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COMMUNICATION STRATEGIST • SPEAKER • COACH

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12 ULTIMATE HACKS TO IMPROVE YOUR COMMUNICATION

#1: BEFORE ANY INTERACTION ASK: WHAT DO I WANT MY AUDIENCE TO THINK, TO FEEL AND TO DO? ADJUST TO THESE GOALS

For example: I want my audience to Think – This is the best solution for them, Feel – Supported, Do – Buy the service.

#2: USE: YES... AND...

Avoid the words: but, however

For example: Yes, it is a great strategy, and we could make it even better if....

#3: REQUEST + BECAUSE (HEAD + HEART) + NEXT STEPS + DEADLINE + HOW DOES THAT SOUND?

State the request first. Then connect the WHY with the word because. Think: What's in it for my audience? Appeal to the head and the heart. Outline the next steps. Create urgency. Add open question in the end.

For example: I'd like us to approve the budget for this project, because we expect a revenue of 22k. I know you are excited about it. I prepared the paperwork, please sign it here. The deadline is tomorrow. How does that sound?



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#4: ASK OPEN QUESTIONS: WHAT...? HOW...?

For example: What are your thoughts on that? How does that sound?

Try to really understand their positions. Listen to what is behind the words.

#5: USE: TELL ME MORE... I WANT TO UNDERSTAND

Listen with your ears, eyes, and heart. What is the deeper meaning behind the words they use?

#6: USE: IT SEEMS LIKE... IT SOUNDS LIKE... IT LOOKS LIKE

This will make them open even more. For example: It sounds like safety is your biggest concern.

#7: MAKE SUGGESTIONS USING: IMAGINE IF... WHAT IF... HAVE YOU THOUGHT OF...

For example: What if we try it again?

#8: WHEN YOU ARE PITCHING A NEW IDEA, USE: SITUATION, COMPLICATION, QUESTION, ANSWER

For example: Our sales have been increasing this year. This caused an increase in workload. How can we continue providing a great customer support? We can hire a new rep.

Then build your case explaining the benefits (what's in it for them), and next steps. End with a call to action.



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#9: WHEN YOU ARE CAUGHT OFF GUARD, USE: WHAT I KNOW... WHAT I DON'T KNOW... HOW I WILL FIND OUT

For example: I know the quality is important to you. I don't know if we can add a new team member. I will check with Jeff.

#10: WHEN YOU TELL A STORY, USE: HOOK, CONTEXT, CHALLENGE, ACTION, RESOLUTION, LESSONS LEARNED

For example: The best lesson I ever learned about customer service was when I was at my first job. I was a customer service rep. One client needed our product delivered to his factory urgently. We were outside of the opening hours, but I contacted my colleague and got it delivered in half an hour. The client was happy and praised me in front of my boss. I learned that going the extra mile does pay off.

#11: WHEN SOMEONE CRITICIZES YOUR IDEA USE: THANK YOU... CAN YOU TELL ME MORE? SO YOU ARE CONCERNED... YES, YOU ARE RIGHT... HOW DO YOU THINK WE CAN MITIGATE THAT RISK? YES, IT IS FRUSTRATING TO ALL OF US. I'D LIKE US TO REVISIT THE IDEA OF...

For example: Thank you. Can you tell me more? Yes, and I know how frustrating it is to all of us that we are over budget. What ideas do you have to get back on budget?



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#12: WHEN YOU GIVE UPDATES: START WITH THE BOTTOMLINE MESSAGE, ADD 3 POINTS, FINISH WITH A CALL TO ACTION

Use action verbs. Use credibility. Brag strategically. Use gratitude. Connect back to your audience. For example: We completed the negotiations with all the providers. We made a cost benefit analysis. We completed it in a record time and presented it to the board. They will decide this Friday. I want to thank you all for your collaboration. Contact me if you would like more information.

YOUR COMMUNICATION MATTERS!

Now you know the 12 tips for making an impact. If you want to create a truly positive experience and make a lasting impression with Johnny's help:

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