

Session 4

Connecting Always Requires Energy

Think of 3 communicators that you enjoy watching and listening to.

How I Connected With People After a 25 Year Absence

- (1) I searched for memorabilia of our _____.
- (2) I worked on remembering their _____
- (3) I tried to make them feel _____.
- (4) I made my visit _____ for as many people as possible.
- (5) I made an effort to spend _____ with people.
- (6) During the sermon, I shared my _____.
- (7) I acknowledged them as part of my _____.

The 4 Unpardonable Sins of a Communicator

- Being... (1) _____
- (2) _____ Note: 3 require effort!
- (3) _____
- (4) _____

Connecting Requires...

1. _____ ...Go First!

EVERYONE COMMUNICATES FEW CONNECT

Session **4**

I've had the privilege of speaking a few times to the employees of Wal-Mart at the company's headquarters in Bentonville, Arkansas. The first time I did so, I was taken on a tour of the facilities, and I was amazed to see signs everywhere highlighting the values and philosophy of the organization. On that first visit after I was done speaking, I took a notebook and jotted down the messages contained on many of the signs. The one that left the greatest impression on me was the "10 Foot Rule." It said,

From this day forward, I solemnly promise and declare that every time a customer comes within ten feet of me, I will smile, look him in the eye, and greet him.

—Sam Walton

"If you wait until you can do everything for everybody, instead of something for somebody, you'll end up not doing anything for anybody."

—Malcolm Bane

"The wise does at once what the fool does at last."

—Jewish Proverb

Connecting Requires...

2. _____...Prepare

JM's Connection Checklist

- _____ – Did I do my best?
- _____ – Did I please my sponsor?
- _____ – Did I understand and relate to the audience?
- _____ – Did I add value to the people?
- _____ – Did I give people a game-plan?
- _____ – Did I make a difference?

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Connecting Requires...

3. _____...Slow Down

*“The man who goes alone can start the day. But he who travels
with another must wait until the other is ready.”*

—Henry David Thoreau

Connecting Requires...

4. _____...Give

I thought about why you're so easy to listen to. The idea especially intrigued me when I thought about the fact that it's true even when people know the stuff you are going to say. And it definitely goes beyond the entertainment value of just good storytelling.

I think it all comes down to a communicator who is primarily a giver instead of a taker. The human spirit senses and feeds on a giving spirit. The spirit is actually renewed by a teacher with a giving spirit—this is proven by the fact that when people hear what you have said many times, they are still filled. Your teaching is essentially giving, and people can receive all day from a giver, while they tire quickly of a taker. Think about what Jesus taught—half the time the people didn't know what He was talking about, but they listened attentively. Jesus was giving—feeding them. Not taking. It was at a spirit (heart) level—he wasn't just giving information.

Here's how I think it works. If communicators teach out of need, insecurity, ego, or even responsibility, they are not giving. The needy person wants praise, something the audience must give. The insecure person wants approval and acceptance, something the audience must give. The egotistical person wants to be lifted up, to be superior and just a little bit better than everyone else, something the audience must give. Even the person motivated by responsibility wants to be recognized as the faithful worker, to be seen as responsible—something the audience must bestow upon them. Many communicators teach in one of these taking modes all the time and are not aware of it.

Then there's the giver. This person teaches out of love, grace, gratitude, compassion, passion, and the overflow. These are all giving modes. In each of these modes of the heart, the audience doesn't have to give anything—only receive. The teaching then, becomes a gift. It fills and renews.

This is you. That's why people can listen all day. As I have watched and learned from you, you teach 99 percent of the time from the giving modes. Only very rarely do you slip into ego mode, and in those rare moments I no longer feel like you are giving. You are taking. That can come off as, “I am special and a little better than you.” Other than those very rare moments, I could listen to you all day.

EVERYONE COMMUNICATES FEW CONNECT

Session **4**

Connecting Requires...

5. _____...Recharge.

Lorin Woolfe, in *The Bible on Leadership*, writes, “Leadership takes an almost bottomless supply of verbal energy: working the phones, staying focused on your message, repeating the same mantra until you can’t stand the sound of your own voice—and then repeating it some more, because just when you start to become bored witless with the message, it’s probably starting to seep into the organization.”

I Recharge Myself by...

- (1) Loving _____
- (2) Loving _____
- (3) Spending Time with _____
- (4) Handing Off _____ Work
- (5) _____
- (6) Being _____
- (7) _____
- (8) _____

Key Concept: The larger the group, the more energy that is required to connect.

Question: “Who do I need to increase my energy with to connect more effectively? How can I do that?”