



*making the complicated simple
and the simple powerful*

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Communication Notes

Likeability, Listening, Engagement, & Storytelling → *tools to improve your communication*

Emotional Currency

"4 basic needs" Followers Want from Leaders

Warren Buffet's Point of View

Communication is Not ...

Communication is ...

They are Rating You

You are 1 in a Million

The Beer Poll

55% ... 38% ... 7%

The 3 Elements of Likeability

Likeability Clarifications

Remove the Walls

Be Personable

Be Helpful

Who Does This?

What Did You See or Hear?

Listening

Presume the Best

Non-question Questions

Steps for Professional Storytelling

Elements of a Professional Compliment

"4 basic needs" Followers Want from Leaders (revised)

Notes

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