

A FORMULA FOR BRIEF BUT EFFECTIVE MESSAGES

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Know your Purpose

What do you want and when do you want it?

Have a very clear sense of your purpose/end result you want before you begin.

Know Your Listener

Understand the interests of the person who can give you the result you want-- or not!

Ask them what they want- be curious. Don't assume that you share the same objectives.

Know Your Approach-Choose! Do you want to be a gorilla or a lemming or a weasel this time?

Think about how you need to behave yourself in order to get what you want. Do you need to give something too?

After thinking it over, consciously choose a communication style that will produce the results you want--that is, without manipulating or overpowering, etc. Remember to be clear and congruent--that is, to make the message and the way it is delivered the same.

Now, formulate an approach that reflects BOTH your desired result and your listener's interests too.

Let the other person do some of the talking. Be curious. Also, have them reflect back to you what you said in their words so you can tell if you are both on the same page.

Get a commitment from them. Where is this dialogue going? What is resolved?

Ask them for what and in what way they would like to be appreciated and affirmed for their work and their cooperation.

Affirm them before you leave this communication arena.

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