

# EFS SERVANT LEADERSHIP NEWSLETTER

**"CONNECTING IS THE ABILITY TO IDENTIFY WITH PEOPLE AND RELATE TO THEM IN A WAY THAT INCREASES YOUR INFLUENCE WITH THEM!" JOHN C. MAXWELL**

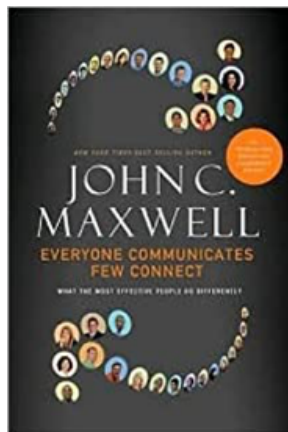
**EFS SERVANT LEADERSHIP NEWSLETTER**

**TOPIC THIS ISSUE:  
EVERYBODY COMMUNICATES FEW CONNECT**



## **CONNECTING IS ALL ABOUT OTHERS**

BY: JOHN C. MAXWELL



When you are trying to connect with people, **it's not about you — it's about them.** If you want to connect with others, you have to get over yourself. You have to change the focus from inward to outward, off of yourself and onto others. And the great thing is that you can do it. Anyone can. All it takes is the will to change your focus, the determination to follow through and the acquisition of a handful of skills!

### **Three Questions People Are Asking About You**

Understanding that your focus must be on others is often the greatest hurdle people face in connecting with others. It's a matter of having the right attitude. But that alone is not enough. You must be able to communicate that attitude of selflessness. How do you do that? You do it by answering three questions that people always ask themselves when interacting with others, whether as a client, customer, guest, audience member, friend, colleague or employee:

**1. "Do you care for me?"** Mutual concern creates connection between people. Whenever you can help other people understand that you genuinely care about them, you open the door to connection, communication

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and interaction. You begin to create a relationship. And from that moment on, you have the potential to create something beneficial for both you and them, because good relationships usually lead to good things: ideas, growth, partnerships and more.

**2. “Can you help me?”** In his book *Presenting to Win*, Jerry Weissman points out that when people communicate, they focus too much on the features of their product or service instead of answering the question, “Can you help me?” The key, says Weissman, is to focus on benefits, not features. In our current world, people are bombarded with information daily about the features of this product or that gadget. They tend to tune it out. If you want to get someone’s attention, show that you can help.

**3. “Can I trust you?”** Trust is vital to any business. In fact, it’s vital to life itself. Author and speaker Jeffrey Gitomer once said that trust is even more important than love!

### **If I Were You ...**

Whenever people take action, they do so for their reasons, not yours. That’s why we have to get on their agenda and try to see things from their point of view. If we don’t, we’re just wasting their time and ours.

You can connect with others if you’re willing to get off your own agenda, to think about others and to try to understand who they are and what they want. If you really want to help people, connecting becomes more natural and less mechanical. It goes from being some- thing that you merely do to becoming part of who you really are. If you’re willing to learn how to connect, you will be amazed at the doors that will open to you and the people you will be able to work with. **All you have to do is keep reminding yourself that connecting is all about others.**

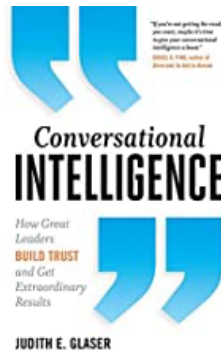


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# LEADERSHIFTS FOR CONVERSATIONAL AGILITY

BY: JUDITH E. GLASER

From Conversational Intelligence: How Great Leaders Build Trust and Get Extraordinary Results



You can refocus your conversations to elevate the communication abilities of everyone involved, even when dealing with difficult subjects. I call this a Leadershift. Consider these **Five Leadershifts**:

**1. Leadershift #1: From Fear to Transparency.** Making threats transparent and focusing on quelling fears shifts your neurochemistry. When fear emerges, have co-creating conversations with someone you trust. Ask the person to listen for opportunities to reduce the fear. Ask for help reframing the perceived threat and seeing it from a new perspective. Encourage conversations that promote transparency and trust.

**2. Leadershift #2: From Power to Relationship Building.** Refocus on relating to others. Reaching out to connect is vital to establishing trust. Decide on the core values that will guide your organization’s actions and its agreements with and between leaders, employees, vendors and customers. Establish and practice rules of engagement that foster open, candid and caring conversations.

**3. Leadershift #3: From Uncertainty to Understanding.** To share views, perspectives and aspirations as a way of increasing understanding, listen to connect, not to reject. Ask for and listen to feedback from peers, employees, vendors, customers, competitors and others who may not agree with your perspectives and points of view. Ask “*what if?*” questions that open the doors to new ways of thinking without prejudging ideas that may be different from your own.

**4. Leadershift #4: From a Need to Be Right to Mapping Share Success.** Step back from your position, and become curious about others perspectives, knowledge and successes. This intentional shift releases dopamine, which



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creates curiosity in your brain. Initiate conversations about mutual success and what success looks like for each of us. Celebrate the successes large and small. Acknowledge the value of everyone on the team.

**5. Leadershift #5: From Groupthink to Group Cohesion and Partnering.** Step back from the conversation, and ask people to take time out to reflect on their decisions. Ask them to step aside from what they agreed upon to see if anything was left behind. This gives people permission to bring forward ideas that could benefit the whole group. This narrows the gaps and reframes them from “my idea” to “our idea.”

## **CONNECTING GOES BEYOND WORDS**

BY: JOHN C. MAXWELL  
FROM *EVERYONE COMMUNICATES FEW CONNECT*



When people try to communicate with others, many believe the message is all that matters.

But the reality is that **communication goes way beyond words.**

In an important study, UCLA psychology professor emeritus Albert Mehrabian discovered that face-to-face communication can be broken down into **three components: words, tone of voice and body language.** What may come as a surprise is that in some situations, such as when verbal and nonverbal messages aren't consistent, what people see us do and the tone we use can *far* out-weigh any words we say while trying to communicate. In situations where feelings and attitudes are being communicated:



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- **What we say accounts for only 7 percent of what is believed.**
- **The way we say it accounts for 38 percent.**
- **What others see accounts for 55 percent.**

Amazingly, more than **90 percent** of the impression we often convey has nothing to do with what we actually say.

## The Four Components of Connection

If you want to succeed in connecting with others, you need to be sure your communication goes beyond words. How can you do that? By connecting on **four levels**: *visually, intellectually, emotionally and verbally.*

### 1. What People See — Connecting Visually.

experience. Anytime you are in front of other people to communicate — whether it's on a stage, in a board- room, on a ball field or across a coffee table — the visual impression you make will either help or hinder you. The first place to start when connecting visually is to increase the chances that people are paying attention to the right things and not being distracted. If you're well groomed and wearing the right clothing for your situation, then that's a good start.

### 2. What People Understand — Connecting Intellectually.

To effectively connect with people on an intellectual level, you must know two things: your subject and yourself. As jazz musician Charlie Parker once observed, *"If you don't live it, it won't come out of your horn."* There's no substitute for personal experience when we want to connect with people's hearts.

### 3. What People Feel — Connecting Emotionally.

Whatever is inside you, whether positive or negative, will eventually come out when you are communicating to others. People may *hear* your words, but they *feel* your attitude. That will either enable you to connect with people and win them over, or it will alienate them and cause you to lose them. In fact, your attitude often overpowers the words you use when speaking to others. As Jules Rose of Sloans' Supermarkets points out, *"The exact words that you use are far less important than the energy, intensity and conviction with which you use them."*



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**4. What People Hear — Connecting Verbally.**

Words are the currency of ideas and have the power to change the world. What we say and how we say things make quite an impact. People respond to the language we use. People pick up more than they might think from the way others say things. Tone, inflection, timing, volume, pacing — everything you do with your voice communicates something and has the potential to help you connect to or disconnect from others when you speak.

