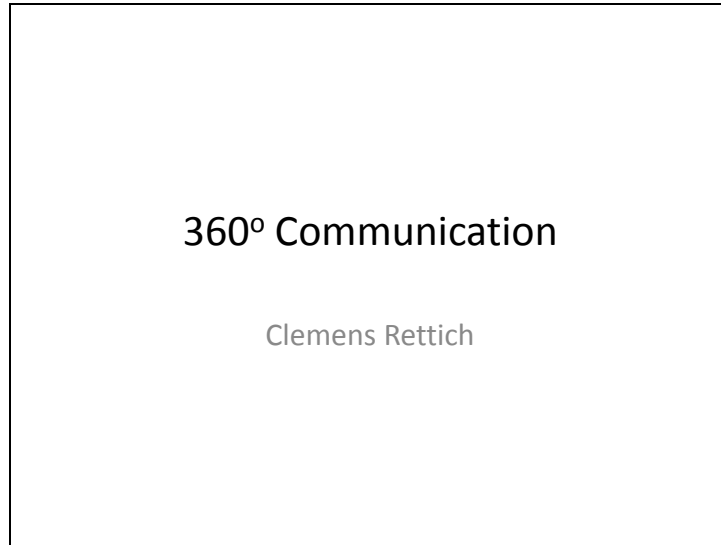
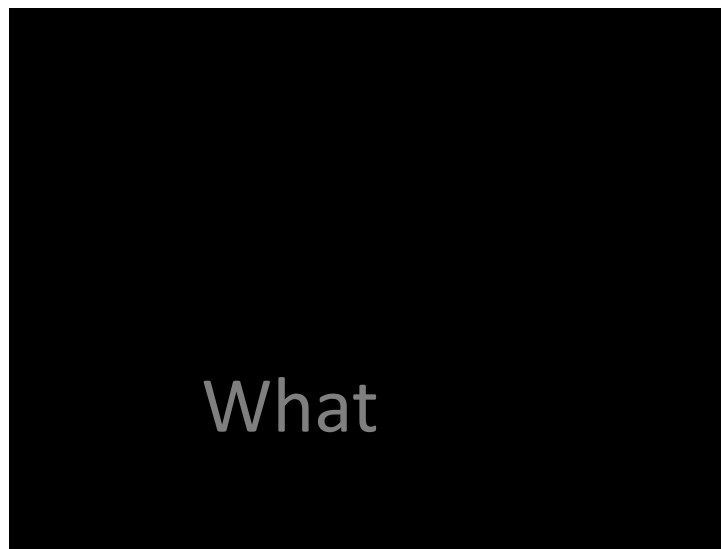


Slide 1



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Slide 2



Slide 3



The Heart of Great Communication

- What we say matters less than what is heard.
- To connect with you, I must address what you care about.

Slide 4



No More Summer Camp Syndrome

- Discover what matters
- follow through follow through follow through

Slide 5

Lead with **your ears**,
not your message.

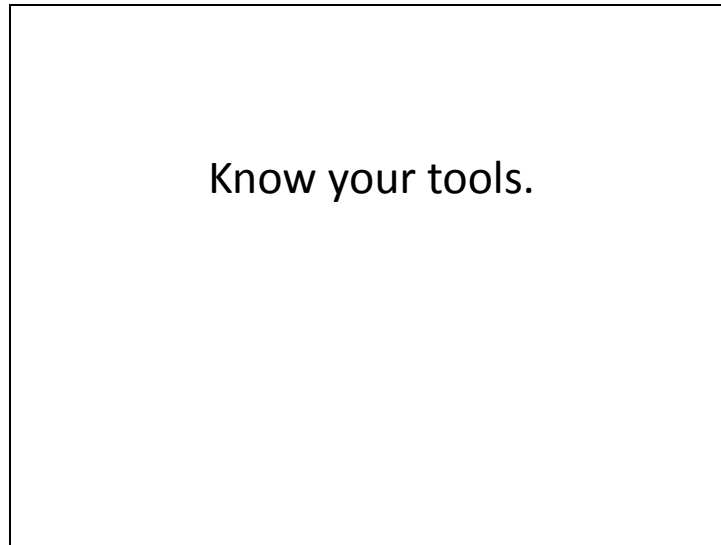
Slide 6



Lead with your ears, not your message

- Are you noise, data, or information?
- The listener/audience gets to decide
- You must find out what matters
- What you are listening for is
 - **Who is your listener ?**
 - **Their desires**
 - **Their stress points**
 - **Your common objectives**

Slide 7



Slide 8



Know Your Tools

- Dialogue
- Stories
- Face time
- Food
- Monitoring & research
- Notes
- Social Media

Slide 9

Stay at the **heart** of things.

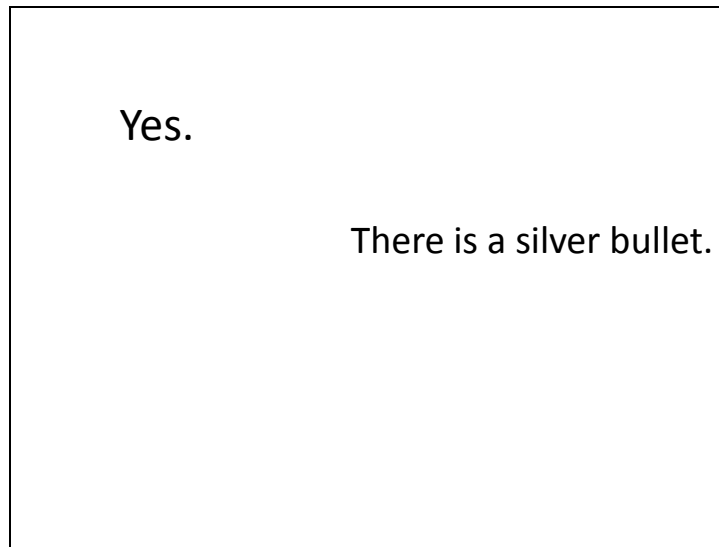
Slide 10



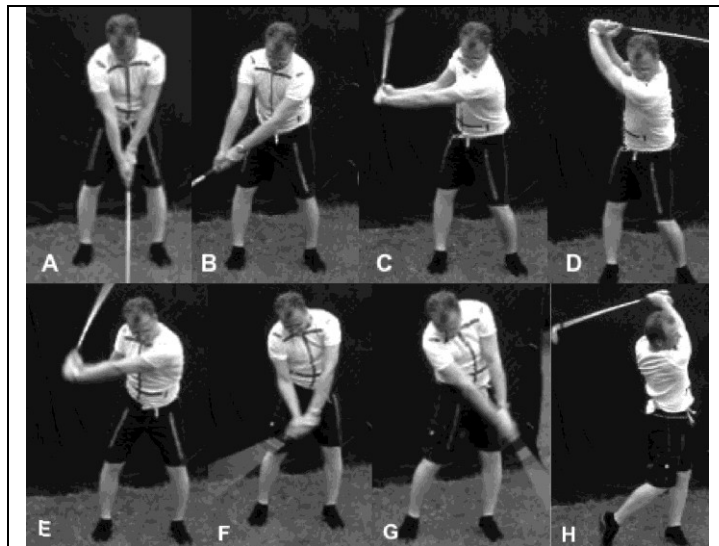
The psychology of effective communication

- Empathy
- Autonomy
- Value

Slide 11



Slide 12



The Silver Bullet

Yes there is a magical silver bullet. It's called *follow-through & follow-up*.

- Keeps you front of mind.
- Shows you care for them beyond what *you* need
- Remain 'current' on the lives of those that matter.
- The deepest connections are your oldest.

Slide 13

It used to be a secret weapon.

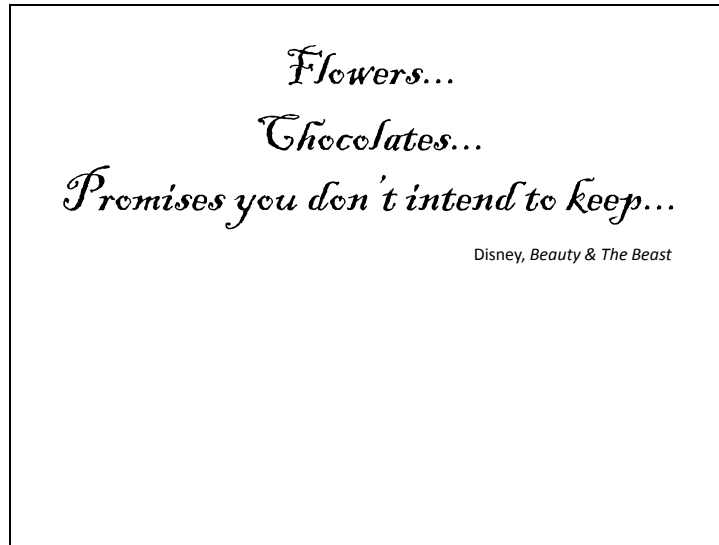
Slide 14



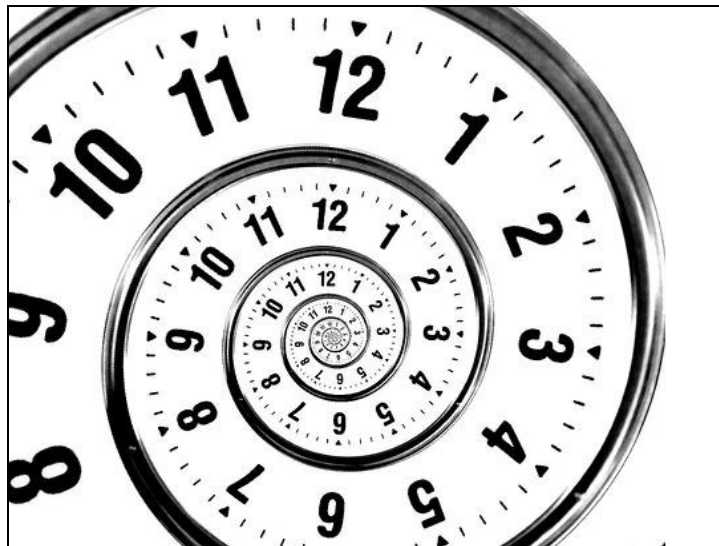
Social Media

- You can listen.
- You can be present
- You can build credibility and influence

Slide 15



Slide 16



Managing the process: expectations & capacity

- Under-promise, over-deliver
- Use chunking & padding in your schedule
- Delegate
- Partner
- Be crystal clear about what's *really* needed

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