

Session 7

Connectors Do the Difficult Work of Keeping it Simple

“To be simple is to be great.”

—Ralph Waldo Emerson

My Criteria For Good Material

- _____ – something that will make people laugh,
- _____ – something that will captivate people’s emotions,
- _____ – something that will inspire people, and
- _____ – something that will help people in some tangible way.

After speaking in over fifty different countries in hundreds of venues, I have developed a “3 S” strategy.

- Keep it _____.
- Say it _____.
- Have a _____.

The Art of Simplicity

1. Talk _____ People, Not _____ Them.
2. Get to the _____.

Connectors get to the point before listeners start asking “What’s the point?”

When the person asking for the recommendation isn’t someone they want to endorse, their responses can be very creative. Here are a few, along with their “real” meanings, selected for the book, Lexicon of Intentionally Ambiguous Recommendations (L.I.A.R.) by Robert Thornton:

EVERYONE COMMUNICATES FEW CONNECT

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Recommendation

- She was always high in my opinion.
- While he worked with us he was given numerous citations.
- I would say that his real talent is getting wasted at his current job.
- You simply won't believe this woman's credentials.
- He would always ask if there was anything he could do.
- You will never catch him asleep on the job.
- He doesn't know the meaning of the word quit.

Meaning

- She was often seen smoking a joint.
- He was arrested many times.
- He gets bombed regularly.
- She faked most of her resume.
- We were always wondering too.
- He's too crafty to get caught.
- He can't spell it either.

3. Say It Over and Over and Over and Over and Over Again.

"The first time you say something, it's heard. The second time, it's recognized, and the third time, it's learned." — William H. Rastetter

4. Say It _____.

"Have an understanding so there won't be a misunderstanding." — Charles Blair

Jack Welch, the former CEO of General Electric, pointed out, "Insecure managers create complexity. Frightened, nervous managers use thick, convoluted planning books and busy slides filled with everything they've known since childhood."

5. Say _____.

Key Concept: *The larger the group, the simpler the communication needs to be.*

Question: "Can people repeat to someone else what I have just said to them?"