





What the Most Effective People Do Differently
John C. Maxwell




LOCAL STATISTICS - Hot off the PRESS



58.9% of employers rated communication as their top gap in workforce soft skills. This from over 600 NC employers. Closely followed in 2nd by Critical and Analytical thinking, then 3rd - Problem solving.

48.7% of 1134 respondents cited soft skills & personal effectiveness training would be of **MOST VALUE** to improve their workforces.



Power Your Potential

Statistics from NC Workforce Development board, from their employer survey 2012

OBJECTIVES

- ☛ Leaders will learn the **ART** of **CONNECTION** and it will enable them to communicate their ideas persuasively, establishing buy-in and attracting followers (**ENGAGEMENT**).
- ☛ Leaders will learn the things that cause **DISCONNECTS**, which disable the ability of a leader to **ENGAGE** their workforce.
- ☛ Leaders will learn how to **RELATE** to their audience by making their message **RELEVANT**.
- ☛ Leaders will learn how to **INSPIRE** their workforce to help meet their organization's **GOALS**.

5 Connecting Principles

INFLUENCE

OTHERS

COMMUNICATION

ENERGY

SKILL

**TEXT the
word
OTHERS!!**

Principle #1 - Connecting increases your influence in every situation.

Successful US Presidents exhibit 5 Qualities:

- Vision
- Pragmatism
- Consensus Building
- Charisma
- Trustworthiness

4 of the 5 skills
to being a successful
leader
have to do with
connecting.



Most People who disconnect are not aware.

9 Connecting Signals:

- Increased Communication
- Positive Energy
- Unsolicited Appreciation
- Enjoyable Experience
- Growing Synergy
- Unguarded Openness
- Emotional Bondedness
- Unconditional Love



Connecting Principle # 1 - INFLUENCE

John Hall, PHD,
Teleometrics,
conducted a study
on the performance
of 16,000 executives.



CONCLUSION:

Direct correlation
between achievement
and the ability to care
for and connect with
people.

The ability to connect with others begins with understanding the value of people.

Connecting Principle # 1 - INFLUENCE

HIGH ACHIEVERS	AVERAGE ACHIEVERS	LOW ACHIEVERS
Care about PEOPLE as well as PROFITS	Concentrate on PRODUCTION	Preoccupied with their own SECURITY
View Subordinates OPTIMISTICALLY	Focus more on their OWN STATUS	Show a basic DISTUST of subordinates
SEEK advice from those under them	RELUCTANT to seek advice from those under them	DO NOT seek advice
ACTIVELY Listen	Listen ONLY to SUPERIORS	AVOID COMMUNICATION and help policy manuals

TEXT the word INFLUENCE

Connecting Principle # 2 - OTHERS

Principle #2 - Connecting is all about OTHERS and not ourselves.

Why do we focus on ourselves and not others?

- Immaturity - maturity is the ability to see and act on behalf of others.
- EGO
- Failure to value EVERYONE

3 CONNECTING QUESTIONS

1. Do you CARE for me?
2. Can you HELP me?
3. Can I TRUST you?

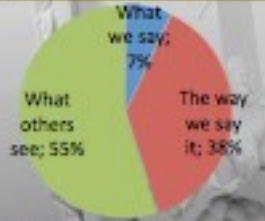
3 SIGNS of a MISERABLE JOB

- Being Anonymous
- Job Irrelevance
- Immeasurability

Connecting Principle # 3 – Communication

Principle #3 - Connecting goes beyond words.

- 3 Components to FACE to FACE COMMUNICATION
- WORDS
- TONE OF VOICE
- BODY LANGUAGE



How others believe what we say when we communicate.

Greater than 90% of the impression that we often convey has nothing to do with what we actually say!

Connecting Principle # 3 – Communication

3 Components to Communication



When thought, emotion and action are CONGRUENT, connecting goes beyond what we say because we are now emoting what people can feel and we are connecting with them more than just verbally.

Connecting Principle # 3 – Communication

6 Communication Breakdowns

- Something I **KNOW**, but do not **FEEL**, my communication is **DISPASSIONATE**
- Something I **KNOW**, but do not **DO**, my communication is **THEORETICAL**
- Something I **FEEL**, but do not **KNOW**, my communication is **UNFOUNDED**
- Something I **FEEL**, but do not **DO**, my communication is **HYPOCRITICAL**
- Something I **DO**, but do not **KNOW**, my communication is **PRESUMPTUOUS**
- Something I **DO**, but do not **FEEL**, my communication is **MECHANICAL**

Connecting Principle # 3 - Communication

Connect **VISUALLY** - what people see

To connect with people **VISUALLY**:

- Expand your **RANGE OF MOTION**
- Move with a **SENSE OF PURPOSE**
- Maintain an **OPEN POSTURE**

Connect **INTELLECTUALLY** - what people know

To connect with people **INTELLECTUALLY**:

- Knowledge must be **EXPERIENTIAL**
- Experience is not only a good teacher, it is a **GREAT PERSUADER**

Connect **EMOTIONALLY** - what people feel

To connect with people **EMOTIONALLY**:

- People may hear your words, but they **FEEL** your **ATTITUDE**

Connecting Principle # 4 - ENERGY

Principle #4 - Connecting **ALWAYS** requires **ENERGY**.

4 UNPARDONABLE Sins of a COMMUNICATOR

- Unprepared
- Uncommitted
- Uninteresting
- Uncomfortable

Connecting Requires

- INITIATIVE** - Go **FIRST**
- CLARITY** - Prepare
- PATIENCE** - Slow down
- SELFLESSNESS** - Give
- STAMINA** - Recharge

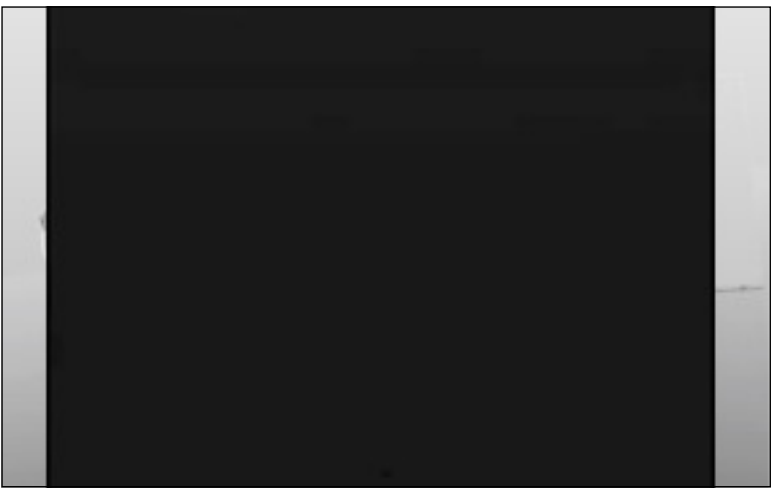
TEXT the word ENERGY!

Connecting Principle # 5 - SKILL

Principle #5 - Connecting is more **SKILL** than natural **TALENT**.



Know your audience
1. Personality Assessments
2. For home (The 5 Love Languages)
*****NOT IN NOTES*****



5 Connecting Principles demonstrated in Facing the Giants

1. Identified and called out the most influential player

2. He knew the entire team's victory depended upon knowing their own potential

3. Communicated directly, asked for commitment, removed potential barriers, and stayed with him until the end

4. Used his own energy to encourage and stay with the player

5. His biggest skill was his belief in the players and his dedication to seeing them beyond their own self-limiting beliefs

5 Connecting Practices

Common Ground

Simplicity

Experience

Inspiration

Credibility

Connecting PRACTICES # 1 – COMMON GROUND

Practice #1 - Connectors connect on COMMON GROUND.

Barriers to finding common ground

ASSUMPTION
"I already know what others know, feel and want"

ARROGANCE
"I don't need to know what others know, feel or want"

CONTROL
"I don't want others to know what I know, feel or want"

INDIFFERENCE
"I don't care to know what others know, feel, or want"

Connecting PRACTICES # 1 – COMMON GROUND

Practice #1 - Connectors connect on COMMON GROUND.

CHOICES to finding common ground:

- **Availability:** I will choose to spend time with others
- **Listening:** I will listen my way to common ground
- **Questions:** I will be interested enough in others to ask questions
- **Thoughtfulness:** I will think of others and look for ways to help them
- **Openness:** I will let people into my life
- **Likeability:** I will care about people
- **Humility:** I will think of myself less so I can think of others more
- **Adaptability:** I will move from my world to theirs

Connecting PRACTICES # 2 – SIMPLICITY

Practice #2 - Connectors do the difficult work of keeping it SIMPLE.

Keep it Simple Smarty!

4 H's to connect through Communication
1. **Humor**
2. **Heart**
3. **Hope**
4. **Help**

ART of Simplicity
1. Talk TO people, not above them
2. Get to the POINT
3. Say it OVER and OVER, and OVER again
4. Say it CLEARLY
5. Say LESS

3 S's of Communication



TEXT the WORD SIMPLE!

Connecting PRACTICES # 3 – EXPERIENCE

Practice #3 - Create an experience everyone enjoys.

How to be Interesting

1. Take **RESPONSIBILITY** for your listeners
2. **COMMUNICATE** in their world
3. **CAPTURE** people's attention from the **START**
4. Say it so it **STICKS**

Connecting PRACTICES # 4 –

Practice #4 - Connectors **INSPIRE** people.



What do people need to KNOW?

- That you understand them and are focused on them
- That you have high expectations of them

What do people need to SEE?

- Your conviction
- Your example

What do people need to FEEL?

- Your confidence in yourself and them
- Your gratitude for them

Connecting PRACTICES # 5 – CREDIBILITY

Practice #5 - Credibility is the **CURRENCY** that Connectors have.

Credibility Checklist

- Have I **CONNECTED** with **MYSELF**?
- Have I made right my **WRONGS**?
- Am I **ACCOUNTABLE**?
- Do I lead like I **LIVE**?
- Do I tell the **TRUTH**?
- Am I **VULNERABLE**?
- Am I following the **GOLDEN RULE**?
- Do I deliver **RESULTS**?

Did you?????

- ✦ Learn the **ART** of **CONNECTION** to enable you to communicate your ideas persuasively, establish buy-in and attract followers (**ENGAGEMENT**).
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- ✦ Learn how to **RELATE** to your audience by making your message **RELEVANT**.
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Thank You!!!

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Pam Pippin, SPHR
P-Inc
(252) 944-8803
pam@p-inc.biz



Dr. JOHN MAXWELL **Team**

