

IMPROVE YOUR COMMUNICATION SKILLS WITH JOHN MAXWELL

*We
develop a passion
for Teaching!*



Warren Buffett is right when he said that if you can develop the skill of communication you will help your self-worth and self value in any area of work that you're in more than any other skill in other words he said it's the number one skill to develop and for the next hour we're going to work on helping you develop that skill by sharing with you four of those laws one of those laws is the law of visual expression which just basically says show and tell is better than just tell because it's one thing

for me to teach you about communication but it's also wonderful that because my team has assembled together clips that will show you communicating from the things that I'm teaching you and it's so much better to not only hear it but also to see it so hey we're going to laugh together we're going to learn a lot together trust me it's going to be a wonderful hour that we spend just learning how to communicate and why is this so important to me if you can do one thing and do it well it's learning how to communicate

and that's what I'm all excited
about teaching you how to do
that now before I'm done and

and by the way one of my
laws is the law of anticipation

I'm building it right now
before I'm done I'm going to
share with you four easy ways
for you to learn how to be a
better communicator and why
am I doing that because I am
here for you this hour is about
you it's all about you learning
these laws so that you can
communicate better and be
much more effective in
whatever work that you're
doing so I'm very excited

about it uh I think you're ready to get started I know I am too and the first law we're going to talk about is the law of connection and the reason that we're talking about the law of connection is because honestly that's the key to the entire book because the law of connection lets us know that speaking communicating is all about others now you're seeing me uh standing here in this empty Auditorium and uh I know when you think of communication you think I'm going to be on stage because that's where communicators

stand or sit but but I don't
really start my
communication on stage I
really started here in the
auditorium because what I
need to do as an effective
Communicator is I need to
think not as a speaker but as a
listener not as someone who's
on stage but someone who is
sitting in these empty pews
and may I say this if you
know how to connect with
people then the pews the seats
that you have will be filled
with people that are going to
learn and grow but if I can't
connect honestly I might as

well have empty seats in the auditorium because nobody is going to be listening and nobody is going to be learning so I start here I sit in these seats because I'm wanting to feel what the audience is going to feel when they walk in I began to put my mind not on the stage but out where the seats are I was speaking in Canton Ohio a few years ago this is very interesting and I was in The Green Room room and there were two other speakers and and they had been the conference had been going on for a few hours and

one of the speakers came up to me and said John you're going to speak in five minutes what are you thinking about and I looked at him and I said well I'm thinking about the audience and he was very surprised he said I thought you'd be thinking about your talk I said no I I I know what I'm going to say it's it's not an issue of content it's an issue of connection how do I connect with the audience so I literally I sit here in an empty in an empty Auditorium before I ever speak and I put myself in the heart and the mindset of

the audience because I know
if I'm thinking about them I'll
connect with them when I
graduated from college my
dad gave me some great
advice he said John if you
want to be successful in life
you need to believe in people
you need to Value people and
you need to unconditionally
love them and that's what I've
done all my life when I speak
I look at the auditorium I look
at I look at the people I look
into their eyes and I'm saying
to them visually I value you I
believe in you I
unconditionally love you and

as they are in their seats they
receive that message they
begin to feel it they begin to
sense it which is the first start
of connecting and really
helping people just
unconditional so people say
John what's the key to
connecting okay I told you
my name is John I'm your
friend I'm going to give you
the key right now it's so
simple you're going to get it
immediately but it's so hard it
may take you like it did me
eight years to practice it and
get it good you see the key to
connecting is you have to get

over yourself because this is not about me this is about you this is about the audience and when I get over myself then I can give myself to you as long as I'm thinking about me and my speech and am I doing a good job and do the people like me and and are are they understanding what I'm saying as long as it's about me I won't connect with you it's impossible for me to think about me and connect with you at the same time so it is all about you so I I sit in an empty Auditorium but I know that soon this Auditorium will

be filled with people they're going to come in and they're going to sit down in these seats and I will then go to the stage because that's what communicators do they they do get to the stage but they don't start at the stage they start right here in the auditorium in these seats putting themselves where the people are in fact they're coming in now just come on in I'm so glad to see all of you make yourself at home and grab a seat and and by the way this is very important if you can get over yourself I

can now give myself to the
people that are sitting here but
but if you don't connect with
people honestly it's like
winking in a girl in the dark
nothing happens you don't
want to do that when you
speak you want something to
happen so now as they come
in and and and are going to
listen to me hi good to see
you I'm Glad You Came
morning you see there there's
a question there's a question I
have to ask myself and the
question is do I want you to
be fans of mine or do you
want to be friends of mine

you see that's the question I have to ask because if I want fans I will speak and separate myself from the audience because I want them to be impressed with me I want them to say oh my gosh Maxwell is amazing he's so good oh yes I'm so glad I'm hearing him but it's not about me it's about you so how do I turn fans into friends it's very simple I close the gap and so I'm not wanting you to be amazed at how John Maxwell communicates I want you to be amazed by the fact that what I say you can apply to

your life that when you walk out you're not going to say boy John is amazing what you're going to say is I think I could be amazing you're going to begin to focus on you and by focusing on you you're going to improve your life and by the way that's what a communicator wants for the audience so when I speak I start connecting with my audience immediately uh let me show you what I'm talking about my name is John my name's John I'm your friend my name's John and I'm your friend my name is John I'm

your friend what's your name
nice to meet you on the count
of three give me your name 1
2 3 nice to meet you can you
guys backstage do me a favor
if you've got a stool I'd love to
have bring out a bar St I'd like
to sit down and talk with
people can you hang with me
for uh four sessions look at
your neighbor and say don't
miss this look at your
neighbor and say you're about
to understand life just look at
your neighbor and say
transformation is possible
your neighbor and and tell
them you're I'm learning

something so look at the
person beside you and say to
them you can become a better
Communicator if if if I could
just literally come off the
stage and and and and I could
get real close to you and we'
have kind of like a one-on-
one conversation oh thank
you I love this I she just put
her tablet in front of the timer
let me explain something to
you she knows how to read
the roof how many of you
would like to improve your
communicating skills let's see
that hand okay so look
everybody has got their hands

raised I'm want to talk you in
a moment about connecting
and when I saw the guys with
the red tennis shoes I said I
have got to have some my
name is John and I'm your
friend if you want to become
a great communicator you
need to focus on the people in
the audience in other words
it's not about you it's it's it's
not about me as the speaker
it's about the audience and I
have to get over myself you're
going to have to get over
yourself if you get the book
you're going to learn a lot
more about the law of

connection because it is so essential for your success as a communicator now the second law that I'm going to share with you is the law of visual expression in other words Show and Tell is better than tell okay I have really taken time in my communication process to learn this law and and let me tell you why I started off um standing behind a large Podium and and to be honest with you it was so big that if all they could see was from the neck up honestly if I didn't have any clothes they would

never even known it because
I'm just I could just been yeah
butt naked you understand
because all they could see was
the head and and I began to
learn that that's not a good
way to effectively
communicate with people so I
I I Advanced slowly I went to
a smaller Podium and then
one day you know I just
started I stood up and I started
walking around and and and
and connecting and talking
with the audience you see
body movements uh gestures
that I do uh my facial
expressions all of those things

are extremely important in connecting with people now the reason I've said often already in our teaching that you have to get over yourself so that you can give yourself to the audience is that when it's not about me as speaker I'm going to have freedom to be very expressive now the moment that I think it's about me that I'm going to be saying well I wonder if they'll like this expression I I wonder if if this will if this will please them but you become very a free when you can get over yourself and I have a video

that I want you to see that has
been seen by millions of
people of me speaking when
the music stand just went bad
and uh I wasn't prepared for it
the people w prepared for it
but we had a blast you you
watch this I hate baloney
sandwiches and the guy
beside [Applause] says heal
heal I hate cheap music STS
[Applause] especially when
they interrupt my story I'm
right in the middle of a great
story look at this [Applause]
Todd could could you talk to
your dad about this I me we
just look at this look at would

you take take that oh give me
my give me the rubber band
thank [Applause] you oh am I
getting the story now oh
[Music] [Applause] you got to
get something you can depend
on there's your back up thank
you [Applause] [Music]
[Applause] the message is on
[Applause] attitude and I'm
doing my best I'm just doing
my best okay well I I hope the
music stand really never
happens to you but if it does if
you've gotten over yourself
you can enjoy yourself and
here's what I know if it's
about me when something

goes wrong the audience
becomes a little bit
embarrassed for me but if I'm
enjoying myself and it's not
about me then everyone else
can enjoy the experience even
if it's going south but another
way for visual expression uh
is through word pictures I can
remember being with my
friend Chris Stevens and we
were celebrating an
anniversary of his leadership
and uh there's a huge crowd
thousands of people that night
but during the day we play
golf Chris is a good golfer I'm
a good golfer uh Chris on the

third hole hit a ball about this far from the hole and and in fact I said lay down beside the ball and have your putter there I took a picture lay picture of him laying there by the green with the hole there real close and it just kind of showed that Chris made a very good shot when I went to speak that night I brought two pictures and I gave it to the crew I said I want you when I speak to show these pictures when I asked for them the first picture is Chris with the the the ball about that close to the hole and I looked at the

audience and I said Chris
Stevens Your Leader is a
fabulous golfer look at that
picture that's how good a
golfer he is he's amazing now
the second picture was from
the 18th hole where I had shot
and I hit the ball that close to
the hole now I've just got
done saying that Chris is an
amazing golfer you with me
this is the law visual
expression this is how it
works you know Show and
Tell is just better than tell so
after I bragged on Chris with
his PT about that close I said
oh and and this was this was

my shot and they showed it
with it real I never said a
word I never the crowd just
erupted in laughter you see
again the power power of
visual communication is just
absolutely huge I can
remember one other quick
story uh several years ago
when Robert Schuler was still
pastor at the Crystal Cathedral
you have to go back really
about 20 25 years ago when
the when the large video
screens started to appear in in
auditoriums and and and I had
never spoken with a large
video screen I I was I was

used to this kind of eye to eye connection where people would watch me and so when I got up to speak this really caught me by surprise because the video screen wasn't like behind me it was about 35 40 yards to my left and so when I got to speak the people weren't looking at me they were looking over at the screen and it unnerved me I thought oh my gosh what are they doing they're they're look and and my first impulse was get up run over to where the screen is and stand beneath the screen and and and now

you're kind of looking at me
but of course I couldn't I
couldn't get over there and so
now I'm sitting here they're
looking over there and guess
what happened I made a
funny it's just a funny
expression and the place
erupted in laughter and
immediately I realized they're
seeing me they're visually
seeing in fact they're visually
seeing me better than they've
ever seen me before because
now my face is not the side
my face is like four before
you know what I'm saying it's
and and again it's just the

power of what visual
expression will do in speaking
uh how about if I just take a
moment and I show you some
examples of some of my
visual Expressions that you'll
you'll laugh a little bit when
you see these they understand
they understand that
Effectiveness in leadership
and Effectiveness in
communication is based on
similarity not differences
when you have a tough call
gang here's the way this
works everything worthwhile
is uphill and if everything
worthwhile is uphill we have

to be intentional to go uphill
when you make the tough call

Tough calls equal a
breakthrough if I'm a for a
leader the people I attract to
me will basically be threes
twos and ones we have a
choice as leaders and that is
that we can either let people
into our life or we can
basically stiff arm people and
keep them at a distance you
don't just get out out one day
and say oh I got a real tough
call I don't know you know
should I relocate the
organization or not relocate
the organiz well let me see let

me get a coin heads we
relocate Tails we stay you
know look at this I I have no
idea oh yes yes yes here we
go I put it on backwards
[Applause] now now let me
just say something to you
don't overthink this okay I I'm
not suggesting you need to
perform a country song with a
cowboy hat for for the next
talk that you do I no no don't
don't don't even don't even go
there I look like a I look like a
dwarf myself with that
cowboy hat I know but I am
talking to you about
connecting with people and

using visual aids to do it s cic
who's a great friend of mine
has a video that literally has
been watched by over 57
million viewers and what did
he use for his visual an
oldfashioned hey flip chart
okay I mean you're just it it
doesn't matter what I'm saying
to you is anytime you have
something else beside
yourself to use for visual
expression it just allows you
to get the message over and
connect with the people so uh
I would encourage you to try
adding a little visual
expression to your your next

talk and I'll bet you'll be amazed at how your audience responds Show and Tell is better than just tell and I want to encourage you if you'll get the 16 laws of communication book you're just going to learn so much more about the law of visual expression all I'm doing is giving you just a little Tipping Point of each one of these laws enough to encourage you to be a better communicator but also not enough to encourage you to get the book you really want the 16 laws of communication one of my biggest speaking

failures was when I was asked to uh fill in for another speaker and and really all I have to do is give you his name and you're going to I'll tell you the story I was asked um several years ago at a huge convention in Boston I about 10 12,000 people uh on the day that the convention was happening I wasn't one of the scheduled speakers at all in the morning late morning I received received a call from the man who was leading the uh that convention and he said John our our featured last speaker is not able to speak

today he's not well physically
and would you catch a plane
and run up here and would
you fill in for him and I said
sure I I'll be glad to do that if
if I can you know get the
flight and we can make this
happen and then I said well
who is it he said Christopher
Reeves Superman [Laughter]
fat man is going to fill in for
Superman so I know I'm
already in trouble I'm okay
this is this is not going to be
very easy at all but so I get up
there and and so now I'm and
I literally get up there about
15 minutes before I was

supposed to speak and so I'm over the side they're sticking me with the mics they're doing everything getting everything ready and then I hear that they're about to go out and announce to the crowd that Christopher Reeves won't be here I had assumed that they had done that earlier I had assumed that they had prepared the people that Superman wouldn't be there but now a fat man is coming they literally went out announcing that Christopher re was not well he would not be there that day and before I go out

hundreds of people start to stand up they're walking out I

I mean they came to see Superman so as I am walking on the stage a couple hundred people are walking out now there are 10 12,000 people

there so I still got a great crowd but there were two two or three hundred people said whoops I I'm out of here and so then I walk out and I had the challenge of filling in for Superman and the first thing I did I looked at the audience said I don't blame blame you I'd kind of like to walk off myself and immediately they

did what you did they laughed
and they gave me a chance
and I filled in as best I could
for Superman now the reason
I'm saying and giving you that
story is because um I hear
speakers all the time they'll
talk about well that was a
good crowd or or that was a
tough crowd or I always hear
him talk about it was a good
crowd tough crowd I it's not
about a good crowd tough
crowd it's all about you as a
communicator in other words
in the law of anticipation you
want to set the table in such a
way that your people

anticipate what you're about
to say to them and this is
absolutely huge and and so
when I walked out with
Christopher Reeves not being
there I let him know I was I
was as disappointed as they
were and I kind of wanted to
walk off the stage and
immediately they began to
connect with me and then I
began to build anticipation I
said although I can't teach you
how to fly I will teach you
how to soar to success Come
on talk to me and and then we
started soaring to success but
you see I had to connect with

them I could have walked out
there act like nothing was
happening when everybody in
the auditorium says a lot of
stuff's happening people are
leaving I watch
communicators many times
not watch the crowd and
therefore they missed their
leadership speaking
communication uh cues that
would help help them to be
effective so let's talk about
how do I as a leader create
anticipation what I do is I I
think of this as kind of like
setting the table and I'm I'm
getting ready to set the table

and and we're about to have a great meal and and I kind of want to let you know what's happening it's kind of like when you're in a restaurant and you say what's special I mean I know you got stuff on the menu and then I'll say well there are three things here and and you really kind of tune in because this is kind of what they're really doing today and this is maybe something that you really want that wasn't on the menu there's a way as a communicator to begin to help your audience lean

forward and anticipate when you're getting ready to speak and so I use phrases like this and and this is these are what I call anticipation phrases again in my book on the laws of communication I fill the book with these laws with these practical ways that you can read the law and you can begin to say oh I know how to do that because I'm showing your way and so let me give you some of my anticipation phrases okay and I'll tell you what you you kind of Judge them okay when I give this to you if it was great you raise

your hand real high it was
kind of okay you raise your
hand high and if I didn't build
any anticipation just cross
your arms shake your head
and do and walk out that I've
been walked out before it's it's
happened before for example
I'll say something like this I
woke up early this morning
and I I was so filled with the
anticipation of what I'm about
to teach you now what's that
do for you come on give me
all right okay all right there
are two right here went
halfway up you get one more
chance if you don't lie and

raise your hand High we will
be kicking you out of the
audience just trust me we're
it's going to happen or or
something I'll say say watch
this one how's this for an
anticipation phrase okay I'm
going to share something with
you that I have never shared
with anyone else before oh
that was good and look even
the doubters got their hands
up now honestly you could do
better than that because when
it's really good you can put
both hands in the air you
understand I mean we I mean
you get involved with me

okay hey come on help me oh
like now now the doubters are
raising their arms before they
ever hear how how about this

I have created this teaching
this lesson I've created it just
for you you how's that huh is
that is that good or or how
okay you're doing so good it
took them a little while but
they're getting better they're
just getting better uh or this
one how about this look at the
person that you're sitting
beside right now and say to
them today you're going to
learn something huh huh isn't
that good and guess what now

you're even expressing what
I'm wanting to express and
you're already make you're
making it contagious or I'll
say something about this um I
I'm going I'm going to share
something with you right now
that has lifechanging
possibilities for you does it
that just kind of fill you up
with anticipation or uh how
many of you are as excited as
I am to get going are you
ready to go huh okay here
now okay I I've just given you
some not all of the
anticipation phrases that I
teach you in this incredible

law I've been setting the table
throughout our time together
today I'm sure you've noticed
but if not just watch this so
hey we're going to laugh
together we're going to learn a
lot together trust me it's going
to be a wonderful hour that
we spend just learning how to
communicate and now before
I'm done and and by the way
one of my laws is the law of
anticipation I'm building it
right now before I'm done I'm
going to share with you four
easy ways for you to learn
how to be a better
communicator and the reason

that we're talking about the law of connection is because honestly that's the key to the entire book go this is very interesting I'm going to give you the key right now it's so simple you're going to get it immediately but it's so hard it may take you like it did me eight years to practice it and get it good if you get the book you're going to learn a lot more about the law of connection because it is so essential for your success as a communicator so uh I would encourage you to try adding a little visual expression to your

next talk and I'll bet you'll be amazed at how your audience responds Show and Tell is better than just tell and I want to encourage you if you'll get the 16 laws of communication book you're just going to learn so much more about the law of visual expression all I'm doing is giving you just a little Tipping Point of each one of these laws let me talk just a moment longer on anticipation because there's a mindset of anticipation which basically says how we view things is how we do things this is huge so what I

view is what I do so that's the
mindset but the message
mindset as I'm getting ready
to communicate I just flip that
because in the message
mindset I look and I I say I
say to this that how I do
things is how I view things
and so so many times in
communication the speaker
talks about as I referred a
little bit earlier in the clips
about a good audience or a
bad audience it's really not
about a good audience and a
bad audience it's not about
them bringing the best out of
me it's about me bringing the

best out of them and so I I don't rely on the audience to make my day I rely on my communication to make their day and there's a big difference between will they help me or will I be able to help them and this began to really change my life as as a communicator when I quit looking for good audiences and I said why don't you just be a good communicator a good communicator will take a bad audience and turn them into a good audience does that make sense to you that's that's just absolutely important uh

when I speak to an audience I
always believe the best in the
people remember my father's
advice you know believe in
people value people
Unconditionally Love people
and so believe in my audience
and I believe in my message
and you know they asked
Frank uh Lloyd Wright one
time who was the great
architect and builder of homes
they asked him uh what was
his greatest Masterpiece as far
as it it what he had built what
he had what he had as an
architect form and he his his
words were so good he said

my masterpiece is always my next one and that's how I feel about my talks um in fact it kind of is a joke with people who know me well because I get ready to speak and I'll say this is the best teaching I've ever done this is going to this is so good and and they'll kind of behind the scenes marking there comes the best teaching he's ever done you know and let me tell something somebody said well is that arrogant I don't think it's arrogant but I do think it's anticipating and let me just say this if you don't think the

talk you're about to give is the
best talk you've ever given
why don't you give the
audience a break and not give
them one if if I can't believe
in the message I'm teaching
and love the message I'm
sharing Shing why would the
people ever believe or love or
connect with it so let me just
talk to you about your next uh
Masterpiece your next talk
that you're going to give I
want to share with you uh
four easy ways to maximize
the next time you get up and
speak in front of an audience
and and they these four things

I'm going to share with you
come out of another one of
my laws in the 16 laws of
communication that is the law
of content um the law of
content just simply says that
when you have something
worth saying people will start
listening wow that is so true
now when I wrote this law I I
described speaking and
preparing speeches and
content like putting a puzzle
together and I talked about the
fact that when you start with
the puzzle you you put in the
first piece you don't know
what I mean unless you look

at the box top it it it doesn't
tell you anything and you
have to put several pieces
together before begins to
make sense I can still
remember uh when I lived in
San Diego I would go to the
San Diego Padre's baseball
gam sometimes and during
between one of the Innings on
the on the big scoreboard
back there they would put one
piece of a puzzle of a of a
baseball players face and and
everybody knows that they're
trying to guess who the player
is but nobody can guess with
one piece or two pieces or

three pieces but everybody I mean everybody's watching this and then about four or five pieces all of a sudden people start to put out names well in in speaking it's the same way there there there are what I call nine pieces to the puzzle of of your talk now I I I don't have time to give you all nine but I I will give you four of them today and by the way why should I give you all nine you won't buy the book If I give you all of them huh so so I'm going to give you I'm going to give you four of the nine and the and the first

one is for you to create a runway for your ideas when I'm getting ready to express a thought or or an idea a I I I want to give them a Runway so that so that we can really so that we can really take off and and and and we can connect so uh it may be a current event you know for example during Co every time I would address an audience and I did most of this virtually I would talk about the conditions and the circumstances and and immediately it would relate to where they were because it

was a very uncomfortable
time for people so I'm I'm
taking a current event and
putting the talk in that current
event and and everybody says
well he's right with us he
understands what we're going
through he understands all all
the things that we are uh we
are we we we are feeling in
our own life uh sometimes um
I I'll I'll put out a question I
I'll ask a question of the
audience now let me just say
something about asking
questions of the audience as a
speaker never stand before
your audience and ask them a

question that they cannot
answer I watch speakers do
this all the time they'll get up
and they'll say okay how
many miles is the moon from
the earth well are we
astronauts I mean hello and
everybody you know we don't
know how many miles and
then they'll say well and then
they'll give us the mileage
now that's not good
communication that's showing
off what that is is as a
communicator I'm saying I
know something you don't
know and what I'm doing
instead of having friends and

bringing them together I'm
creating fans I'm separating
them and now all of a sudden
I'm setting myself apart you
never want to set yourself
apart so never I never ask a
question of the audience that
they don't know the answer
because it's all about us it's
not about what I know and
what you don't know I I saw
this um I took a a a group to
uh last year over to France
and we went to Normandy
and it was a a very moving
three-day experience and we
had dorce Kerns Goodwin
with us who was a great

leadership historian and she's
a she is truly amazing and and
so we were at a museum at
Normandy and we had a guy
that spent an hour with us
telling us about uh the the
advancement on the beaches
and and just basically tell us
the story here's what I want
you to catch every three
minutes he'd stop and he
would ask our group a
question of which none of
them could answer how many
how many soldiers charged
up Omaha Beach well I don't
know how many soldiers
charged up I'm H Beach and

then he would he would say
7,322 and then he would ask
another question every three
minutes he'd ask a question
and every question he asked
the audience could not answer
now I stood back because I
knew he was in trouble now
brilliant guide knew the
numbers really could have
given us an enjoyable
experience but it's not
enjoyable because every 3
minutes he's going to look at
my group and he's going to
ask them a question and when
when he would ask the
question I stood back and I

watched this don't miss this he
would ask a question they
couldn't answer and my group
as soon as he started to look at
a certain section they'd lower
their heads of course they're
lower their heads they don't
want him to pick them out
because they don't know the
answer it it reminded me
when I went to school

Remember come on
remember when you're in
school teacher asked you a
question you didn't know you
yeah pass over me pass over
me you never want to do that
you want to keep your people

together that's what great
communicators do so I'll
sometimes talk about a
current event I'll sometimes
talk about maybe a question
or or I'll make a heart
connection with them and and
I'll say something like maybe
like this I'll be talking to them
and I'll say you know
sometimes I just get
discouraged and and I I I I I
want to kind of pull myself
out of it have you ever had a
time when you were
discouraged well everybody
in the room says yeah I've had
a time I've I mean the only

person that doesn't say that is
a person that's on drugs you
know what I'm saying yeah
we've all had we've all had
those discouraging times what
am I doing I'm talking about a
problem I've had or a situation
that's been difficult and I
always start with me
remember this in connecting
with people you start with you
and when I say I'm
discouraged guess what I give
you permission to say I've
been discouraged too but if I
say you know I've never been
discouraged in my life it's
always been a 10 every day

how do you feel well now
you're all going to be Liars
you know that's 10 too but but
that is you've got to connect
with your people and those
are the three ways that I I do
it now there are a lot of other
ways to do this also and and
let me just show you a few of
them I don't have time to talk
about them but you just watch
The Archives here the footage
and you can see other ways
that you can do this how
many of you like to play golf
how many golfers do I have
here oh oh you got a lot of
golfers how many of you

would like to increase your
influence with your boss
could I see your hand how
many you like to increase
your influence with your kids
how many of you you like to
just have some influence with
your kids how many you
know people that talk but they
don't connect huh come on
raise your hand you got that
huh Lau Who is the Chinese
kind of philosopher said if we
don't change the direction we
are headed we are likely to
end up where we're going so
Martin Luther King is doing
the great famous speech in the

mall steps of of course the
Lincoln Memorial you see the
I Have a Dream part wasn't in
his teaching at all but he's
looking at the mall and he's
seeing the people and Melia
Jackson was right behind him
and and and it was kind of
almost quietness and
awkwardness in the M and M
Jackson says tell them about
your dream Martin tell him
about your dream and that's
when he went into I have a
dream this uh lecture has
potential to help you to
become a better leader to
change your life and what I'm

going to share with you now
is life changing and you just
don't want to miss this
because I'm going to I'm
going to give you some stuff
right now this is pure gold
okay this is so good I hardly
want to give it to you but you
better start with yourself
because if you're leading
others and have nothing to
give them then I can promise
you you'll never be what you
want to be as a leader after
you create a Runway the
second thing I want you to do
is I want you to plan your
transitions out uh when I

talked a little bit moment ago
about the tour guide you
know there's one cardinal rule
for a tour guy I mean if you're
if you're you know I mean
they always they have a way
to identify themselves you
know and they've got a sign
follow me and and the one
cardinal rule if you're a tour
guide is don't lose your crowd
you know you're not a turn
you know you know you're
not a good tour guide when
you turn around and nobody's
there you know what I mean
and it it's kind of like my
favorite leadership expression

he that thinketh he leadth and
hath no one following him is
only taking a walk and that's
the way it is with tour gu
sometimes and that's the way
it is sometimes with
communicators so how do I
keep the with me now in the
book I talk about several ways
to keep your audience with
you but I want to talk about
one right now and that's what
I call the value of the pause
and if you've heard me
communicate you know I
many times when I talk I I
have moments where I just
stop and sometimes for three

or four seconds and and I
sometimes I'll I'll pause and
I'll walk away and go back to
my chair and and and why
there are reasons why I do
that you know Mark Twain
said no word was ever as a
effective as a rightly timed
pause and I know that to be
true and so let me just this is
not all of them but this is
some of them let me tell you
what a pause can do that will
help you to emphasize what
you're saying in other words
what what does silence do
sometimes when you're silent
it just underlines something

that you have said that's very important and and if we rush through it they miss the importance of that moment a a pause can also uh it gives your audience a chance to catch up some speakers speak so fast that you you you want to say excuse me you you can take a break now um sit down for two minutes we just like to try to assimilate all the things you said because you just you just said it you know you said it so quickly I I remember years ago Margaret and I were in Germany and I went on the aabon and I I I it

was so fun because you can go as fast as you want to and I like to go fast and and and I had a Mercedes and and and it was in kilometers not miles and and I knew Margaret could not transfer kilometers and miles and so I just said honey when you see this it's it's like three times faster than we're really going and so we're going yeah man I'm just on there going as fast as I can I'm going 120 they're still passing me we're having a blast and finally Marg said you know John would you just slow down she said we're

going through Austria now
and I'd like to see the country

I just like this sometimes I
look at a speaker I say would
you just slow down could
could you not pause could
you not could you not give
people a break to just kind of
think about what you've just
said because communication
it's not a race it's meant to be
a very enjoyable Journey
another reason that I pause is
that um it brings the audience
back to you you know you
you can lose an audience and
when you lose an audience
the quickest way to bring

them back to you is not to say
remember when you went to
school and the teacher would
stop talking and because
you're all we're all fidgety
moving around we'd all
finally look at the teacher
when we or looking at the
teacher she'd Begin Again the
that's the value of the pause a
pause can a pause can do this
really good it can point to
what you're about to say in
other words there are times
when I pause and I'm getting
ready to to to make another
statement and I want to give
people time to think about

what that statement's going to
be if I'm a good
communicator a lot of times
they can anticipate what I'm
about to say when you
anticipate what I'm about to
say because I pause it takes
that what I'm saying and it
just doubles the impression on
you because you're saying he
thinks like me that's huge and
and the pause also it allows
the it allows the audience it
allows you as a listener to to
hear the whisper and I think
this is a big Miss in
communication there are
sometimes when when you

speaking but there's a voice that's
higher that wants to speak to
you and and and and you just
need to hear the whisper but if

I don't pause you you don't
get to hear that Henry Nowan
said silence is an act of war
against the competing voices
that are within us that's an
incredible statement and so I
say let's silence speak for you
let silence speak above you let
silence speak Beyond you let
let let let let silence speak this
is just absolutely huge now let
me just say this when I teach
this in communication this is
the hardest thing I can get try

to get communicators to do is
pause and I know why when I
pause for a moment I give up
control in fact when I pause
guess what I let you have
control and many speakers are
afraid to let you have control
because they they want to get
it back because they want to
make sure they take you
where they want and I
understand that so you're
going to have to work on this
but I can promise you you
need to give up control let
people have it for a moment
and when they give it back to
you you will have connected

with them and that's a beautiful thing now number three I use phrases that have what I call an echo and this is kind of what I call word smithing so what do you hear me say I'll say things like you have to give up to what go up you have to give up to go up that's that's a stick phrase that that's sticky well you know I I could just say give up and You' okay I'm surrendered I'm surrendered but if you have to give up to go up and if you don't give up you don't go up so if you want to go up you have to give up so the next

time you want to go up realize
you have to give up before
you can go up and if you don't
give up you don't go up do
you see how it echoes it just
act hey what else do I say pay
now play later pay now play
later that's what my dad
taught us when we were kids
growing up you can either pay
now and play later or you can
play now and pay later but
you're going to pay and he
said' if you'll pay now you
don't have compounding
interest he said if if you play
first the longer you wait to
pay the higher the price is

going to be pay now play later
if you don't you can play now
and you pay later but you're
always going to pay so don't
think you just get a play okay
there Echoes Echoes Echoes
people don't care how much
you know oh that was so oh
let's do it again okay and I'm
going to let you I'm going to
let you repeat it out loud for
the for for the people okay so
people don't care how much
you know until they don't let
you care yes I've taken you all
on the road with me I really
am now that has an echo to it
so as a communicator one of

the things you do is you you
look at your words and you
just ask yourself are these
words that I say going to be
repeated that's the Echo and if
if if if you here's when you
say words you want them to
be remembered and repeated
but the greatest way for them
to be remembered is for them
to be repeated because once
they're repeated it sticks more
in the mind now okay so far
I've shown you three tips that
will help you make your next
talk better so so I'm I'm about
to land the plane okay we're
about to land the plane and I

want to share one final tip to you on on basically how do you land the plane how how do I come in and make sure that what I have said has had a huge impression so I'm going to give you an added bonus I I okay this is something I'm just going to give it to you because I have to because it's so important it's in the book and it's just one of those nuggets every time I every time I wrote one of the laws because all my life I've communicated and it's a gifted area of my life when I would write the law I would

spend time going inside and
ask myself why do I do this
and how does this work
because I wanted to make it
clear to you the reader each
law how how to to do this and
and one of when I was writing
I was thinking about the fact
that I always deliver two
messages now this is huge
okay you've never read this
anywhere I promise you in
every law I put stuff that I've
never spoken about and I
don't think that I've ever been
spoken about in how to
connect with people and
communicate with them and

here's what I discovered that when I give a message when I'm teaching like this I give two messages at the same time I give my best message and I give what I call the big message the best message is what I'm teaching right now I'm teaching four laws of communication I and I'm doing my best I call it my best message because I've given it to you now and that changes from time to time today I'm doing the four laws today I'll do another talk okay you with me the best message changes but the big message never

changes the big message is
always the same message and
it's who I am as a person and
Communicator it's my DNA
of communication do not miss
this I'm going to give it to you
right now because we're
Landing the plane I I'm
bringing it home for you right
now so when I'm talking to
any audience at any time there
are four questions I ask
myself that determine my big
message and these are the
four questions you need to ask
yourself also question number
one is what do I want them to
uh what do I want them to see

the second question is what do I want them to know the third question is what do I want them to feel and the fourth question is what do I want them to do now I'm going to give you the answers for me but these answers I give you are my DNA as a communicator they won't have to be the same for you at all you with me but you have to ask yourself the question so what do I what do I want you to see I want you to see your possibilities I am a possibility Communicator whenever you hear Maxwell talk he's going

to help you reach high sky the
limit Poss possibilities are all
over my talk every talk has
possibilities in it so what do I
want you to know I want you
to know that I value you
you'll always feel valued
when I talk you'll always feel
man he cares for me he
believes in me he
unconditionally loves me he
values me I I want you I want
you to know that I want you
to see your possibilities I want
you to know that I value what
do I want you to feel
empowered I want you to feel
when I teach that what I'm

teaching you you can go do I I
want you to walk out of the
room and not say John's
amazing I want you to walk
out of the room and say I'm
amazing I I want you to walk
out of the room and say John
can do this I want you to walk
out of the room say I can do
this I want you to feel
empowered and what do I
want you to do I want you to
apply apply and multiply I
want you to apply what I
taught you and then I want
you to multiply it by giving it
to others that's who I am that's
what I do and that's how I

began to land the plane so so
when you leave you've heard
the best message but you feel
the big message well today's
topic as I mentioned we're
going to build off of what we
did last week this is the 16
undeniable laws of
communication part two and
we started this conversation
last week remember the
subtitle of John's book here is
how do I apply them and
make the most of your
message so how do I apply
these laws and then that will
make the most of the message
that you're communicating uh

last week we talked about law
number one the law of
credibility your most effective
message is the one that you
live Perry what are we going
to expose them to today that
you kind of dove into this
book and we're able to read
the manuscript before it got
released and uh and talk about
some of the details behind the
content yes I I love this and
the we as we mentioned last
week everyone could grow as
a communicator it's just
something that you need to
constantly be working uh on
yourself and improving your

message we want to reduce
any in intention interpretation
Gap intention perception Gap
about you intended it one way
somebody else perceived it
another how and you made a
great point that that's the
leader job yeah that's my job
is to shrink that Gap so that
we are uh understanding each
other um I will place the table
of contents in the learner
guide and so you can see all
the chapters but uh just a
reminder that uh it's broken
into five sections around uh
who said it what was said
how it was said when it was

said why it was said and there are a number of laws under each one of those and today I I wanted to specifically drill down on what would be law number seven uh of the um 16 um undeniable laws and that was from the section on how it said and the law seven is the law of connecting and the law of connecting reads that communicators know that it's all about others and I'll just uh give a spoiler alert John says this is all the laws are independent they stand alone but this is the the law that would be the most important

of the 16 you better get this one right uh last week we were talking about you know uh about your credibility uh this week is really about connecting and if you're not connecting with others so um this has been one of my I think one of my personally biggest areas of growth over the last 10 plus years as I've gone into professional Communications from in front of audiences in front of small groups one-on ones with coaching is that uh at home uh really figuring out that uh putting now another

spoiler alert is that this is all about putting connection over content I think that's the big learning for me in this is that can you make the connection with the person um superior to the whatever content you have to communicate can you communicate in such a way that you protect the connection and so many communicators want to put the emphasis on the content yeah wait till I tell you what I have to tell you right like that's where they want to go and they put the emphasis on that and they believe that that

content has more value to those that are receiving the communication than actually the connection and that's not true and I've seen this for so many years with John just being able to kind of sit right there on the front row with him in so many different events and the first thing that he does is how can I connect to this audience or if we're in meetings how can I connect to our guests that are in the meeting and and he lives us out and that's why I could see him saying in the book like this is it like this is the most

pivotal part in all of that and good communicators know that connection is more important than the content when you listen to somebody who's talking to others you know immediately you can feel it and you can sense it what they value and it's either they value themselves and the story about themselves let me tell you how good I am uh the content or the audience and it reminds me of a of a story that John talks about where he had this young speaker communicate Ator come up to him and say right before John

was getting ready to go on stage like what are you thinking about right now like what what are you going to tell him and John just kind of you know has been doing this for a long time sits back and goes you know I I have an idea but I'm not sure yet what they want to hear from me and I I'll I'll kind of go where they need me to go because I'm here to serve them good and I know that that young Communicator was probably freaking out cuz he's it would be completely opposite of what his out outline was so

until you connect with the people there there's a barrier right between you and them and they're not going to be able to to gain as much knowledge or wisdom or just the content they're not going to be able to hear it unless you be able to connect with them and so you need to make sure that you're you are focused on that and that the perception of the people is that you want to connect with them I've also heard John talk about how and you do this a lot when you're in front of thousands of people he's communicating to

the one individual at the table to the right and then he moves over here and he's connecting and communicating to the one individual over here and and it's just amazing to watch and how the he just draws the entire audience in through that connection well he says that without in the book I was interest said without connection others may be interested but they'll never be inspired and you've heard John say many many times that people do not care how much you know until they know how much you care so

again going back to that uh individual connection with people let them know that that that you care and I'm doing this for you and making that connection welcome to minute with Maxwell we're still talking about the 16 laws of communication and law number two is the law of observation and the law of observation just simply says good communicators learn from great communicators when I wrote this chapter I was so excited because this is how I really learned to communicate when I was

young and realized that speaking would be a way of life for me I very quickly said I need to watch other great leaders and great communicators communicate and every time I watch them I'm going to ask one question how are they connecting with the audience I can tell you over a span of maybe 20 years I sat and I listened to hundreds of people that would speak and I would evaluate how they were connecting with people and as I look back now it was truly lifechanging I learned passion

from Winston Churchill I
learned connection and
closeness from Walter konr I
began to watch all of these
leaders and observe them and
began to ask myself can I do
what they can do sometimes I
couldn't sometimes their
speaking was so unique to
their personality that I
couldn't really adopt it to my
way of of communicating but
more often than not there was
something that they did that
allowed them to connect with
the audience that I would
come away with and say that I
can do I'm probably known in

communication for the power
of the pause I can still
remember watching eie Hill
one of the great black
communicators as he would
pause during a sermon take a
few steps look into the eyes of
the congregation and deliver
the essence of what they were
hanging on leaning in waiting
for yes I learned a lot from
people by observing them and
I want you to do the same
thing start watching speakers
not only listening to what they
say but watch how they
connect when you do that the
law of observation will begin

to change your
communication life trust me
it'll make you better I'm
working through again the 16
laws of communication law
number three is the law of
conviction what a great law
this is the stronger you
believe it the more people feel
it this is a chapter and a
teaching about passion there's
something incredible and
something very contagious
about being in the um
environment or being in the
auditorium and listening to a
man or woman not only teach
with Clarity but be filled with

Incredible conviction that you can just tell that this is more than a lesson that they're passing on to you or me this is a conviction this is a life that they live and the law of conviction basically says that our greatest communication is in areas where our life has been changed where our life has been touched where we look back and say I became a different person at that time here's what I know about the law of conviction when you hear what someone speak with with passion conviction heart it draws you to them

emotionally you come close
you admire them if you get
real close it'll be contagious
and when it's contagious it
will become powerful that's
why I often teach who
mentors you is as important as
what they say the person the
man or the woman that lives
the life becomes contagious to
the people that they mentor
and you walk away not only
knowing something you walk
away feeling something and
becoming that person that's
the law of conviction my
name's John thanks for
coming with me today on

minute with Maxwell we are each day looking at a different law in the 16 laws of communication and to today's law is the law of preparation this is a great law it basically says you cannot deliver what you have not developed when I was a young pastor and a young Communicator I realized that I was gifted in communication and I began to be tempted to do what I call Wing It Wing It means that I didn't prepare very much I just put together something quickly and then let my woo kind of carry the day for me

and I was at that time
pastoring in a very rural
country area where there were
a lot of beautiful people
wonderful Sal of the earth far
farmers and they just love my
preaching and the problem
was if I would wing it and
only prepare for an hour and
two they seem to be very
happy and I became very
tempted to to wing it instead
of work for it now I'm glad
that I resisted that Temptation
and continued to prepare
prepare and develop and work
for it because that allowed me
not only to be a much better

Communicator it allowed me to be a much greater writer because I wrote everything out word for word now the law of preparation basically says this how you prepare shows how much you care if you prepare a lot it's because you care for your audience and care for people and want to make a difference if you prepare very little perhaps you've got a a a values problem with the people so next time you're getting ready to deliver a lesson or a teaching give it a little extra extra preparation and here's

why if you wing it you can perhaps be successful but if you work for it instead of Landing in that top 20% you can land in that top 2% and set yourself apart as a communicator that's what the preparation's all about thanks for being with us today on minute with Maxwell we're looking every day now on minute with Maxwell at the 16 laws of communication this is law number 10 the law of Simplicity which basically says communicators take something complicated and make it simple I often tell

people although I have an education I'm a communicator not an educator what do I mean by that Educators take something simple make it complicated they just do they if you can understand it they're not too happy about it and communicators take something complicated and make it simple and when I teach I try to do what I say when I use the phrase I try to put the cookies on the lower shelf so that everybody can reach them everybody can touch them and everybody can obviously eat them so in

the law of Simplicity I basically talk about keep your lesson keep your message simple I say things like get to the point before people start asking what's the point wow I talk about repetition say it again and again and again and again I talk about the fact that if you can't explain it simply you probably don't understand it I was being interviewed and um the person that was interviewing me I I he talking about one of my new books that had been released and I kind of had the feeling that that he really didn't care for

me too much uh but one of the things he said in the interview was he said John he said I've read your books and and they're very simple and I said well yeah they are and he said why are your books so simple I said well I I just want people to understand them and apply them to their life and as he kept pressing me on Simplicity I finally said well you know my books are simple as far as to understand but it takes effort and energy and action to apply those laws and that's exactly what happens when I get up to

speaking I ask myself two questions what do I want the people to know what do I want the people to do those two questions what I want them to know is all about Simplicity and explaining and teaching things what do I want them to do I want them to know and understand the content in such a way that they can go out and they can apply it to their life less is more that's the law of Simplicity thanks for joining me today on minute with Maxwell we're looking at the 16 laws of communication

law number 13 is the law of the thermostat basically that law says communicators read the room and then they change the temperature once in a while I'll hear somebody that is a communicator and they'll say wow that was a tough audience I want to say to them the audience shouldn't control the communicator the communicator should control the audience we have the ability to look around the room and if needed turn the temperature up however let me just tell you a personal story quickly where I wasn't

able to turn the thermostat up
at all I was in Nairobi Kenya
and I was getting ready to do
a large leadership conference
and it was to be held at a hotel
and all of a sudden they
realized that the registrations
exceeded the uh maximum
people that they could put in
the room and so at the
literally last minute they
decided to have me teach in
the massive lobby of the hotel
oh my one look at the lobby
and I knew I was in trouble
there were six big pillars in
the lobby there were four
elevators going up and down

people were coming in people
were going out baggage was
being transferred continually
announcements were being
made over the system people
were mingling some of them
were sitting reading some of
them were watching
television and I have to
communicate to about 2500
people in this room I knew I
was in trouble in fact I
couldn't even see all the
people the pillars were in the
way they couldn't see me I'll
have to say that it was kind of
a low time in my
communication life but let me

tell you about one person who read the room and turned up the thermostat he's my good friend Tom Mullins he was with me on this trip and he immediately saw I was in trouble the lobby was not at all conducive for any type of good communication it's my turn to speak I'm not wanting to speak I'm not in the mood but I get up to speak and Tom picks up his chair and moves it to about six feet right in front of me sits the chair down gets out his pen gets out his paper looks up at me and says John just teach me

tonight I can hardly wait to
learn I can hardly wait to hear
give it to me John give it to
me I'm ready come on John
give it to me I smiled at Tom
oh my gosh that's what a good
friend is right there he read
the room he knew that we
were in trouble and he turned
the heat up on the thermostat
by becoming a person that
would say I'm going to get in
front of John and if he can
only see one person that
person's going to nod that
person's going to encourage
and that person's going to take
notes that night Tom Mullins

read the room and turned the
thermostat up all great
communicators do that but
sometime it's also helpful to
have someone in the audience
help you out just a little bit
the 16 laws of communication
my book which each day
we're looking at a different
law law number 15 is the law
of adding value the law of
adding value says people may
forget what you say but they
will never forget how you
made them feel when people
add value to you or they add
value to me we feel it there's
something special about being

special there's something
special about somebody
thinking that we're valuable
enough that they would take a
little extra time to do a little
extra through extra effort to
do something that adds value
to us I love this chapter and
great communicators always
are adding value in the
chapter I say one thing I want
to give to you in our minute
with Maxwell today I teach
focus on sewing not on
reaping if you're going to add
value to people you cannot be
a person every day that gets
up in the morning and says

what am I going to receive today 95% of the people who live every day look for something to receive for themselves they're in the reaping season of their life but there's a problem they've never sown we all know this if you don't sew seeds you don't reap a harvest so the first thing you do is not wait for something good to happen to you the first thing you do is you sew seeds you add value you take the effort to put something in the ground that you know won't give you a return for maybe many months but it's

okay because you know that if you sew continually it's only a matter of time till the Harvest is automatic now here's what I want you to know if you don't sew you don't reap so let's let's finish our time with the law of results it's law number 16 sure and that says the greatest success in communication is action getting something done as a Next Step you you make a statement here on page 285 you said if your motive for speaking is anything other than adding value to people and moving them to take

positive action that will help them you're missing the boat totally why do you say that why are you putting so much uh emphasis on that because it's true yeah because if your if if your motive is not to add value to people and have't take action you are missing the boat because think about it why are you spending all your time and where all the people coming and spending all their time to hear you if it's not to improve their life you know Mark there just is no success without action I mean there just isn't so you know as a

communicator what am I
asking myself what do I want
them to know what do I want
them to do and if I just ask
what do I want them to know
there's no success perhaps in
just knowledge alone it's
always in the action action
takes knowledge and makes it
worthwhile and meaningful
and so as a communicator yes
I I I think the test if somebody
saying what how do you
what's your final exam as
Communicator I think it's
very simple what I taught I
connected with the people and
they applied it to their life and

when that happens I think I I
they success just as if they
didn't apply it to their life I
think we all wasted our time
because we don't need another
message in life we need to
have positive change in life
and you know action it's it's a
word that we know and hear
so much but you you have to
act to succeed there there's no
person that ever thought their
way to success nobody ever
hoped their way to success
they had to act they had to
move so yes I I want them
when I'm done I want them to
do something I think great

communicators lay it out on
here's what you do I mean I I
I think they even make that
action part you know like step
one step two well and you
you said this what do you
want them to know what do
you want them to do you
asked these three questions
you talk about another part of
the book on your question that
you ask before you talk
during the talk am I impacting
them and did I create an
impact for them you're
constantly assessing yes and
you're not using enthusiasm
so many of us we use you said

this you said your enthusiasm
and excitement may cause
people to think about their
dreams but it won't be
sufficient to move people into
action so just to cause them to
think how do we as
communicators whether it's in
a small group or in a big big
Auditorium how do we ensure
that we move people to action
it's certainly not the emotional
it's a great great question and
I think the mistake we've
made for so long is that we
equate an emotional response
to the fact that they're going
to do it and yet how many

times do we know people who in the moment are emotional and they feel it and and they say yes but it cools off by by the time they're the car and the the park a lot and they're pulling out it's a maybe and by the time they're home it's a sometime and and I I think that people don't take action based on emotion they B take action based on conviction I take action when I am convinced that this action is going to help me it's going to make me a better person and that's not emotional at all that that's that's somebody who

has connected with me in such a way that I related to them and they said they did and how I can do it seems to be palatable and compatible and so therefore I I I I really do it um I would rather have uh um my pauses and my silence and let people absorb and think I think a thinking person when they take action that action is much more solid than an emotional person even if they take action because if you're emotional you take action the moment the emotion wears off you're back out of the game yeah

and I I I I just want to I just
want to help people I want to
help people come to the
conclusion in their life that
this is best for them it not
even come to conclusion that
this is what I want for them
but this is best for them and
any way I can communicate
that Mark to them that's going
to have the return that we're
looking for buddy yeah you
know there's so much more I
have so many more questions
we're going to we're going to
wrap but I do want to say I'm
going to give you a chance to
just kind of wrap the impact

and what you hope from this book I do want to ask you just one quick followup when you are assessing how well you did at connecting with the audience and you're you're one of the most intuitive communicators I've ever seen you you're sitting up there and you notice when somebody wipes their nose you will notice when somebody checks a text text message you notice so you're intuitive at reading the crowd how do you know at the end that you've really added value well I think that because I can't go home with

them I don't think I could ever know for sure that I added value until I got to see if they took action on it but I think the answer that I can give you because we don't get that privilege I don't get the privilege of getting the car and going home with them so when you ask how do I know here's what I do I know when I communicate something to people when they buy into it yeah and they buy into it not just by a scent there's a there's a sense that what I'm saying is true and real and right and and I can tell when when

when they have bought into it
which tells me that the odds
have increased that they're
going to do something about
it I'm responsible to people
I'm not responsible for people
so as a communicator I'm
responsible to give them the
way to succeed that's my
responsibility if I fail to
deliver that I've come short
and I want to do it in such a
way that although I'm not
responsible for them I have
nudged them in that direction
but they're responsible for
themselves and I'm sure
there have been times when I

thought people bought into a lesson I gave them and they didn't go out and and and and finish off and I'm probably sure that there's been sometimes I thought boy I don't think it did very well there and they did so it's it's hard to it's hard the communication has to live in the moment what I see and what I experience right now you know 3 weeks later the communicator could have a readout on whether that the people really bought into it or not because because if you don't take action you didn't

buy into it yeah yeah that's
why I say ask for commitment
the only time you know when
a person's the real deal is if
you ask them for commitment
and and that's separates the
players and from The
Pretenders at all time so I'm
doing everything I can to get
them to that point of
commitment but I'm
responsible to make it as good
as I can but then they're
responsible to make the
commitment how much do
you care about the
environment and what do you
thinking about in order to

make a connection with the person sitting on the other side was a great question well I there's a law in the book called The Law of the thermostat and the law of thermostat just says communicators read the room and change the temperature and um it begins with going when I can I don't get to do this all the time but when I can if I'm ahead of where the crowd is if I'm you know I do go out of the audience and and I sit in the seat um I I I I started that as a pastor every Sunday I I would go and sit in

the auditorium for a little bit
and think about the needs of
the people and why they
would be coming today and
and could I uh connect with
them where they are and and
so it's it's been a practice for a
very very long time it's it's
physical for me because if I
sit in the if I sit in the seat it
really forces me to think
about the other person but if
I'm in a car and I'm getting
ready to go do a speech I I've
got to ask myself one simple
question what am I doing the
speech for I mean am I am I
doing the speech because I

need to do a speech am I
doing a speech because it's
Sunday morning or I mean
you why am I in this game
and I'm in the game for one
reason that is to add value to
people to help him and so
therefore that's the reason I'm
in the game I better make sure
that's where I am that I am
that I am where they are and I
think one how many times
have I heard speakers say that
was a bad crowd that's a
tough crowd wow and I want
to I want to say to them I
don't know if there is a tough
crowd I I I I I I think there are

only crowds with great potential I think that uh when I think it was a now there's Crowds Are more responsive than others of course so but but it's not when it's not not about me then it's not about me in fact this is kind of fun in Nashville there's a a h huge writing company there the guy that did the writing company uh got a hold of me and said I I built my company off of you uh 20 years ago and now it's I think it's the largest writing Company in Nashville anyway he gave me an ID he said John why don't

you put uh write songs to the
that that are about your books
and of course I S one a
songwriter and and although I
write poetry because to all of
my children and
grandchildren on their
birthday I always send them a
birthday poem that's about
them and so so I do kind of
like poetry so long story short
I went to Nashville got in the
studio and with with you
know real real real song
writers I have a statement that
says when you're at the Head
of the Class you're in the
wrong class well I wasn't at

the head of the class in that room I hey I want just say this sometimes when you're at the bottom of the class you're in the wrong class too it's kind of what the heck am I doing here but they were so good to me and we we were in there for 5 hours and we wrote a a song it was so much fun it was so much fun and uh it just came out on Spotify or whatever wherever you get your music it's called and and but the title of it is uh I have get over yourself I got to get over myself got to get over myself and and the whole

thing and I did it out of this
book out of this book and
basically I said I gave them
what I call my credibility
Journey how how did I get to
get over myself and well you
got to find yourself to know
yourself got to know yourself
to be yourself once you can
be yourself then you won't
have to improve yourself and
then once you start improving
yourself hopefully you'll get
to a mature stage where you
can get over yourself but why
do I get over myself so I can
give myself away it's good
and in fact that's the course on

this on this song and I don't know much it's been out for 10 days but they've said they've got 30,000 hits on it already so I think it's doing okay I don't know I I don't know what I don't even know what that means I don't even have Spotify shows you what I know but but the point but the point be um you really can't give yourself to others until it's really no longer about myself and I think that I think that Focus needs to constantly be before you and I think it takes time to do that but I think the moment that

you can can cross that line
everybody in the audience
really begins to know now
that they truly care that you
truly care for them and uh and
I just think I just think that's
absolutely essential you know
people don't care how much
you know till they know how
much you care you know you
know we're we're we're
leaders of value who value
people and add value to them
and and that that's the great
communication message once
you know I care for you Craig
honestly you're really ready to
listen and and and the subject

can be varied it doesn't really
matter once the once the
communicator is the
connector then all things
begin to All Things begin to
go well well I agree a th% if
if a communicator they don't
have to be polished they don't
have to be powerful if I if I
know they're here to try to
add value to me that's going
to that's going to win me
every single time and uh I
think that's that's so important
and I want to ask one more
question about that and I'll
kind of Trail what you said
because I want to try to keep

it really practical as your book
is incredibly practical and for
our listening audience uh
when I go to a place I want to
I call it feel the room meaning
like I want to walk I want to
know I want to know how the
sound carries and so I'm going
to choose a different
microphone if one is stronger
I want to know where I'm
going to stand on the stage I
want to sit out if I can like
you I want to be in the seat
and try to feel what it's like to
be sitting where they are and
really put a lot of time into
that and then I I want to talk

and ask you about one more practical point before we get into some of the technique behind the communication but let's say someone's about to walk up and they have that Panic moment where your heart rate beats so loud that you almost feel like they can hear it or see it your hands feel weird you're having a hard time getting your breath at that moment you're probably thinking more about you than them I'm guessing how do you talk yourself through that and what do you do to shake that off so you

can get into the talk and be
you focused well I think we
all have those moments I
mean even as a veteran
Communicator there are times
when um maybe A lot's on the
line or or uh I I remember I
was in a a wonderful church
in Atlanta and I was I was
preaching three times and I
walked out just getting ready
to speak on the second service
Greg and I looked out and it
seemed to me like a lot of the
audience was familiar like
they were in their first service
so I leaned over to the pastor
and I asked him I said would

some of these people you know would they have been in the first service too and oh he said yeah he said a whole bunch of they like you so they want to come for the second service and I'm I'm one minute away and I said well then do do I need to preach a different message and he said that he said that probably be that would be good I I literally was walking walking up in my mind figuring out what I was going to speak on I mean I was I was 3 seconds 4 seconds completely what and I can remember the the

panic and the thrill I I I just
thought I'm not even sure I
can pull this off but if I do
pull this off it's going to be an
incredible story to tell but I
think that that that I think we
need to see humor in our
situation the way I do it more
than the other way is to just
kind of look at myself and say
you know what what you may
feel a little bit panicked right
now but there are very few
people in the world that really
care and that there are very
few people in the world that
really really know and there
are very very few people in

the world that are ever going
to hear about it so it's just you
you you have you're you're
living in a very very very
small world so John just smile
and and and and and get over
it I think I think we have a
tendency to take what we do
too serious I think we have a
tendency to even worse than
what we do is who we are
take it a little bit serious so so
I kind of I I because humor is
kind of where I am a lot of
things anyway I I just kind of
look at this the the kind of the
humorous side say well this
will be interesting you know

this this could be my last talk
you know may maybe maybe
this is the day they Stone me I
don't know or throw tomatoes
at me once you begin to make
things comments like that to
myself which they're not
going to do any of those
things it begins to reduce the
situation down to a place
where I think it causes a lot
less what Panic or
nervousness just just because
if you can make fun of the
situation you almost always
do two things you reduce it
and you bring it to its proper
sense of light and and uh

being serious about things
does exactly the opposite it
makes it way too big way too
important and and all of a
sudden you just think it's
bigger than life and and really
it's not it's really not I I agree
and and if you can talk
yourself to that it helps a lot
and then if you do even what I
found is if you say something
dumb or make a mistake if
you laugh about it it doesn't
cause them to like you less
they love you more they love
you even more so it's not
we're not shooting for
Perfection we're shooting for

connection and people tend to
connect with real people not
perfect people and so I
appreciate what you're saying
I I've jumped in on that just
like if I could just jump on
just I've told people before I
said you know what I'm a
little bit nervous about this I I
and and just you know I
shouldn't be but I am but I'm
glad to see you and you're
helping me already and man
I'm tell you they just lean in
they just lean in they're
pulling for you and and
wanting I think it's very wise
a lot of times to let the people

know exactly how you feel or
where you are I I think that's
how they identify with you
you know success is a terrible
separator and keeps us from
the people but the moment we
become honest and and
authentic I think it it it Narrows
that Gap real very very quick
it's a bridge for sure it does
yeah yeah one of the quotes
we say a lot on the podcast is
people may be impressed with
your strengths but they
connect with you through
your weaknesses yeah I love
so being uh being yourself
matters in my book the 16

laws of communication I talk about law number 16 the law of results welcome to minute with Maxwell today my name is John and the law of results simply says the greatest success in communication is action that's why when I teach about the big message in this book on the laws of communication I say to myself when I ask myself what do I want the audience to do I want them to apply and multiply I want them to apply what the message says for them and then because I love leadership I want them to

multiply it through others
because that what leaders do
that's why I add value which
is one of the laws of
communication I add value to
leaders who multiply value to
others so let me just give you
a quick story I was teaching
one day on the value of
personal growth and having a
a plan for personal growth
growth is not automatic
getting older is automatic
getting better that's not
automatic at all at the end of
my speech my talk my
communication a gentleman
came up to me and and I had

a couple minutes and he said would you mind explaining to me what your plan for growth is and because I had just a little time I explained to him how I intentionally personally grow every day I gave him my personal growth plan I'll never forget he looked at me much to my surprise he just said well I I don't like your plan okay I said I that's all right you don't have to like my plan I said tell me what's yours he said what I don't have a plan oh my gosh I looked at him and said well okay I like my plan better let

me tell you something I like
anybody's plan better if they
take action than anybody
else's plan that has just
intentions without action in it
so remember the guy the next
time you're kind of wanting to
sit and think and reflect on
what you've learned but
you're hesitant to apply it and
take action just remember in
the word traction is the word
action to get traction to move
forward you have to take
action there is no success
without it and that's what the
law of results is all [Music]
about welcome to the

Maxwell leadership executive
podcast where our goal is to
help you increase your
reputation as a leader increase
your ability to influence
others and increase your
ability to fully engage your
team to deliver remarkable
results .

GLOBAL ENGLISH
PODCASTS