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# Everyone Communicates, few Connect

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*What the Most Effective People Do Differently*



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# The Core Message

## **Main Point:**

*Communication is not the same as connection.*

## **Key Quote:**

*“Connecting is the ability to identify with people and relate to them in a way that increases your influence with them.”*



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# The 5 Principles of Connecting

*Connecting Increases Influence in Every Situation.*

*Connecting is All About Others.*

*Connecting Goes Beyond Words.*

*Connecting Always Requires Energy.*

*Connecting is More Skill than Natural Talent.*





## Practice 1- Common Ground

*Find shared interests or experiences.*

*Ask questions to uncover what you have in common.*

**keep it  
simple.**

## Practice 2 – Keep it Simple

*Clarity is king.*

*Use simple, clear language.*

*Avoid jargon and over-explaining.*

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## Practice 3 – Enjoyable Experience

*Be engaging and empathetic.*

*Use stories and humor.*

*Create an emotional connection.*



## Practice 4 – Inspire People

*Share your passion.  
Believe in others and lift them up.  
Paint a picture of a better future.*



## Practice 5 – Live It Out

*Be authentic and consistent.*

*Back up your words with actions.*



# Connecting One-on-One, in Groups, and with an Audience

**One-on-One:** Listen well, show empathy.

**Group:** Encourage input, read the energy.

**Audience:** Use storytelling and visual cues to enhance message.



## Barriers To Connection:

*Self-centeredness*

*Lack of preparation Poor listening*

*Mixed signals (body language vs. words)*



## Final Thoughts:

**Summary:** *Everyone talks, but few connect.  
To lead, influence, and build strong relationships,  
master the art of connection.*



## Reflection Questions:

*Who do I need to connect better with?*

*What habits can I adopt to be more engaging?*

*How can I communicate with more empathy and authenticity?*