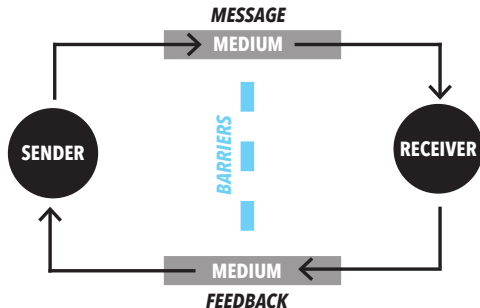


**COMMUNICATION TIES ALL THE OTHER TOOLS TOGETHER**

- We have to communicate to have clarity
  - Clarity of the THERE
  - Clarity of the HERE
  - Clarity of the PATH
- Clarity creates unity of effort in our work and our relationships
- Whenever clarity is not present, consequences usually are

The communication model depends on understanding all four elements.

**SENDER**

- Must have internal clarity of the message
- Must consider the barriers to communication
- Must consider the best medium for the message
- Must consider who s/he is sending the message to

**BARRIERS**

- Some barriers include age, gender, position, physical distance, culture, language, etc...
- If the sender understands the barriers well, s/he will be able to clearly communicate in a way that transcends the barriers

**MEDIUM**

- Some mediums include word of mouth, text, email, books, news articles, videos, podcasts, etc...
- The sender needs to consider the medium with which to best communicate
- Depends upon the message, barriers, and who the receiver is

**RECEIVER**

- Must listen, understand, and provide feedback
- Must ask questions to clarify
- Must have humility

A FORMULA FOR

# Listening



## *LISTENING SELDOM HAPPENS WHEN...*

- You are angry
- Want to punish instead of help
- Not willing to suspend your opinion
- You feel the need to give direct advice
- You are in a hurry
- You are not willing to serve
- You make it about you

## *DON'T*

- Try to talk the speaker into/out of feelings
- Sympathize
- Control the conversation
- Give advice
- Judge
- Replace speakers story with yours

## *DO*

- Focus attention
- Get their perspective by suspending your own
- Visualize
- Repeat what you heard
- Ask clarifying questions
- Empathize