

***WALL STREET JOURNAL***  
bestselling author

Success Factors

# EFFECTIVE COMMUNICATION

Comes  
With a **7-DAY**

**COMMUNICATION  
CHALLENGE**

**WES BERRY**

keynote speaker | wordsmith

***Business  
Quick  
Reads***  
Series Volume 12



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# **Effective Communication**

**And 7-DAY  
Communication  
Challenge**

**By: Wes Berry**



# Part 1

## What Is Effective Communication?

*“Great communication begins with  
connection.”*

—Oprah Winfrey, television producer and  
host, author, philanthropist



## **Chapter 1**

# **Communication: More Than Words**

In today's world, with smartphones, video meetings, and even virtual roundtables, we are communicating more than ever. But just because we're communicating so much, doesn't mean we're doing it effectively. There's a time and place for everything, and that includes words. What you say, how you say it, and when you say it can make or break a business deal or a relationship. Knowing how to communicate effectively can help stop problems before they occur and even draw people in.

One great communicator—and very respectful with her words—was Ruth Bader

Ginsburg, an American lawyer and jurist who served as an associate justice of the Supreme Court of the United States from 1993 until her death in 2020. Justice Ginsburg was known for her professionalism, her commitment to equal rights, and her respectful communication style.

Throughout her career, Justice Ginsburg demonstrated her commitment to respectful communication in various ways. For example, she was known for her polite and respectful demeanor during court proceedings, even when disagreements arose. She was also committed to listening carefully to the perspectives of others and approaching disagreements with an open mind and a willingness to find common ground.

In addition to her professional conduct, Justice Ginsburg's personal life was also marked by respectful communication. She was married to her husband, Martin, for over 50 years, and the couple

was known for their close and loving relationship. Justice Ginsburg was also known for her kindness and compassion towards others, including her colleagues and those who worked with her.

Respectful communication involves using polite language, treating others with dignity and kindness, and being mindful of their feelings and perspectives.

Of course, besides being respectful, Ginsburg was just a great communicator overall. She seemed to intuitively know what people needed—how they wanted to be received.

Throughout this book we'll take a look at the different types of communication, and how we can tailor those to different audiences. We'll discuss how we can communicate most effectively, especially as leaders in the workplace. And we'll look at some ways to improve the communication skills we already have.

People are all different, as you've noticed if you've ever sat in any type of meeting. Some have a lot to say but are too introverted to say it. Others don't have much to say, but never seem to stop talking. And good communication doesn't just come naturally to most of us. We have to work at it, learn from our mistakes, and continually try to improve.

We've all heard how the art of good communication involves listening. But what about watching? Sometimes, the most important part of communication is hearing what isn't being said. It's reading the body language and knowing when there is a problem. It's reacting with a gentle gesture or smile to calm the waters before they get stirred too much.

So how do you learn that? Let's take a look at some of the most effective ways to communicate and see how they apply to business. Let's briefly



look at a few things, and then we will explore them more in depth.

## **USE SIMPLE LANGUAGE**

Clear and concise communication is critical in any form of interaction, whether it's in personal or professional settings. When communicating with others, it's important to use language that is easy to understand and appropriate for the audience's education level, culture, and background.

This means avoiding complicated words or phrases that may confuse your audience. Instead, it's best to use simple, everyday language that anyone can understand. This is especially important when communicating with a diverse audience that may have different levels of education, culture, and background. It is especially true for public figures who are regularly communicating with a diverse audience.

Using simple language is a skill that can be developed over time. It requires thinking carefully about the words you use and how they may be interpreted by others. It also requires a deep understanding of the audience you are communicating with and the context of the communication.

## **ORGANIZE YOUR THOUGHTS**

Effective communication involves more than just using simple language. It also requires organizing your thoughts into a logical sequence that is easy for your audience to follow. This means planning your message before communicating it and structuring it in a way that makes sense to your audience. Have you ever read an email that was sent out quickly about a meeting or product issue and you can tell the writer didn't take the time to

properly formulate their thoughts? It leaves everyone in the email chain confused.

One effective way to organize your thoughts is to use an outline or a mind map to map out your thoughts before you begin communicating. First, consider the needs of your audience. This means structuring your message in a way that is relevant to them and easy for them to understand. “Know your audience” as they say. Who are you writing to? You should also consider the context of the communication, including the purpose of the communication and the medium you are using to communicate. For example, it’s often easy to have the tone of your message misconstrued in emails or texts, because people can’t hear the pitch of your voice or see your body language. A quick message could be construed as an angry message.

## **USE BREVITY**

In addition to using simple language and organizing your thoughts, being brief is another important aspect of effective communication. When you keep your message short and to the point, you increase the likelihood that your audience will understand and remember what you're saying. This means avoiding rambling or going off on tangents that can confuse your audience. Instead, you should focus on your main message and convey it as clearly and concisely as possible.

One effective way to be brief is to use the "rule of three." This rule suggests that you should aim to convey your message in three main points. This helps to keep your message focused and makes it easier for your audience to remember.

## **LISTEN ACTIVELY, LISTEN CLOSELY**

When we listen actively, we show the speaker that we value their words and opinions, and we are better able to understand their point of view. When we listen to someone, it's important to give them our full attention. This means focusing on what they are saying and avoiding being distracted by other things, such as our phones or other people around us. When we pay attention, we are better able to understand the speaker's perspective and respond appropriately.

One way to show that you are paying attention is to use active listening techniques. These techniques include asking clarifying questions, summarizing what the speaker has said, and providing feedback to show that you understand their point of view.

## **ASK QUESTIONS**

Effective communication is a two-way process that involves both speaking and listening. Active listening which we discussed above, can further be improved by asking questions and paraphrasing what you have heard.

### **Asking Clarifying Questions**

Clarifying questions help you to understand the speaker's perspective ensure that you are on the same page. It's essential to ask open-ended questions that allow the speaker to elaborate on their message and provide more details. Clarifying questions can help you to understand the speaker's tone, intentions, and expectations.

### **Paraphrasing**

Paraphrasing is an active listening technique that involves restating the speaker's

message in your own words. This technique can help you to confirm your understanding of the message and ensure that you and the speaker are on the same page. Paraphrasing can also help the speaker to feel heard and understood, which can lead to better communication. This technique is used a lot in marriage classes, where you repeat back to your spouse what you just heard them say to show that you heard and understood. It's also a very effective tool for business.

## **SHOW INTEREST**

Showing Interest in a conversation is critical to effective communication. It involves being present in the moment, engaging in the discussion, and demonstrating a willingness to learn from the other person. It helps in building trust, respect, and understanding between the

participants of the conversation. It makes the other person feel heard.

One way to show interest in a conversation is through nonverbal cues. Nonverbal cues, such as eye contact, facial expressions, and body language, communicate a lot about a person's engagement in the conversation. They indicate that the person is listening and actively participating in the discussion.

Another way to show interest is by asking questions, like those we discussed above. Asking questions not only shows that the person is engaged in the conversation, but it also helps in clarifying any doubts and understanding the other person's perspective. It demonstrates a willingness to learn and a desire to understand the other person's point of view.



## **USE NONVERBAL CUES**

Nonverbal cues are an essential part of communication. They can convey a wide range of emotions and attitudes that words alone cannot express.

### **Eye Contact**

Eye contact is one of the most crucial nonverbal cues in communication. When we make eye contact with someone, we show them that we are present and engaged in the conversation. Eye contact also helps to establish trust and build rapport, as it signals to the other person that we are interested in what they have to say.

In addition, eye contact can help to convey our emotions and attitudes towards the other person. For example, direct eye contact can show confidence, while avoiding eye contact can indicate shyness or insecurity.

## **USE FACIAL EXPRESSIONS**

Our facial expressions can convey a range of emotions and can be used to show interest and engagement in a conversation. They are another powerful tool for communication. When we use facial expressions, we can convey emotions such as happiness, sadness, anger, and surprise. Facial expressions can also be used to show interest and engagement in a conversation.

One way to use facial expressions effectively is to smile. A smile can convey warmth and friendliness and can help to put the other person at ease. Smiling can also be used to show that you are happy or pleased with what the other person is saying.

Another way to use facial expressions effectively is to maintain eye contact. Eye contact can help to establish a connection with the other person and can show that you are interested in what

they have to say. By maintaining eye contact, you can also convey emotions such as trust, respect, and sincerity.

## **BE EMPATHETIC**

Empathy is a critical skill for effective communication. When we understand the other person's perspective and show that we care about their feelings, we are better able to build strong relationships and make a positive impact in their lives. It's important to try to see the situation from the other person's point of view, especially if you disagree. This means putting ourselves in their shoes and trying to understand how they feel and what they are going through. When we do this, we are better able to communicate in a way that is supportive and understanding.

## **Dolly Parton**

Dolly Parton is a popular country music singer, songwriter, and actress who is also known for her philanthropy work. She is an excellent example of empathy in action.

One of the ways that Parton demonstrates her empathy is through her Imagination Library program, which provides free books to children from birth to age five. The program started in her hometown in Tennessee and has since expanded to communities across the United States, Canada, Australia, and the United Kingdom. Parton's goal is to encourage children to read and help them develop a love of learning.

Parton's empathy is also evident in her songwriting. She often writes songs that reflect the struggles and challenges that people face in their everyday lives. Her music is relatable and speaks to people from all walks of life. For example, her song

"Coat of Many Colors" tells the story of growing up poor in rural Appalachia and the value of family and love.

In addition, Parton has been involved in numerous charitable organizations, including the American Red Cross, the Dollywood Foundation, and the Dolly Parton Imagination Library. She has donated millions of dollars to support education, disaster relief, and other causes.

Dolly Parton's empathy has helped her connect with people from all backgrounds and make a positive impact in their lives. By understanding the struggles that people face and providing support and resources, she has helped to make the world a better place.

### **Using Empathy Statements**

Empathy statements are powerful tools that can help you connect with others and show that you

care about their experiences. An empathy statement acknowledges the other person's feelings and experiences and shows that you are listening and understanding.

For example, if someone is sharing a difficult experience with you, you might say, "I can imagine that must have been really tough for you," or, "It sounds like you've been through a lot. I'm here for you." These statements convey empathy and compassion, and they can help the other person feel seen and heard.

### **Avoiding Judgment**

Avoiding judgment is another critical aspect of empathy. When we judge others or make assumptions about their experiences, we close ourselves off to their perspectives and limit our ability to connect with them.

For example, if someone shares a political opinion that is different from yours, you might be tempted to judge them or dismiss their perspective. However, if you approach the conversation with an open mind and seek to understand their point of view, you may find common ground and deepen your understanding of the issues.

### **Malala Yousafzai**

Malala Yousafzai is a Pakistani activist for female education and the youngest Nobel Prize laureate. She was born in 1997 in Mingora, Pakistan, where she attended school until the Taliban took control of the region. The Taliban banned girls from attending school, but Malala continued to attend in secret and became an advocate for girls' education. In 2012, Malala was shot in the head by a Taliban gunman while riding the bus home from school. After recovering from

her injuries, Malala continued her advocacy work and founded the Malala Fund to support girls' education.

Malala's story is one of incredible resilience and courage. In her speeches and interviews, she often talks about the importance of empathy and understanding in creating a more just and peaceful world. For example, in a speech at the United Nations in 2013, Malala said, "Let us pick up our books and our pens. They are our most powerful weapons. One child, one teacher, one book, and one pen can change the world. Education is the only solution. Education first."

Malala's message is one of compassion and understanding. She believes that by seeing the world through the eyes of others and understanding their experiences, we can create a more just and equitable society. Malala Yousafzai's story is a



powerful reminder of the importance of empathy in creating positive change in the world.

## **BE OPEN-MINDED AND WILLING TO LEARN**

Being open-minded is an essential trait for effective communication. It involves the ability to listen to others' opinions, consider their ideas, and learn from them. Open-minded people are willing to admit when they are wrong and are open to new perspectives and ideas.

One of the keys to being open-minded is avoiding the tendency to jump to conclusions. It is easy to assume that we know what someone else is thinking or feeling, but assumptions can often be incorrect. By avoiding assumptions, we can remain open to different opinions and perspectives.

Another essential aspect of being open-minded is listening to feedback. Feedback can be

hard to hear, but it is essential for growth and development. When we listen to feedback, we are showing that we are open to learning and improving our communication skills. Additionally, feedback helps us see things from another person's perspective, which can broaden our understanding of different viewpoints.

Lastly, being open-minded involves being willing to learn. It is essential to acknowledge that we don't know everything and that there is always room for growth and improvement. Being open to new ideas and perspectives can help us expand our knowledge and develop a deeper understanding of others.

## **Feedback**

Asking for feedback is an essential component of effective communication. It allows the sender to confirm that their message has been

received and understood correctly. Feedback also provides an opportunity to correct any misunderstandings, clarify any confusion, and address any issues or concerns that may arise. In a business setting, feedback from clients, customers, and colleagues can help to improve communication skills and make necessary adjustments to meet their needs. In a personal relationship, feedback from your partner or family members can help you understand their perspective and improve your communication skills.

Furthermore, feedback is vital for building trust and rapport with the other person. When you seek feedback, you are showing the other person that you value their opinion, and you are open to making changes to improve your communication skills. This can lead to a more productive and positive relationship in both personal and professional settings.

Constructive criticism is also a valuable tool for improving communication skills. Being open to constructive criticism can help you identify areas where you need to improve and develop your skills. When receiving constructive criticism, it is important to listen actively, remain open-minded, and avoid becoming defensive. Constructive criticism is not intended to attack you personally but to provide feedback that will help you improve.

For example, if you receive feedback that your message was unclear or confusing, you can use the feedback to adjust your communication style, such as simplifying your language or using more examples to make your message more understandable. By implementing these changes, you are more likely to achieve the desired outcome and build better relationships with those you communicate with. We writers often receive

constructive criticism from our editors, which makes our books better!

## **Michelle Obama**

A well-known person who used feedback to improve their communication skills is Michelle Obama, the former First Lady of the United States. In her book, *Becoming*, Michelle Obama discusses the importance of feedback in her personal and professional life. She regularly seeks feedback from her husband, Barack Obama, and her close friends and colleagues.

Michelle Obama emphasizes the importance of actively listening to feedback and using it to make improvements. For example, she received feedback that her speeches were too formal and scripted, which she used to adjust her communication style to become more natural and authentic. As a result, Michelle Obama's speeches

became more impactful, and she was able to connect better with her audience.

Leaders like Angela Ahrendts and Michelle Obama have shown that seeking feedback from others and being open to constructive criticism can help improve communication skills and lead to better outcomes. As individuals, we should strive to be open to feedback, ask for it, and use it to improve our communication skills.

## **BE RESPECTFUL**

Effective communication is not just about conveying information accurately and effectively. It is also about showing respect for the person you are communicating with. Respectful communication is essential for building trust, developing positive relationships, and avoiding conflicts.

Showing respect for others involves using polite language, treating others with kindness and dignity, and being mindful of their feelings and perspectives. It is important to remember that communication is a two-way process, and both the sender and the receiver should be respectful towards each other.

In a professional setting, showing respect towards colleagues, customers, and clients is critical to building a positive and productive workplace culture. This can include using proper titles, addressing people by their preferred names, and avoiding derogatory language or behavior.

In a personal setting, showing respect towards friends, family members, and loved ones can help to strengthen relationships and build trust. This can include listening actively, being supportive, and avoiding behaviors that may be hurtful or disrespectful.

## **WATCH YOUR LANGUAGE**

Effective communication is being mindful of our language and behavior towards others and avoiding anything that could be perceived as disrespectful or offensive. It is important to understand that respectful communication is not just about what we say, but how we say it.

### **Serena Williams**

A person who embodies the principles of respectful communication is tennis legend, Serena Williams. Williams is known for her passion, athleticism, and competitiveness on the court. However, off the court, she is equally known for her graciousness, humility, and respect for others.

Williams has always been conscious of her language and behavior towards others, whether it is her fans, her competitors, or her colleagues. She has consistently demonstrated a commitment to respectful communication by avoiding language



that could be perceived as offensive or disrespectful, even in the heat of the moment.

For example, in the 2018 US Open final, Williams was penalized for multiple code violations during her match against Naomi Osaka. Despite her frustration and disappointment, Williams showed grace and respect towards her opponent and the officials, despite disagreeing with their decisions.

In her interviews and public appearances, Williams is also known for her humble and respectful demeanor. She often speaks about the importance of hard work, perseverance, and treating others with kindness and respect.

Serena Williams is an excellent example of how respectful communication can help build and maintain positive relationships, both personal and professional. By being mindful of our language and

behavior towards others, we can create a more harmonious and respectful world.<sup>13</sup>

## **CULTURAL DIFFERENCES**

In today's globalized world, it is essential to be mindful of cultural differences and avoid making assumptions or stereotypes about the other person's culture or background.

### **Priyanka Chopra Jonas**

An individual who exemplifies this principle is the actor and producer, Priyanka Chopra Jonas. Chopra Jonas is a global icon, having made a name for herself in both Hollywood and Bollywood. She is also known for her commitment to promoting diversity and inclusivity in the entertainment industry.

Chopra Jonas has always been conscious of her language and behavior towards others,

particularly when it comes to cultural differences. She has often spoken about the importance of embracing diversity and avoiding stereotypes and assumptions.

In one interview, Chopra Jonas talked about the challenges she faced as a young actress in Bollywood, where she was often stereotyped as a "dumb blonde" because of her fair complexion. She spoke about how she had to work hard to prove herself and break down stereotypes about her background and ethnicity.

In her work as a UNICEF Goodwill Ambassador, Chopra Jonas has also been committed to promoting education and empowering young girls around the world. She has been vocal about the need to address cultural biases and promote gender equality, particularly in developing countries.

Chopra Jonas's commitment to respectful communication and cultural awareness has earned her respect and admiration from fans around the world. She is a role model for anyone looking to build positive relationships and promote inclusivity in their personal and professional lives. She is an excellent example of how cultural awareness and respectful communication can help build bridges between people from different backgrounds and promote diversity and inclusivity. By being mindful of our language and behavior towards others, we can create a more harmonious and respectful world.

# Part 2

## How Do We Communicate Effectively?

*“Listen with curiosity. Speak with honesty.  
Act with integrity.”*

—Roy T. Bennett, author



## **Chapter 2**

### **The Foundations of Effective Communication**

At its essence, effective communication is the art of connecting with others through words, gestures, and expressions. It transcends mere information exchange and delves into the realm of understanding and resonance. To communicate effectively is to bridge the gaps between individuals and foster a shared understanding.

Understanding communication as an art underscores its creative and dynamic nature. Scholars like Marshall McLuhan have emphasized that the medium is the message, highlighting that the method of communication shapes the

perception of the message<sup>1</sup>. By recognizing communication as an art form, individuals can approach it with intention, awareness, and a commitment to creating meaningful connections.

Steve Jobs was a well-known entrepreneur and technology innovator who could communicate effectively with his audience using storytelling. to make his messages more relatable and memorable. He would often use personal anecdotes or real-world examples to illustrate his points and connect with his audience on a deeper level. Storytelling, used well, is a powerful tool in communicating. It puts the audience first, and often brings empathy and a relational aspect into the communication.<sup>3</sup>

Another of the keys to Jobs' success was his ability to be brief and to the point.

During his presentations, Jobs would typically use the "rule of three" to convey his main message. He would introduce a product or idea,



highlight three key features or benefits, and then conclude with a call to action. Jobs' presentations were known for their simplicity and clarity, and they were often praised for their ability to engage and motivate his audience.

Jobs well knew that effective communication is the cornerstone of success in personal and professional spheres. His use of brevity and storytelling really resonated with people, and got the job done. Let's look at some more foundational elements that contribute to successful communication.

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more foundational elements that contribute to successful communication.

### **What exactly is Effective Communication?**

At its essence, effective communication is the art of connecting with others through words, gestures, and expressions. It transcends mere information exchange and delves into the realm of understanding and resonance. To communicate effectively is to bridge the gaps between individuals and foster a shared understanding.

Understanding communication as an art underscores its creative and dynamic nature. Scholars like Marshall McLuhan have emphasized that the medium is the message, highlighting that the method of communication shapes the perception of the message<sup>1</sup>. By recognizing communication as an art form, individuals can approach it with intention, awareness, and a

commitment to creating meaningful connections.  
Let's dig a little deeper.

## **1. Importance of Clarity: Crafting Crystal-Clear Messages**

Clarity is the bedrock upon which effective communication stands. Clarity plays a pivotal role in ensuring messages are understood accurately. Like a well-composed symphony, clear communication resonates with the audience, leaving no room for misinterpretation or confusion.

Whether conveying complex ideas or simple instructions, the clarity of the message determines its impact. By honing the skill of crafting clear and concise messages, you can elevate your communication to an art form that transcends noise and resonates with precision.

## **2. Active Listening**

Active listening goes beyond hearing; it involves fully comprehending and responding to the nuances of the message. It enhances relationship satisfaction and conflict resolution. By embracing active listening as a core component of communication, individuals can cultivate an environment where ideas flow seamlessly, creating a symphony of shared understanding.

## **3. Non-Verbal Cues**

Non-verbal cues add depth and richness to communication, amplifying the emotional resonance of the message. Tilting our head. Smiling. Meeting someone's eyes. Crossing our arms. Research indicates that a significant portion of communication is non-verbal, with body language and facial expressions playing a crucial role in conveying emotions. By understanding and

harnessing the power of non-verbal cues, you can infuse your communication with authenticity and connect on a deeper level.

A great example of someone who uses non-verbal cues is Melinda Gates, a well-known philanthropist and advocate for women's rights. She is also an excellent communicator who uses open body language to connect with others.

One of the ways that Gates demonstrates open body language is by maintaining an open posture. She avoids crossing her arms or legs, and she faces the person she is communicating with directly. This conveys that she is approachable and interested in the conversation.

Another way that Gates uses open body language is by mirroring the other person's body language. She subtly imitates their gestures and posture to establish a sense of rapport and connection. This helps to create a positive and

supportive environment where people feel more comfortable sharing their thoughts and opinions.

Her use of open body language has helped her to build strong relationships with her colleagues and collaborators. By conveying that she is approachable and friendly, she has established a sense of trust and respect that has led to many successful partnerships and initiatives.<sup>8</sup>

#### **4. Cultural Sensitivity**

In an interconnected world, cultural sensitivity is the key to navigating the diverse symphony of communication styles. Cross-cultural communication requires an understanding of cultural nuances and a willingness to adapt communication approaches. By embracing cultural sensitivity, individuals can avoid misunderstandings, build rapport across cultural

boundaries, and participate in a harmonious global dialogue.

## **Conclusion**

Envision communication as a symphony where each element plays a unique role in creating harmony. By defining, crafting, listening actively, expressing through non-verbal cues, and embracing cultural sensitivity, you can master the art of effective communication—a symphony that resonates with connection, understanding, and shared meaning.

As we move through this book, let's take a closer look at some of these, as well as ways to improve our own communications, and the words of those we work with.

English author Edward Bulwer-Lytton once said, “The pen is mightier than the sword. And it’s

true. A fitly spoken word can move mountains and stop armies.

Next, let's take a look at tailoring our communication styles to different audiences. After all, we live in a very interconnected world.



## **Chapter 3**

### **Tailoring Communication to Different Audiences**

Remember the big car giveaway on the Oprah show? During one of her episodes, this talk show host gave everyone in the audience a new car. Who doesn't want that? She realized that everyone, no matter the paygrade, ethnicity, or religion, would probably love having a new car.

Oprah Winfrey, a popular media personality, is known for her ability to communicate effectively with a diverse audience and to reach them well. Oprah's communication style is characterized by her ability to connect with her audience on a personal level, using language

that is relatable and easy to understand. And giving them a car doesn't hurt, either!

One of the keys to Oprah's success is her ability to listen carefully to her audience and respond in a way that is meaningful to them. This requires a deep understanding of the audience she is communicating with and the issues that are important to them. Oprah's ability to communicate in a clear and concise manner has helped her to build a loyal following and establish herself as a trusted voice in the media industry. She is very relatable.

By taking the time to understand *your* audience and tailoring your communication style to meet their needs, you can become a more effective communicator and build stronger relationships with those around you as well. Even if you don't have a new car to give away!

Effective communication is not a one-size-fits-all endeavor. It's important to understand the unique language of each listener and tailor your message to them. This involves a careful examination of their preferences, expectations, and knowledge level, which when taken into consideration, increase the likelihood of message acceptance and retention.

Let's look at some ways to do this.

### **1. Adapt Your Tone and Language**

It's important to adjust your tone and language based on the audience. This involves striking a balance between approachability and professionalism. You want to come across as relatable and familiar, but you don't want to be disrespectful. Newspapers are a good example of this. Back in the day when we all used to get printed newspapers, they were written on a

seventh-grade level. This ensured that most of America would be able to read and understand it, even if they dropped out of high school. While, at the same time, those with higher educations didn't feel "read down" to. The paper was written with a large audience in mind, and no one felt disrespected.

## **2. Customize Your Delivery Methods**

Choosing the appropriate communication channels enhances audience engagement. This involves considering factors such as accessibility and preferences. By embracing a multi-channel approach, communicators can cater to diverse audience preferences, ensuring their messages reach and resonate with the intended recipients. Some of the delivery methods include a phone call, a chat, a Zoom call, an email, and a text. Or,

you could just walk over to the person's cubicle  
and have a chat!

### **3. Bridge the Empathy Gap**

Empathy involves stepping into the shoes of the audience, recognizing their emotions, and responding with genuine understanding.

Empathy and understand are the bedrock of connection. By embracing empathy, you are creating a space where individuals feel heard, valued, and understood. By developing empathy, you deepen your connections and foster a collaborative environment. How do you foster empathy?

- Be willing to grow.
- Expose yourself to differences.
- Identify common ground.
- Ask questions.

Studies consistently show that empathetic communication fosters positive relationships and enhances the impact of messages. By cultivating empathy, communicators can build trust, navigate potential conflicts, and create an environment where diverse audiences feel heard and valued.

#### 4. **Cater to Different Learning Styles:**

We all absorb information differently. Here are some different learning styles and how to best communicate with these individuals.

- *Auditory learners:* Hearing something tends to stick more with these individuals. A good communications style might simply be to pick up the phone and call them. That way, you can explain it vocally.
- *Visual learners:* These learners do best when they can visually see something. A presentation with graphics or having

something in print for them to read works well.

- *Kinesthetic learners*: These folks do best with hands on. A great example is letting them help put something together, such as a part for a machine, as you explain it.
- *Logical learners*: These folks like a rational, ordered method when processing something. A good style of communication would be to use short emails that lay out the idea with bullet points.

- 

There are several other learning styles as well. Try to figure out which type of learning styles your employees have, and then use those to communicate with them. You will have a much higher chance of understanding and retention, and lower risk of misunderstanding.

## **Conclusion**

Effective communication is essentially understanding your audience. By understanding audience needs, adapting tone and language, customizing delivery methods, embracing empathy, and catering to different learning styles, communicators can craft messages that resonate with authenticity and create a harmonious connection with diverse audiences. Oprah does this well, and so can you!



## **Chapter 4**

### **Effective Written Communication**

As a writer, I would be amiss if I didn't include a chapter on effective written communication. But the truth is, the written word is probably one of our most valuable and often-used forms of communications in the workplace. Think about it. Emails. Texts. Memos. These are all forms of written communications, even if we're using a keyboard of sorts.

Do you ever write sticky notes or job something down on someone's white board? Spelling has become somewhat of a challenge, as we're all used to auto-correct. And then there's the shortened acronyms that my sons send me on my

phone and it takes me awhile to figure out. SMH (shaking my head) Or LOL. (Laugh out Loud.)

While it's not as important to be able to spell, it IS important to know what and how to say the appropriate things. There's a joke out there about someone who didn't understand the brief acronyms of texting. It goes something like this:

Person 1 sends a sad emoji.

Person 2: *What's wrong?*

Person 1: *My grandpa died yesterday.*

Person 2: *Oh no! LOL!*

Person 1: *What? That's terrible! Why would you do that???????*

Person 2. *LOL = Lots of Love.*

As most of you probably already know, LOL means Laugh Out Loud in text lingo. So, you see how it's important that we're all on the same page!

Welcome to the exploration of the written dimension of effective communication. In this chapter, we going to unravel the intricacies of conveying messages through the written word, recognizing its power to inform, persuade, and build lasting connections. And to hopefully keep you from sending inappropriate texts!

### **Clarity in Written Messages: The Elegance of Concise Expression**

As we saw in the example above, clarity is the cornerstone of effective written messages. You don't have to Shakespeare, but the elegance of concise expression lies in distilling complex ideas into straightforward language that resonates with readers. Clarity enhances reader comprehension and engagement, facilitating the efficient transfer of information. So how do we go about making sure our writing is clear?

## **1. Structuring Documents: The Architectural Blueprint for Readability**

Written communication is a bit like architectural design. Much as you would build a house from the foundation up, the blueprint for readability involves structuring documents logically, guiding readers through a seamless journey of information.

Most of us remember thesis statements—the organizing pinnacle of the college essay. In the first paragraph, you state clearly what it is you want to get across to your reader. And then you dive into research.

Newspapers are written the same way. The first paragraph tells the story in a nutshell:

*A loose bull raced through downtown suburbia yesterday afternoon, leveling the library's*

*new sign and mashing the Chamber of Commerce's posies on the boulevard that were just newly planted for tourist season.*

Where did the bull come from?

What else happened?

Did they catch him?

These questions are answered as you read further through the story. But right off the bat, you know what the story is going to be about.

## **2. Emphasizing Key Points: The Art of Strategic Highlighting**

By identifying and emphasizing crucial information, writers can guide readers' attention, ensuring that key messages resonate prominently. These can be with bullet points, actual highlighter colors, or even break-out boxes. Through intentional emphasis, writers can amplify the

significance of their messages, leaving a lasting imprint on the reader's mind. This is also a great tool to use for skimmers, those who only read the highlights.

### **3. Grammar and Punctuation: The Grammarian's Palette of Professionalism**

Proper grammar and punctuation not only conveys professionalism, but it can change the entire meaning of a sentence. The title of Lynne Truss's bestselling punctuation book, *Eats, Shoots & Leaves*, emphasizes this

There are two pandas on the front of the book. Without the comma, they could be having lunch. With the comma, the panda (after lunch) shoots and takes off. You get the picture.

Studies affirm that well-executed grammar and punctuation enhance the perceived credibility

of the communicator. By adhering to linguistic conventions, communicators demonstrate a commitment to quality and precision in their written expressions.

#### **4. Using Visuals and Graphics: The Artistry of Complementary Communication**

Are you a visual learner? Incorporating visuals can complement written messages and improve comprehension. Visuals and graphics serve as powerful allies, enhancing the impact of written messages by appealing to the visual senses. Looking at the above-mentioned book, we see a panda bear walking off the side of the cover, carrying a gun. This makes the message clearer.

Likewise, if you are trying to describe a plan for your company's newest gadget, rolling out a slide presentation with graphics will greatly enhance understanding.

Visuals also catch our eye easier than words. Look how many more social media posts we pay attention to if there is a graphic attached, or a photo of some sort?

By strategically integrating visuals, communicators can elevate their written communication, transforming it into a multimedia experience that captivates and resonates.

## **Conclusion**

Writing might not be your preferred style of communication, but regardless, it's imperative that you know how to do it. There are many ways of improving your writing style. You can take course. Read a book on grammar. Utilize spell-check and grammar check on your computer. Read a lot, as this actually “teaches” your brain how to better write as well by breeding familiarity with language.



As we conclude our exploration of effective written communication, envision the written word as a symphony of clarity, structure, emphasis, precision, and artistry. By embracing these elements, writers can craft written messages that transcend mere information transfer, creating resonant symphonies that connect, inform, and inspire.



## Chapter 5

### Navigating Challenging Conversations

Warren Buffett has lived a long-enough—and a successful-enough—life, that he is often quoted for his quick, wisdom-filled thoughts. One of my favorite’s comes from a moment where Buffett was telling a Stanford graduate one of the most important, and often overlooked, keys to success. Buffett said:

*“At your age, the best way you can improve yourself is to learn to communicate better. Your results in life will be magnified if you can communicate them better. The only diploma I hang in my office is the communications diploma I got from Dale Carnegie in 1952.”*

Warren Buffett is a well-known billionaire investor and philanthropist who is often praised for his ability to listen actively and engage with people at all levels. Even difficult people.

Buffett resonates with his audience by asking thoughtful questions. He takes the time to understand the person's perspective and ask questions that help him gain deeper insights into their thoughts and motivations. By doing so, he shows that he values their opinions and is interested in what they have to say. Even if they are on the other side of an argument.

Buffet also has a keen sense of body language. He maintains eye contact with the speaker, nods his head to show that he is following along, and leans in slightly to show that he is fully engaged in the conversation. This helps to create a positive and supportive environment where people

feel comfortable sharing their thoughts and opinions.

Buffett's communication skills have helped him to build strong relationships with his business partners, employees, and investors. By listening actively and communicating well, he has gained a deeper understanding of the people he works with and has been able to make more informed decisions as a result.

We are living tumultuous times of communication right now, where people are being canceled, lied about, and lied to. Feelings are raw, and people are easily offended. In these times, mastering the art of navigating challenging conversations is a vital skill. This chapter is a compass for those seeking to maintain composure, foster understanding, and resolve conflicts during difficult dialogues. Here are some things you can

do to be an effective communicator during times of difficult discussions.

## **1. Remain Calm Under Pressure**

Be like an anchor that stabilizes the ship amidst turbulent waters. We think better when we are calm, and by using relaxed body language and soft tone, we can steer conversations with better clarity, assuring that the message isn't lost in a storm of emotions. Maintaining composure enhances perceived credibility and trustworthiness. By exuding calmness, communicators can instill confidence in their ability to navigate challenges, even in the face of adversity.

## **2. Be an Active Problem-Solver**

By focusing on solutions, communicators can transform challenges into opportunities for resolution and growth. Ask questions like, "What is

it you're trying to fix?" "How can we do that?"  
"Who on our team has the skills or gifts to help out?"

There will always be problems cropping up in business and life. If you can focus on the solutions, you can see problems as a challenge, and not a barrier. Mindset is critical here. Be positive. Stay focused. Remain calm.

### **3. Seek Common Ground**

Finding common ground fosters understanding and resolution in challenging dialogues. By seeking commonalities, communicators can bridge divides and cultivate a foundation for resolution. Figure out if there is an area of compromise, or a place where you can meet halfway. Remember that the other person's views

and feelings on the topic may be as strong or stronger than yours.

Ask for clarity on their view of the topic. Try to see things through their perspective. Remember that body languages means a lot here—nodding, eye contact. Show that you understand or are genuinely trying to understand.

#### **4. Use Constructive Feedback**

By offering feedback in a constructive manner, communicators can guide others toward positive change. Instead of criticizing their work, you could use phrases that offer constructive advice. Some examples may be:

“You really shared some good ideas and constructive feedback. I’d love to see how you can support others in voicing their opinions during our discussions.”



“When we meet one-on-one, you have great ideas. I’d love to see you share those in our team meetings as well.”

“Thanks for letting me know that you’re running behind on this deadline. Let’s figure out how we can manage your time more efficiently next time.”

Of course, no one likes criticism, but sometimes saying the hard things are what a leader must do. Being respectful and offering constructive feedback is more likely to enhance your relationship instead of destroy it. It’s important not to leave a discussion with hard feelings on neither side, if you can manage to do that.

## 5. **Manage Emotional Responses**

Emotions can get in the way of solutions. They can take over an entire meeting. How do you manage these?

- *Accept that you may get upset and prepare yourself to manage it.* If you are going into a meeting or discussion with someone on a hot or sensitive topic, you know ahead of time that there will be problems. Same goes for talking with difficult people. Accept ahead of time that it will be stressful, and practice ways that you will stay calm. Whether it's deep breathing, keeping your voice soft, or remembering to sit with your arms uncrossed, you can plan ahead to be calm.

- *Be empathetic.* Start every meeting with empathy, letting team members know that you realize they are tired, or overworked, or whatever they may be feeling.
- *Address the issue and don't attack the person.* Keep your focus on the problem at hand. For example, if an employee is consistently late to work, focus on that and what he or she can do to resolve the issue. Don't start attacking character.
- *Check in with employees regularly.* This ensures that emotions won't build up and overflow in a meeting, which they perceive as the only chance to be heard.

## Conclusion

Warren Buffett uses great communication skills to traverse the complicated map of the business world. So can you. If I can use an

analogy—as we navigate the challenging seas of communication, let composure be our anchor, active problem-solving our strategic raft, common ground our compass, constructive feedback our lighthouse, and emotional intelligence our lifeboat. By mastering these elements, communicators can sail towards resolution, fostering understanding and growth in the face of adversity.

## **Chapter 6**

### **Leveraging Technology for Effective Communication**

Satya Nadella is the CEO of Microsoft, a position he has held since 2014. He is known for his open-minded approach to leadership, which has helped transform the company's culture and business strategy. He is an active listener, and willing to pay attention to what his employees are saying.

When Nadella took over as CEO, Microsoft was struggling to keep up with its competitors. Nadella recognized that the company needed to change its focus to stay relevant. He encouraged employees to think creatively and experiment with new ideas. Nadella created an open-minded culture

at Microsoft, where everyone's ideas were valued, regardless of their position in the company.

Nadella's approach has been instrumental in Microsoft's success. Under his leadership, the company has shifted its focus to cloud computing and artificial intelligence, which has resulted in significant growth and profitability. Nadella's open-minded approach has allowed Microsoft to be innovative and adapt to changing market conditions, leading them to great success in a competitive industry.

While your company may not be Microsoft, technology is still very relevant, and using it wisely (or not) it can make or break your success.

As we navigate the dynamic landscape of the digital era, the role of technology in effective communication cannot be overstated. This chapter explores the art of leveraging technology to enhance communication, focusing on selecting

appropriate platforms, ensuring timely updates, mastering video conferencing etiquette, composing effective emails, and harnessing collaboration tools.

Here's how.

## **1. Choose Appropriate Platforms**

The communication tools you choose need to align with the nature of the message. For example, you wouldn't want to send a text that contains long paragraphs, detailed information and graphics within the text. That would be more appropriate to send in an email, where there is more room. But it's perfectly okay to then text that person, telling them that the email is there. And . . . some people put their phones away for the workday. (I know . . . who?? But there are some.) Or perhaps you don't have their text number, as it is a private phone and not used for work.

## **2. Make Timely and Consistent Updates**

Communicators need to ride the current of the digital flow. Here's how to stay relevant:

*Keep your hardware updated.* Timeliness and consistency in updates reduce problems with tech and propel the communication forward.

*Stay current with what's trending.* Learn how to use Facebook, Instagram, LinkedIn, or whatever folks in your digital world are using to communicate. You don't want to get left behind.

*Learn the age range and audience of your chosen social media.* Different age groups use different applications. Be sure you know how to reach your target audience in their language.

## **3. Know Video Conferencing Etiquette**

After COVID hit, most of the world turned to video conference. We still do today, so it's more important than ever to know what you're doing and



how to do it well. Video conferencing takes finesse, and mastering its etiquette ensures that communicators lead with grace, fostering meaningful connections in the virtual realm.

- *Keep your software updated.* Zoom and other platforms update frequently. For the best experience, make sure you keep them updated.
- *Limit distractions.* While it's cute to pet your cat during your meeting, it's also a distraction. Try to be in a place where you can focus 100% on the meeting at hand. That is respectful of other people's time, as well as more professional.
- *Dress appropriately.* A video meeting is still a meeting. Don't show up in your pajamas or wearing your clown suit.

#### **4. Master Email Communication**

What's the best way to compose professional and effective emails? Email communication is a cornerstone of professional interactions, and mastering its best practices ensures that messages receive the respect they are warranted and are not lost in the digital shuffle.

- *Use the subject line.* Put a clear and concise subject in the subject line, such as “Today’s Meeting Agenda” or “Product Overview of Gadget #1”
- *Use a signature line.* Most email programs offer a way for you to put your name, contact info, and other information at the end of each email you send. These can be set up to be included automatically every time you email.
- *Be polite.* Remember that emotions and facial expressions are left out of an email

message, so be careful to write it in such a style that it can't be taken the wrong way.

- *Use good grammar.* Be sure to spell things correctly and punctuate. Professionalism is always important when communicating at work.

## **5. Utilize Collaboration Tools**

Collaboration tools harmonize individual efforts into a collective masterpiece, fostering efficiency in the digital workspace. These can include Slack, Google Docs, Cloud storage, Zoom, Basecamp and more. Learn what your company uses and become proficient at it. Or, as a leader, make sure that your employees have the opportunity to learn through classes or workshops. This will lead to more efficient and collaborative work.

## **Conclusion**

Your workplace may not be creating the software or hardware that keeps us all running, like Microsoft or Apple. But the truth is, you need to know how to use it, and use it well. Communicating in the digital age is a must in both the workforce and at home. Don't be left behind! You can harness the power of technology to amplify your messages and expand your reach!

## **Chapter 7**

### **Building and Maintaining Trust Through Communication**

Sheryl Sandberg is a well-known business executive, author, and philanthropist. She was the Chief Operating Officer (COO) of Facebook (Meta) and is the founder of LeanIn.Org, a nonprofit organization dedicated to empowering women to achieve their ambitions. She is an excellent communicator and an active listener.

Sandberg shows interest in the conversation by actively engaging with the other person. She listens attentively and asks questions to clarify any doubts and better understand the other person's perspective. She often paraphrases what the other person said to ensure that she has understood the message correctly.

Sandberg also uses nonverbal cues to demonstrate her interest in the conversation. She maintains eye contact, nods her head, and leans in slightly to show that she is engaged in the discussion. She also uses hand gestures to communicate her point effectively. Sandberg's ability to show interest in the conversation has helped her to build strong relationships with her colleagues, employees, and business partners. She is known for her collaborative leadership style, and her ability to communicate effectively has played a significant role in her success.<sup>6</sup>

One of the strengths that has helped Sandberg succeed is that fact that people trust her. Her effective communication style and earnest desire to listen have given her the ear of audiences in many different projects. Because you see, effective communication is not just about transmitting information; it is the bedrock upon

which trust is built. Let's take a closer look at how you can use communication to build trust.

### **1. Maintain Consistency and Reliability in all that you do.**

Do you know of someone who cancels on you at the last minute nearly every time you're supposed to meet? Or someone who never does what they promise? It's hard to trust or rely on these people. That is one reason why maintaining consistency and reliability are so important. You want to be a person of your word.

Research has shown that consistent communication is linked to higher levels of trust within teams. By consistently delivering messages with reliability, communicators establish a foundation of trust that withstands the test of time. Weekly memos. Daily emails. Predictable meeting times.

Then, when you have asked for someone's time, show up prepared and on time.

## **2. Be Transparent in Your Communication**

Transparency is an important step in fostering trust among team members and stakeholders. Transparent communication allows all parties involved to see the full picture, promoting understanding and building trust. By embracing transparency, communicators create an environment where trust can flourish, leading to stronger professional relationships. Don't be afraid to explain the entire picture to the team or be honest about your feelings or what they may be feeling. Is the project taking longer than expected? Is the company short on cash? By communicating the situation, you can all decide what to do to solve the problem, together, as a team. This eliminates "behind-the-back" discussion and often keeps wild



rumors from spreading. A fearful team who shows lack of trust in the r leader isn't going to follow you into battle.

### **3. Display Honesty and Integrity**

These qualities form the cornerstones of trustful relationships. Honesty is the compass that guides communicators, and integrity is the map that ensures they stay on course.

### **4. Acknowledging Mistakes**

By acknowledging mistakes, you can turn errors into opportunities to build trust.

Acknowledging errors with humility and a commitment to improvement fosters an environment where trust can not only survive mistakes but thrive in their aftermath.

Studies suggest that acknowledging mistakes positively influences perceptions of

leadership[^4^]. By openly admitting and addressing errors, communicators demonstrate accountability. Your employees see you as a real human being, and often feel more open about communicating with you. None of us are perfect.

## **5. Align Your Actions with Words**

Be a person of your word. What you say, should align with what you do. Credibility is built on the foundation of consistent alignment between what is promised and what is delivered.

## **Conclusion**

Most successful business people have some level of trust with their employees. They are looked upon as people who keep their word, who are consistent with their actions, who humbly acknowledge mistakes, and who act reliably and with integrity at all times. This trust extends from

inside the organization to outside the company, encompassing all who you do business with, including building a loyal customer following.

Maintaining yourself as someone who can be trusted and counted on will carry you-and your organization—far in life.



## **Chapter 8**

# **Effective Communication in Leadership**

Leadership is not just about authority; it's about effective communication that guides teams toward shared goals. This goes for small companies as well as running entire countries.

Take former president Barack Obama, for example. Obama is a well-known political figure who can communicate effectively with a diverse audience. One of the keys to Obama's success is his ability to organize his thoughts into a logical sequence that is easy for his audience to follow.

During his time as President of the United States, Obama was known for his powerful speeches that were carefully crafted to inspire and

motivate his audience. One of the ways that Obama achieved this was by using a clear and logical structure in his speeches. He would typically start with a strong opening that grabbed his audience's attention, followed by a clear and concise statement of his main message. He would then provide evidence to support his message, often using personal anecdotes to make his point more relatable to his audience. Finally, he would end his speeches with a “call to action” that encouraged his audience to move on the issue at hand.

Organizing your thoughts is a critical part of effective communication. By planning your message before communicating it and structuring it in a way that makes sense to your audience, you can increase the effectiveness of your communication and build stronger relationships with those around you. By following Obama’s example and taking the time to plan your message before communicating

it, you can become a more effective communicator and achieve greater success in your personal and professional relationships.

This chapter explores the nuances of effective communication in leadership, emphasizing clear expectations, inspirational motivation, feedback, leading by example, and crisis communication. Here's what you can do as a leader to communicate effectively:

## **1. Set Clear Expectations**

Everyone on the team needs to know what their roles and goals are. Leaders who articulate expectations provide a roadmap for their teams, fostering a sense of direction and purpose. This eliminates confusion, distress, uncertainty, and a host of other negative emotions.

## **2. Be Inspiring and Motivating**

Leaders who communicate with inspiration and motivation create an environment where individuals are driven to go above and beyond. Think of Martin Luther King, Jr., or Ronald Reagan. Each had a way of motivating their audience and filling them with inspiration and hope.

Communicating the “why” is important when trying to inspire others. Once they know the reasoning behind your goals and can see how it will benefit them and the company, they will be more inclined to pursue the goals along with you.

Research in leadership psychology underscores the role of inspirational leadership in fostering employee motivation and commitment. By mastering the art of inspirational communication, leaders elevate their teams to new heights of achievement.



### **3. Offer Feedback and Recognition**

As we've discussed, providing regular feedback and recognition contributes to a positive leadership communication style as leaders foster a workplace where individuals feel valued and supported. People are likely to follow you if they feel appreciated.

### **4. Lead by Example**

As the torchbearer, it's important for leaders to model effective communication behaviors for the entire organization. Leaders who embody the communication principles they advocate inspire trust and credibility, and create a ripple effect, influencing the communication practices of the entire organization.

## **5. Crisis Communication**

President Obama certainly had to learn to lead during a crisis when he was president. They are often and many in the oval office. In your place of business, lives may not be at stake. It could be the company or the project. Regardless, it's important to be able to steer your people safely to a resolution without casualties. Leaders who navigate crises with clarity and calmness instill confidence and resilience within their teams.

Research in crisis communication underscores the importance of timely, honest, and transparent communication during crises. By mastering crisis communication, leaders guide their teams through turbulent times, strengthening organizational resilience.

## **Conclusion**

As a leader, it's important that your communication style resonates with resonates with clarity, inspiration, recognition, exemplary behavior, and resilience in the face of crises. When conducted with skill and authenticity, your communication style will not only guide teams to success but also foster a culture where communication is the heartbeat of leadership.



# Part 3

## Keeping the Communication Ball Rolling

*“The single biggest problem in  
communication is the illusion that it has  
taken place.”*

—George Bernard Shaw, Nobel Prize-  
winning playwright



## **Chapter 9**

### **Continuous Improvement in Communication Skills**

Now that we've taken a close look at how to effectively communicate, how do we continue to improve in these areas? Communication is not just a static process, but a skill that continues to evolve over time.

Here's how to keep improving your skills:

#### **1. Seek Feedback**

Advocate for individuals in your organization to actively seek feedback on their communication style and effectiveness. You should do the same too. Constructive feedback can guide

individuals toward areas of improvement and illuminate blind spots.

Let's take the example of Angela Ahrendts, the former Senior Vice President of Retail at Apple Inc. Ahrendts is a great example of a leader who embraced feedback to enhance her communication skills.

During her tenure at Apple, Ahrendts made it a point to meet with Apple store employees around the world and solicit their feedback on how Apple could improve its retail experience. She recognized that these employees were the ones who interacted with customers the most and therefore had valuable insights into customer needs and preferences.

Ahrendts not only listened to the feedback but also implemented many of the suggestions. For example, she changed the dress code for employees to make it more inclusive, added more seating areas



in stores, and introduced more interactive features to the stores.

By actively seeking feedback and using it to improve the customer experience, Ahrendts was able to enhance her communication skills and strengthen her relationship with employees. She showed that being open to feedback and willing to make changes based on it can lead to great results.

## **2. Take Advantage of Professional Development Opportunities**

Dale Carnegie is probably the best known and oldest program I can think of for enhancing your communication skills. His classes help individuals to improve their people skills, enhance their speaking skills, and of course, improve their self-esteem.

Professional speaking, or speaking in front of people (even in a conference room) is among the

top fears for most people. In some studies, the fear rates higher than dying. Like anything else, practice makes perfect. The more you do it, the easier it gets.

Encouraging a nervous speaker is essential. That is why empathy and understanding are so important in the workplace. When individuals feel safe, they are more likely to be able to voice their thoughts in public.

There are a lot of training and development programs out there to help you. Seek them out and take advantage of them.

### **3. Reflect on Your Communication Experiences**

If you're speaking to an individual one-on-one, do they demonstrate a defensive posture? If so, why? Maybe you are sitting with your arms crossed, or have a frown on your face. Next time,

relax your posture. Be open and stay in tune with your facial expressions.

If you're speaking in front of a group, reflect on how that best works for you. Where are you most comfortable speaking? And to whom?

Reflecting on your past communications experiences can help you be more successful in future ones. If possible, have someone video you and watch yourself speak. A terrifying thought, I know! But it will show your body language, your tone, and you can find areas in which to improve, or highlight areas of strength. Gaining insights into our communication patterns enables us to make conscious adjustments next time we communicate.

#### **4. Find Mentorship and Coaching**

There are seasoned communicators out there who we can watch and learn from. Some offer classes. Some podcasts or YouTube videos. Watch,

listen, and learn from those who have been doing this for a while. When individuals engage in mentorship or coaching relationships, they benefit from the wisdom and insights of experienced communicators, accelerating their journey toward communication excellence.

## **5. Adapt to Changing Communication Trends**

We've already discussed the necessity of staying current on technology and social media trends. The same goes for communication styles. It's important to stay abreast of the communication tools and strategies that are evolving every day..

By embracing new technologies and evolving trends, individuals position themselves as effective communicators in a changing world, reducing the stress associated with communication challenges.

## **Conclusion**

Continuous improvement in communication skills is not just a professional endeavor; it's a holistic approach to living a fulfilled and balanced life. You don't have to be Shakespeare or Dale Carnegie. You just have to be respectful, motivated, intentional, and empathetic and you will reach audiences that you never knew you could reach!



## **Chapter 10**

### **Follow Up - Extending the Conversation**

Effective communication doesn't end when the conversation is over. Following up is an essential step to ensure that the message is received, understood, and acted upon. Here are a few tips on how to do that.

#### **Recap the Conversation**

Recapping the conversation is the first step in follow-up. It is an opportunity to review the discussion and make sure that both parties have a clear understanding of the message. Recapitulation is crucial because it helps to reinforce the message

and clarify any misunderstandings that might have arisen during the conversation.

In a study by psychologists Elizabeth Newton and Daniel Oppenheimer, participants were divided into two groups: "tappers" and "listeners." The tappers were asked to tap out the rhythm of a well-known song, while the listeners had to guess the song. The tappers believed that the listeners would guess the song 50% of the time, but in reality, the listeners guessed correctly only 2.5% of the time. The study concluded that the tappers suffered from "the curse of knowledge," which is the difficulty of imagining what it's like not to know something that they already know.

The curse of knowledge is a common communication barrier. Recapitulation is an effective tool to overcome this barrier by ensuring that both parties have the same level of understanding.



## **Take Action**

The second step in follow-up is taking action. It is essential to take action on any issues or concerns that were discussed during the conversation. Failing to act can lead to frustration, resentment, and a breakdown in trust. It is important to note that taking action doesn't necessarily mean resolving the issue immediately. It can also mean taking the necessary steps to address the issue and providing updates on the progress.

## **Steven R. Covey**

A famous example of the importance of taking action comes from the book *The 7 Habits of Highly Effective People* by Stephen R. Covey. Covey tells the story of a man who complains to him about his son's behavior. The man feels that he

has tried everything to change his son's behavior, but nothing has worked. Covey asks the man if he has ever tried simply *listening* to his son. The man realizes that he hasn't and tries it. The result is a complete change in his son's behavior. Covey concludes that "most people do not listen with the intent to understand; they listen with the intent to reply."

### **Following up Again**

The third step in follow-up is following up again. It is important to ensure that the issue has been resolved and that both parties are satisfied with the outcome. Following up again can also help to reinforce the message and build trust between both parties.

Importance of following up again comes from a study by Stanford University psychologist Carol Dweck. Dweck found that praising children's

intelligence, rather than their effort, can lead to a fixed mindset, which is the belief that intelligence is a fixed trait that cannot be improved. In contrast, praising children's effort can lead to a growth mindset, which is the belief that intelligence can be improved through hard work and perseverance. Dweck found that when teachers followed up on their students' efforts, it led to an increase in their academic performance.

Effective communication doesn't end when the conversation is over. Follow-up is an essential step to ensure that the message is received, understood, and acted upon. Recapping, taking action, and following up again are three critical steps in effective follow-up. They help to reinforce the message, build trust, and improve outcomes. By incorporating these steps into your communication strategy, you can improve your communication skills and achieve better results.<sup>15</sup>

## **Conclusion**

Communication is something we all have to do, whether at home, in the office, or in the grocery store. How you do it will often make or break the results you are seeking, and will overall effect the quality of your life, the peace you have, and the success that follows. Words are powerful. When you learn to use them well, you can do great things.

**ALMOST THE END! YOU STILL NEED TO  
COMPLETE THE 7-DAY CHALLENGE!**

# 7-Day Communication Challenge

## **Why Accept this Challenge?**

If you're seeking personal growth and development, you need to commit to consistent effort. One way to jumpstart this journey is by taking the 7-Day Challenge. To succeed in this challenge, you must dedicate a little time each day to contemplation and reflection on the given topic.

The questions provided are only a starting point. If they don't resonate with your personal experiences, modify them to better suit your

situation. This flexibility allows for a more meaningful and authentic exploration of the subject matter.

When you commit to this challenge, you're making a decision to actively engage with your thoughts and emotions. Writing down your reflections is a powerful tool to solidify your insights and gain clarity on your internal landscape. This daily practice can have a profound impact on your overall well-being.

Approach this 7-Day Challenge with an open mind and willingness to explore. You may uncover aspects of yourself that you weren't previously aware of or gain a deeper understanding of your values and priorities. This challenge's benefits extend beyond the initial 7 days, and the act of carving out time for introspection and self-reflection can become a habit.

Ultimately, this challenge is a powerful tool for anyone seeking to enhance their self-awareness and personal growth. By dedicating a small amount of time each day to contemplation and reflection, you are taking an important step towards a more fulfilling and meaningful life. Upon completion, commit to re-reading and updating this challenge when you find yourself challenged by this concept in the future.

A 7-day Challenge provides a roadmap for achieving your goals by breaking them down into smaller, achievable tasks. By having a clear challenge, you can stay motivated and focused on your goals. Each day's challenge builds upon the previous day's, creating momentum towards the desired outcome. Additionally, having a plan can help you stay organized and prioritize tasks based on their importance and urgency.

A challenge can help you overcome procrastination and stay accountable. By having a clear outline of what needs to be done, you can avoid feeling overwhelmed and take action towards your goals. Furthermore, having a plan can help you track your progress and make adjustments as needed.

Overall, a 7-day Challenge is a powerful tool to focus on a particular issue and provide greater insight, bringing an area of concern into your comfort zone.



### **Day 1 - Monday: Use Simple Language**

Challenge yourself to use simple language when communicating with others. Choose a person or group of people you interact with regularly and make a conscious effort to use language that is easy to understand and appropriate for their education level, culture, and background.

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## **Day 2 - Tuesday: Listen Closely**

Practice active listening today. Choose a conversation or meeting you will be a part of and focus on listening to the speaker. Show that you value their words and opinions by asking questions and repeating back what you heard to ensure that you understand their point of view.

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**Day 3 - Wednesday: Use Nonverbal Cues - Eye Contact**

Today, make a conscious effort to use eye contact when communicating with others. Whether it's in a meeting or a casual conversation, maintain eye contact with the person you are speaking with to show that you are engaged and interested in what they have to say.

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**Day 4 - Thursday: Use Nonverbal Cues - Facial Expressions**

Today, focus on using facial expressions to convey your emotions and engage in the conversation. Practice being empathetic by trying to understand the other person's point of view and responding with appropriate facial expressions.

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**Day 5 - Friday: Be Open-Minded and Willing to Learn**

Today, challenge yourself to be open-minded and willing to learn from others. Listen to their opinions and ideas and consider how they can be incorporated into your own perspective. Practice admitting when you are wrong and being open to new perspectives and ideas.

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### **Day 6 - Saturday: Be Respectful**

Practice showing respect towards others today. Choose a conversation or interaction and make a conscious effort to use polite language, treat others with kindness and dignity, and be mindful of their feelings and perspectives. Remember that communication is a two-way process, and both parties should show respect towards each other.

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### **Day 7 - Sunday: Day of Contemplation**

Take some time today to reflect on your communication skills and the progress you've made this week. Think about the areas where you excelled and areas that still need improvement. Use this day of contemplation to plan out how you will continue to improve your communication skills going forward.

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His business knowledge and communications skills have made him an expert media contributor on many topics, from commercial drone applications to the downsizing of Sears, resulting in appearances with various media outlets. His many media appearances include NPR, The Wall Street Journal, The London Times, Entrepreneur and Time magazines, Fox News, Neil Cavuto, Geraldo Rivera, and John Stossel, to name just a few.

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