

Jewels of Communication

Most communication is SAD JAN. it is composed of Sullen Silence, Advice, Deceit, Judgment, Attack and Negativity. Discounting and devaluing are so common that we may not realize their insidious effect.

To enhance success, both personally and professionally, we can use state-of-the-art methods of people reading and communication engineering. We can insure that message sent is message received, and message received is message acted upon.

Technology had outstripped our ability to use it effectively. Without precise, solution-focused communication we cannot affect advances in business technology. We cannot motivate employees. We cannot reach customers.

The Value-added communication model is based on five communication "choice points," the goal, the gift-wrapping, the position of the listener, the process of delivery and the posture of the communicator. It is an eminently practical and easy-to-use method that is taught using demonstrations and small group exercises. We will learn how to BE great communicators, not merely DO communication techniques.