



This is your 12th issue of the How To Who Communications Toolkit

I hope that you're using a lot of what we've covered. Before we wrap up our time together, I'd like to offer some ongoing practice strategies that can help you as you continue to integrate these communication power tools into your personal style. Then we'll recap key highlights.



Ongoing Learning Strategies

You've learned a number of How To Who communication tools, now what? Are you going to make this really work for you? Knowing about new communication skills is a far cry from naturally using new communication skills.

We need to practice new stuff, especially behaviors. It's challenging to change how we do things. Our behaviors are well engrained; for the most part, our behaviors operate on autopilot. So if you decide you want new results, you need to build new responses. Don't wait; just do it. Here are some ideas to help you navigate along your path to super-communicator:

Strategy #1: **Select one or two communication tips to use repeatedly**, for about a week or two, until they become more natural. They still won't be second nature, but they will start to flow with less forethought. (Experts estimate it takes about 63 days to create a new habit.)

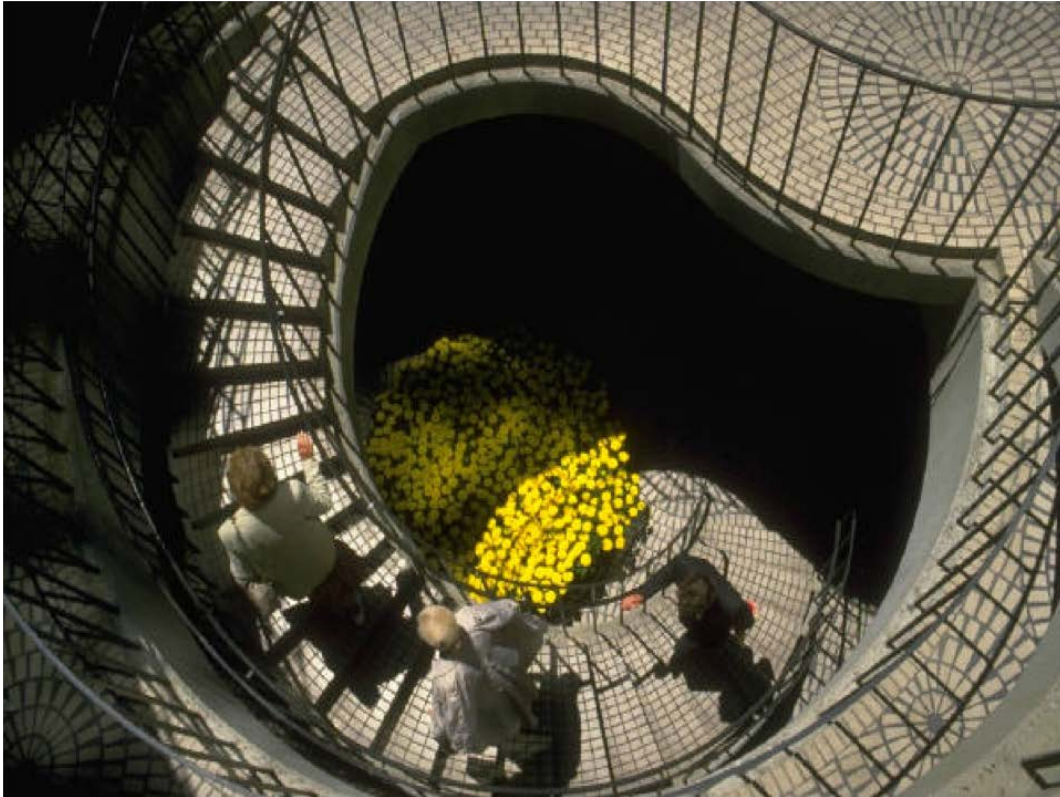
Strategy #2: **Pretend you're on Shark Tank!** You've probably noticed that entrepreneurs on Shark Tank usually stop talking almost immediately when a Shark starts to speak. Clearly the entrepreneurs have been coached. They have a lot at stake, so they pay attention to the new ways they need to behave in order to get what they want. Likewise, when we want better business relationships, we have a lot at stake, so we need to pay attention for opportunities to use new communication tools.

Strategy #3: **Watch someone you know who is really terrific at relationships.** Can you pick up on what they are doing? (Interestingly, "untrained" relationship-savvy people naturally use the same tools as what you're learning in How To Who.) What are the results? This might be someone you can model. Notice their focus — it's probably on the other person. Watch how they listen, what things they pick up on, and what things they let go. See how their responses are in flow? How do they shift to other subjects? How do they offer fresh ideas? How do they disagree?

Strategy #4: **Pause to reflect before you respond.** Try to remain conscious of how you're responding and how you're coming across. This is new awareness for most of us so be patient with yourself and remain committed to making these changes; the payoff is big, so it's worth it.

Strategy #5: **Be realistic.** Don't try to get everything working at once. Pick 1-2 communication tools that you feel will work especially well for you. Once those are imbued into your style, pick up 1-2 more.

Strategy #6: This is a biggie: Always keep in mind that when you keep your focus on the other person, their interests and concerns, you are more likely to be effective in your communication skills. The bottom line in relationships: **"It's about you, not me."**



Bringing It Together

I imagine that by now, you are realizing the benefits of your new communication skills. You're getting more information when you listen; you have developed your personal style for learning more about the other person. Your questions elicit rich information. You are more comfortable in knowing how to handle the situation when you disagree with someone. You're finding people are more responsive. You have a newfound comfort in your relationships.

Congratulations! You're becoming a great communicator!

9 Principles for Personal Effectiveness:

1. **Avoid defensiveness – your own and provoking it in others.**
Once you understand defensiveness as a core issue, you can see the various ways it plays out with relationships.
2. **Perception is everything – It's always the other person's perception that matters.**
3. Discounts are acid to relationships. Watch for them and attempt to rectify when you can.
4. Pay attention to how you're coming across. When you're positive, you engender positivity.
5. Align your intent and effect. I.e., say what you really mean so that you can really mean what you're saying.
6. Discern positive intent and speak to it whenever you can.
7. Stay in the moment. Pause so you can reflect versus react.
8. It's about the other person and often so much less about me.
9. Enjoy getting to know other people for who they are.

What's next? We will continue to send you our How To Who Newsletter, and, of course, you have access to our blog and any webinars that we offer.

Now that you've completed year one of [How To Who](#), you have become eligible to sign up for year two:

The How To Who Communications Master Class.

It's filled with more tools, and it goes deeper into what's going on in business relationships. There's more to learn about building and managing relationships, so I hope you'll join me. We have a lot more to share so I'd really like to have you stay with me.

Check out the **How To Who Communications Master Class:**
[look inside click here](#)

Remember if you want to talk with us about How To Who, just send me an email at support@HowToWho.com and tell me what you want to discuss. I'll send you the access information so you can join us. We talk on the 4th Wednesday of each month at 3:00 PM Eastern Time.

Nick Epley says *“No one waves first, but everyone waves back.”*

Candis Cook says, ***“Wave First!”***

