**Now before I left to came to Grand Rapids….**

**K.I.S.S. (keep it simple stupid)**

The complexities of verbal communication are explained from this simple perspective: the very reason for communication is to be understood. To get positive results, speakers need to understand the effect of their words on others. Listeners need to understand what they hear by avoiding quick judgment and misinterpretation.

**Communication** is a BIG subject. Today, in this workshop, we’re going to talk about just one element of **communication**: – **WORDS**

**Words  
Words** are tremendously powerful. The right **words** will open doors for us; the wrong **words** can slam them same doors in our faces! The right **words** will make someone feel ‘like a million dollars’; the wrong **words** can crush someone’s dreams.

**The spoken word**However, what is often overlooked, is the importance of how you USE **words** in our verbal **communications**. The way you deliver **words** can totally change the message you want to get across. Being as the way you communicate is so fundamental to everything you do in business (and life), I thought you might like to take a closer look at the hidden messages we can give, often unaware, when we speak.

**Example**

Dating my wife….going through the courtship…one of her favorite statements to me was “actions speak louder than words” which considering my limited relationship communcation skills in college was definitely true…later after several prescribed “actions” after “walking the walk” she felt comfortable enough to marry this lug…NOW…that we’re married (23 years by the way) she has retired the “actions….” And replaced it with “It’s not what you say..it’s how you say it”

In this exercise, I want you to accentuate the one **word** in the sentences below that is in **CAPITAL LETTERS**. Just put **extra emphasis** on that one **word** as you read out loud. Each sentence is exactly the same, but watch what happens when you place emphasis on the different **words**!

**‘I’** didn’t say she stole the money. (Someone else said it)  
I **‘DIDN’T’** say she stole the money. (I flatly deny saying it)  
I didn’t **‘SAY’** she stole the money. (I implied it though)  
I didn’t say **‘SHE’** stole the money. (Someone else stole it; not her)  
I didn’t say she **‘STOLE’** the money. (Embezzled it perhaps?)  
I didn’t say she stole the **‘MONEY’**. (She stole something else though)

**The 7 word sentence** above can be interpreted in 6 different ways. Now, if that one, small sentence is so open to interpretation or misinterpretation, just think of how EASY it is to write an email to someone, for example, which is taken TOTALLY the wrong way

Life is a struggle for Power…from the womb to the tomb This struggle starts from the very beginning

Negotiating is a basic means of getting what you want from others. Its back and forth communication designed to reach an agreement between you and the someone else where you have shared interests and interests that are opposed.

Leading is guiding, by definition Leaders move others to change.

scheme

plan

denotation connotation