

7 Practices of Exceptional Communicators

Accelerating Excellence
Podcast Episode #27
Resource Sheet

“Communication is life’s most important skill.”

1. THEY ARE CLEAR

- Be a simplifier.
- Meet people where they are at. Avoid the curse of knowledge.
- When possible, use the ‘Rule of 3s’. It’s structured, organized and easy to follow.

2. THEY ARE GOOD AT EXPLANATION

- State your purpose.
- Layout agenda
- Provide framework.

3. THEY ARE COMPELLING

- To make dry content come alive, use stories, examples, quotes, and analogies.
- Facts tell, stories sell.
- It’s better to make fewer points and make them memorable. No data dumps.

4. THEY STAY ON POINT

- Don’t be overly detailed. Stay out of the weeds.
- No rabbit trails.
- Be structured and organized. No stream of consciousness.

5. THEY ARE AUTHENTIC

- Be down to earth.
- Connection comes before content.
- Be yourself, everybody else is already taken.

RECOMMENDED READING

- The Art of Explanation by Lee LeFever
- Communicate to Influence by Ben and Kelly Decker
- Communicating for a Change by Andy Stanley

6. THEY SPEAK IN THE POSITIVE

- Emphasize what can be done, not what can’t be done.
- Focus on what you want, not what you don’t want.
- When you are unable to meet a request, provide alternatives.

7. THEY REDUCE THE USE OF WIMPY WORDS AND FILLER PHRASES

WIMPY WORDS		FILLER PHRASES
• Like	• Basically	• You know what I mean?
• You know	• Kind of	• It is what it is.
• Okay	• Sort of	• And ‘what not.’