. He says that if people like you, they will listen to you, and if they don’t, they won’t.

7. Humility – I will think of myself less so I can think of others more.

Poet, journalist, and editor Alan Ross asserted, “Humility means knowing and using your strength for the benefit of others, on behalf of a higher purpose. The humble leader is not weak, but strong...is not pre-occupied with self, but with how best to use his or her strengths for the good of others. A humble leader does not think less of himself, but chooses to consider the needs of others in fulfilling a worthy cause. I love to be in the presence of a humble leader because they bring out the very best in me. Their focus is on my purpose, my contribution, and my ability to accomplish all I set out to accomplish.”

Humility is...

- (1) A capacity for Self-Criticism.
 - (2) Allowing Others to shine.
8. Adaptability – I will move from my world to theirs.

To Connect on Common Ground, Ask...

Do I feel what you feel BEFORE asking “Do you feel what I feel?”

Do I see what you see BEFORE asking “Do you see what I see?”

Do I know what you know BEFORE asking “Do you know what I know?”

Do I know what you want BEFORE asking “Do you know that I want?”

Key Concept: Know the reasons you and your listener want to communicate and build a bridge between them.

Question: “What is the bridge you need to build to connect on common ground?”

Connectors Do the Difficult Work of Keeping It Simple

“To be simple is to be great.” -Ralph Waldo Emerson

My Criteria For Good Material

- Humor – something that will make people laugh,
- Heart – something that will captivate people’s emotions,
- Hope – something that will inspire people, and
- Help – something that will help people in some tangible way.

After speaking in over fifty different countries in hundreds of venues, I have developed a “3 S” strategy.

Keep it Simple.

Say it Slowly.

Have a Smile.

The Art of Simplicity

1. Talk To People, Not Above Them.
2. Get to the Point.

Connectors get to the point before listeners start asking “What’s the point?”

When the person asking for the recommendation isn’t someone they want to endorse, their responses can be very creative. Here are a few, along with their “real” meanings, selected for the book, Lexicon of Intentionally Ambiguous Recommendations (L.I.A.R.) by Robert Thornton:

Recommendation	Meaning
She was always high in my opinion.	She was often seen smoking a joint.
While he worked with us he was given numerous citations	He was arrested many times.
I would say that his real talent is getting wasted at his current job.	He gets bombed regularly.
You simply won’t believe this woman’s credentials	She faked most of her resume.
He would always ask if there was anything he could do.	We were always wondering too.
You will never catch him asleep on the job.	He’s too crafty to get caught.
He doesn’t know the meaning of the word quit.	He can’t spell it either.

3. **Say It Over and Over and Over and Over and Over Again.**

“The first time you say something, it’s heard. The second time, it’s recognized, and the third time, it’s learned.” -William H. Rastetter

4. **Say It Clearly.**

“Have an understanding so there won’t be a misunderstanding.” -Charles Blair

Jack Welch, the former CEO of General Electric, pointed out, “Insecure managers create complexity. Frightened, nervous managers use thick, convoluted planning books and busy slides filled with everything they’ve known since childhood.”

5. **Say Less.**

Key Concept: The larger the group, the simpler the communication needs to be.

Question: “Can people repeat to someone else what I have just said to them?”

Connectors Create An Experience Everyone Enjoys

How To Be Interesting

1. **Take Responsibility For Your Listeners.**

In general, there are no bad audiences, only bad speakers.

Cemetery Communication – Lots of people out there but nobody is listening!

2. **Communication in Their World.**

People don't remember what we think is important; they remember what they think is important.

3. **Capture People's Attention From the Start.**

"People have remote controls in their heads today. If you don't catch their interest, they just click you off."
–Myrna Marofsky

4. **Say It So It Sticks.**

Patrick Henry – "Give me liberty or give me death."

Nathan Hale – "I regret that I have but one life to give for my country."

Abraham Lincoln – "A government of the people, by the people, for the people."

Winston Churchill – "Never, never, never give up."

John F. Kennedy – "Ask not what your country can do for you. Ask what you can do for your country."

Martin Luther King, Jr. – "I have a dream."

Ronald Reagan – "Mr. Gorbachev, tear down this wall."

Dear Speaker:

The world has never gotten over its likin' of the truth. I've been a member of a church now for more'n fifty years. We must have had twenty pastors or more. I don't know for sure. None of 'em stayed very long. Every one of them told the truth. In fact they could bore you for hours on end with the truth. There was only one out of the whole bunch that we ever really wanted to keep. He told the truth interestingly. One time he put on his bathrobe and played like he was King David. Sure was interesting. Another time he played like he was the innkeeper in Bethlehem. Then one time he smeared his face with soot—sure looked strange—and told us he was Job. We all knew better and he knew we did, but I never really understood the Book of Job till that sermon. One time he dressed up in a white robe and came in the back of the auditorium carrying a sign. He told us he was an Archangel. He seemed so convinced, we believed him. Darndest thing, he'd do per't near't anything to keep our attention. He always did. Big church down in Chattanooga hire him away from us. The good 'uns always seem to get away.

They arrested a man over by Greenville the other day. They threw him in jail. He was walking around town in a white robe, carrying a sign that said "THE WORLD IS COMING TO AN END." I don't

know why they arrested him. Most everybody believed he was right. As I saw it, he was telling the truth interestingly. Last week my preacher preached on that very thing. The way he told that same truth wasn't all that interesting. They might have locked up the wrong man.

It sure seems important to me to tell the truth interestingly. Not too many people do it. A bunch of us who listen to your sermons are wishing you'd do it. You might try the white robe and sign routine. Just don't go outside.

-Your Audience

Key Concept: Work to create the right experience for your communication setting.

Question: "How much time do I intentionally set aside to create enjoyable experiences for others?"

Connectors Inspire People

How much does it really matter if someone is highly motivated in their work, and in their life? Some of my research on how much motivation really matters was astounding to me. I had to cross check my references carefully to make sure that the statistics could all be verified. Lots of studies that I read tossed around numbers like forty percent or even higher when they compared the performance of motivated employees versus unmotivated employees. A forty percent performance differential; staggering to me. I read one study that said motivated employees are eighty seven percent less likely to leave an organization compared to an unmotivated employee—eighty seven percent variant there. Lots of studies that I read said that people that are motivated at work call in with dramatically fewer sick days, dramatically fewer insurance claims, less employee theft, fewer wasted hours, the list went on and on. The statistics just blew me away. There's a huge difference in the outcome, the deliverables, the achievements of motivated people versus unmotivated people. But you all kind of know this from personal experience; you know how much more you will give if someone inspires you. There's no doubt about it; everyone benefits from motivation. Everyone wants to be inspired.

The Inspiration Equation

What people Know + What people See + What people Feel = Inspiration

What People Need to Know:

1. That you Understand them and are Focused on them.
2. That you have High Expectations of them.

“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.” –Steve Jobs

What People Need to See:

1. People need to see your Conviction.

President Lyndon B. Johnson asserted, “What convinces is conviction. Believe in the argument you're advancing. If you don't, you're as good as dead. The other person will sense that something isn't there, and no chain of reasoning, no matter how logical or elegant or brilliant, will win your case for you.”

2. People need to see your Example.

The mediocre teacher Tells. The good teacher Explains.

The great teacher Demonstrates.

What People Need to Feel:

1. They need to feel your Confidence in yourself and them.
2. They need to feel your Gratitude for Them.

“Silent gratitude isn't much good to anyone.” –Gladys Stern

Doctors John Bright Cage and Jeff Marshall,

Ten years ago I had a heart attack. God used both of you to spare my life. This is a letter of gratitude. The words in this letter are from my heart. They must be written as a tangible way of giving thanks to you. I believe that silent gratitude isn't much good to anyone.

Your lives have been dedicated to helping people. No doubt over the years many people have been given a second chance to live. For 10 years I have been living my "second-chance" life. Because of God's goodness and your giftedness, allow me to briefly share what has happened during this time:

- I have enjoyed my extra 10 years with Margaret and my family.
- Five grandchildren have been born and stolen my heart.
- 38 books have been written that have sold over 15 million copies.
- Amazon.com inducted me into their Hall of Fame.
- I have been named the "World's #1 Leadership Guru."
- 3 Leadership events have been founded by me:
 - Catalyst – A young leaders conference averages 12,000 per event.
 - Maximum Impact Simulcast – which reaches 100,000 people each year.
 - Exchange – a high level executive experience.
- Two of my companies have experienced wonderful growth:
 - INJOY Stewardship Services has partnered with 4,000 churches and raised over \$4 billion.
 - EQUIP has trained 3 million leaders in 113 countries.
- It has been my privilege to speak for the United Nations, West Point, NASA, the CIA and many Fortune 500 companies.
- Most important, over 7,500 people have received Christ through my teaching!

1 Samuel 2:9 says, "God protectively cares for his faithful friends, step by step." Dr. Cage it was no "accident" when you handed me your business card and said, "John, God has asked me to take care of you. Call me at anytime if you need help." Dr. Marshall, it was no "accident" that you met me at the hospital with your team and said, "We are here to take care of you; everything's going to be fine."

For the last 10 years I have continually expressed to God my gratefulness for both of you. Tonight I give you this letter and say with great love and appreciation, "Thank you!"

Key Concept: What people remember most is how you made them feel.

Question: "What part of the 'Inspiration Equation' do I need to work on ...Knowing – Seeing – or Feeling?"

Connectors Live What They Communicate

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

The first six months – communication overrides Credibility.

After six months – credibility overrides Communication.

The Credibility Check-List

1. “Have I connected with Myself?”

The relationships we have with others are largely determined by the relationships we have with ourselves.

2. “Have I made right my Wrongs?”

3. “Am I Accountable?”

When you make a commitment you create Hope.

When you keep a commitment you create Trust.

4. “Do I lead like I Live?”

Author and speaker Jim Rohn observed, “You cannot speak that which you do not know. You cannot share that which you do not feel. You cannot translate that which you do not have. And you cannot give that which you do not possess. To give it and to share it, and for it to be effective, you first need to have it.”

5. “Do I tell the Truth?”

6. “Am I Vulnerable?”

Parker Palmer, author of The Courage to Teach, says, “We all know that perfection is a mask. So we don’t trust the people behind know-it-all masks. They’re not being honest with us. The people with whom we have deepest connection are those who acknowledge their weaknesses.”

7. “Am I following the Golden Rule?”

8. “Do I deliver Results?”

Peter Drucker, the father of modern management, asserted, “Communication...always makes demands. It always demands that the recipient become somebody, do something, believe something. It always appeals to motivation.” In other words, communicators exhort people to deliver results. But to be credible as a communicator, you must also deliver results yourself!

Key Concept: The only way to keep connecting with people is to live what you communicate.

Question: “What area in the Credibility Check-List do I need to work on?”

The Big Q. – “Can I learn to connect with others?”

The Big A. – “Yes.”

Moses was not good with People.

Moses was not a good Communicator.

Moses was not a good Leader.

Lorin Woolfe, in The Bible on Leadership says, “There is a wide-ranging debate about the innateness or ‘learnability’ of effective communication skills and the nature of ‘charisma.’” He weighs in that it can be learned. He writes,

God’s suggestion to Moses was to team him with his brother Aaron, who was a better speaker. But it was Moses, not Aaron, who spoke to Pharaoh and led his people out of Egypt. What he lacked in speaking ability, Moses possessed in conviction, courage, and compassion for his people. These traits were communicated unmistakably to all who were exposed to him, both follower and foe.

Moses took whatever ability he did possess, and he made the most of it. He did what he was called to do, and he increased his influence and used it to help an untold number of people. And he connected with them. When he died, an entire nation wept. The people grieved his loss for thirty days.