



“Uncrapify Your Life!”

keynote follow-up

Major Takeaways

- 1. Small changes in the way you communicate with others can have a huge impact.** A single sentence can be the difference between winning or losing a customer. A single compliment can be the difference between an engaged or disengaged employee.
- 2. Repetition steals the meaning from the things that we say.** If you find yourself repeating the same things over and over again, then chances are you're not getting through to others as effectively as you think you are. Because I promise they're not trying to intentionally misunderstand you.
- 3. People know what you mean, even when that isn't the same as what you say.** All of us can read between the lines. If you're using any of the MYFABMOFA phrases to try and hide the true meaning of what you're about to say, you can save yourself the trouble. Everyone knows the difference between a true compliment and a backhanded criticism.
- 4. Improving your communication with others doesn't cost anything.** Which is why it's important. Becoming a better communicator will return a higher ROI than any other business development you'll ever do.
- 5. All of us, at our core, are a little worried that we're in over our head.** I've felt that way before, and I'm certain you have too. If you can accept that as a natural part of the learning process, then you'll be far more likely to learn from your mistakes than you will if you try and pretend you never make any.

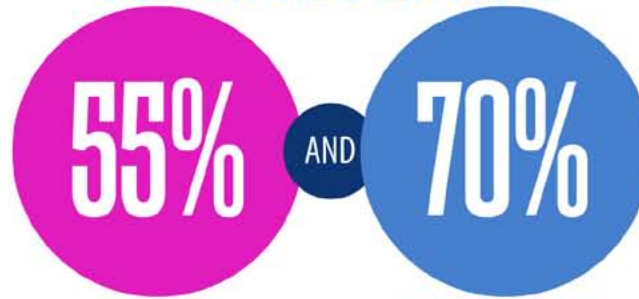


6. **Success is a team effort.** Just like it's easy (and sometimes tempting) to team up and blame one person for everything that goes wrong in your group, it's also easier to team up and find success than if you try and do everything alone. Nothing happens in a vacuum, and there are few if any true self-made successes. Parents, teachers, coaches, friends, mentors, colleagues – these are the people who make us who we are.
7. **Change is natural and has been happening your entire life.** If there's anything you are and have always been an expert at, it's managing change. This isn't a skill you need to develop; it's a skill you are always constantly developing. That doesn't mean you'll like every change that happens, but it does mean that you'll figure out how to deal with it, just like you've figured out how to deal with the countless changes that have made you into the person you are today.
8. **Men will honestly do just about anything for a \$20 dare.** You didn't think I'd make all of these serious, did you?



Communication Statistics

Somewhere between



of all communication is **NONVERBAL**

Aside from any financial incentives,
two of the top three factors that determine job satisfaction are

a person's relationship
with his/her
immediate superiors

and a person's
relationship with his/her
immediate coworkers.

60-80%

of all difficulties in organizations are
the result of strained relationships
between employees.

After introducing a systemic
approach to **collaboration**,
communication, and **conflict**
resolution, Motorola reported a

75%

**reduction in outside
litigation expenses
over a 6-year period.**

Communication Strategies

Interested in communicating more effectively with your customers and colleagues? Here are some things you can do right now:

- 1. Give one of your colleagues or customers a SPECIFIC compliment today.** “Good job” or “Nice work” won’t cut it. Those are OK, but try for something that will let the person know that you’re really paying attention. For example, “That last marketing piece was really top-notch. I love the pictures you used; they really told the story well. Excellent work.” The more specific you are, the more people will appreciate what you say.
- 2. Tell your team about a failure you made earlier in your career, and what you learned from it.** Showing your team that mistakes are acceptable as long as something positive comes from them will allow your team members the freedom to push their own boundaries. And being strong enough to admit that you’ve made some mistakes of your own will almost certainly improve your reputation as an understanding, empathetic leader.
- 3. Congratulate or otherwise praise someone for something that they do everyday.** It’s easy to overlook how important our daily tasks are in helping keep our organizations running smoothly and successfully. Most of us take those daily tasks for granted, and sometimes we start to feel as though they’re more annoying than valuable. By praising someone for something they do every day, you’ll simultaneously show them how important the activity is while rekindling their enthusiasm for doing their job.
- 4. If some changes are on the horizon and people are nervous about them, highlight the positive outcomes of a previous change.** People are often scared about what changes will mean for them. If you can point to a previous change and show how it was ultimately a positive decision, you’ll help people get more comfortable with whatever changes they’re about to face.
- 5. Encourage a small amount of silly behavior.** Whether it’s leaving funny Post-It notes on a colleague’s desk, baking a “Happy Thursday!” cake and leaving it anonymously in the breakroom, planning a teambuilding trip to a mini-golf course or anything else, giving people the freedom to laugh will have an enormously positive impact on their relationship with one another – which in turn will lead to an increase in productivity and a decrease in turnover.



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