



SAINT JOHN LEADERSHIP NETWORK

MBLS – *Monthly Business Leadership Series*



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GREAT COMMUNICATION

How to effectively communicate and lead



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The Golden Rule of Business Communication



*Communicate with others...
You would want them to communicate
with you.*



Followed closely by:



Praise in public... criticize in private

Don't be too busy... to be nice

Be consistent ... in style & substance

Practice active listening... show interest

Why people avoid conversations...

*3 things to people want to know
before talking*



1. Is what
you want to
talk about
going to be
painful?

2. How long
is it going to
take?

3. When
you are
done
talking, what
do you want
from me?

*It's not what you say,
but how you say it !*



When we
verbally
communicate



Tone, volume,
flow, inflection,
& emphasis



Convey an
incredible
amount of
emotion

Attentive to a sing-song lilt, injected volume or enthusiasm?

Turn off someone delivers in a flat, unvaried, monotonal way?

Tuning tone helpful tool for conference calls and video calls

Non-verbal dominant

Albert Mehrabian
researcher



Components of a
face-to-face
conversation



Communication
55% Nonverbal,
38% Vocal, and
7% Words only

in face-to-face conversation

body language & facial expressions
have an incredible impact



on how information is interpreted

Is 90% of communication nonverbal?



Happiness

Sadness

Disgust

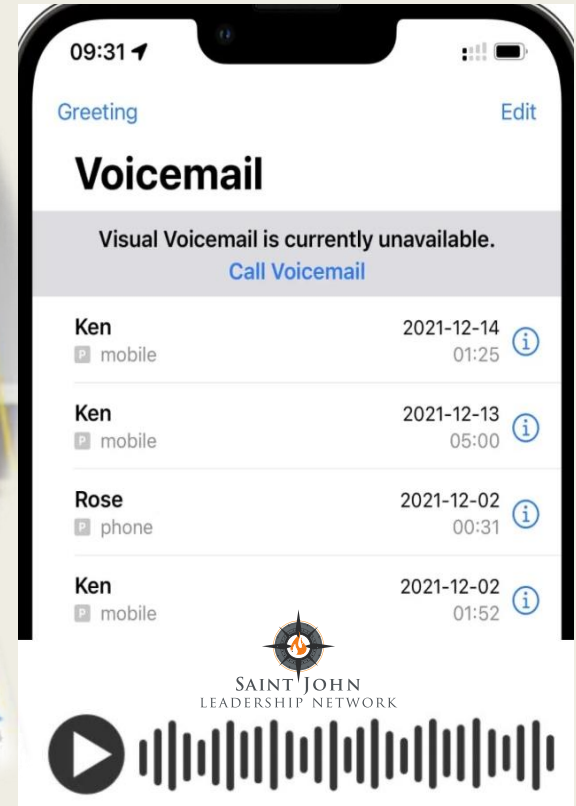
Surprise

Contempt

Anger

Fear

Text, email, voice mail, phone or face-to-face



Effective email communication

Know your Goal:

Clearly define
what you want the
recipient to do or
understand.



Know your Audience:

Tailor tone & language
to recipient:

More formal for a client
More casual for a
coworker



B. L. U. F.

Bottom Line Up Front



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First sentence emails:

**Main point communicated clearly
and concisely**



Effective Email



Main Point
Upfront

B.L.U.F.

Primer

Subject line as primer
& attention getter

Context & details
military precision

Context

Respect

Respect Time and
ensure clarity



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Best to use:

Email

Fully
convey
thoughts

Detailed

Large
groups

Permanent
record

Text

Popular

Feels
friendly

Quick

Customer
likes

Phone

Urgent

Tone of
voice

Need info
fast

2 way
listening

Keep it simple, No big words, No sloppy spelling
Written Memo's: Announcements & Policies

Face-to Face communication

Still Best

When – complex issues

Key information

Speed

Immediate feedback

Non-verbal communication



Benefits of Face-to Face



Builds trust

Easier persuasion

Build camaraderie

Conflict resolution

Clarity

Saves time

Job satisfaction

The *Art* of the Master Communicator

Communicate
emotions &
passion

Spark
something

Connect dots

Don't use
big words

Make complicated
sound easy

Tell stories

Use Humor

Be vulnerable



Lessons from great communicators

Short to point
statements are
memorable

Repetition
of main
points

Empathy
& focus
on others

...and talk slowly



The Smartest Leaders *watch their words*

Words are culture in motion

*When you change words...
You change outcomes*

*Every movement...
Began with a speech*



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Words can lift people
up or break them down

Words influence our
thinking & our behavior

Words create emotions



"We choose to go to the Moon in this decade and do the other things, not because they are easy, but because they are hard."

Leaders choose words with Intention

Instilling faith-based values

Communicate values through words & actions

Lead with humility & grace

choosing words intentionally

Cultivate honest & integrity

to build trust

Be pleasant

creating unity, & positive culture

Embrace servant leadership

inspire with humility, words & beliefs



Great leaders connect to communicate



Use personal experiences

Talk from a kind heart

Tell stories

Use illustrations

Be yourself









Want others to be interested in you...



Core principles:

Be genuinely interested in others



Be a good listener



Talk in terms of others interest



Smile



Remember names



Make others feel important

How to Win Friends & Influence People

OVER 70
YEARS IN
PRINT!

THE ORIGINAL IS STILL THE BEST! THE ONLY
BOOK YOU NEED TO LEAD YOU TO SUCCESS

DALE
CARNEGIE



Open for Q & A
and comments



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Father Nathan Cromly

Founder & President
Saint John Institute
& Saint John Leadership Network

