



GOOD COMMUNICATORS



Who are the best communicators and what can we learn from them?

We often put this question to executives at the start of training sessions and there are a couple of names which regularly come up: Barack Obama and David Attenborough. For good reasons, of course. They are authoritative but not arrogant. They display empathy and curiosity. They use language we can all understand, and they are authentic.

But can we throw another name into the hat? Dame Mary Berry.

One thing, straight away, is that we think of her as a friend. I saw her the other day in the High Street crossing the road and she looked immaculate but also, even in the simple act of shopping, on top of it all. I can't imagine Barack Obama ever getting flustered over what sort of apples to buy or David Attenborough worrying whether he should go for sourdough or wholemeal.

Of course, in all probability, both the 44th President of the United States and the legend of broadcasting have moments of doubt. But, somehow, that's not the perception we have of them.

Or of Mary Berry.

Why? Because of the way they handle themselves, carry themselves, present themselves. And all of that is communication. What we say needs to be impressive too. But you just know Mary Berry, if asked about a carrot cake, could deliver that with engagement and passion.

We all have our areas of expertise. We don't need to be brilliant at everything, simply make sure we present what we do know about really impressively.

And that means following the examples of our best three communicators.

Learning from the worst!

Sometimes we learn as much, if not more, from bad experiences and mistakes as we do from



For example, who is the worst communicator you know? And why?

Once we've identified failings we can learn from them. We can, for example, simply avoid being someone who waffles or who errs a lot. We can avoid being someone who fidgets to the point of distraction or who can't look you in the eye.

And we can avoid being someone who mumbles or shouts.

But to learn we need to be able to identify the skills we need. Often executives tell us how much they hate seeing themselves on film or hearing their voice played back. It's understandable but not really very helpful from a learning and improvement perspective.

One simple trick is to record yourself talking with the camera on your mobile phone. Grab a cup of tea then play it back. It's easy to then start spotting annoying habits... and get rid of them!

The King, the Princess and the rest of us

Cancer comes as a shock to far too many of us. Here in the UK, King Charles and Catherine, Princess of Wales have both had that shock.

But every day, families and friends around the world get the dreaded news. I read this week that some experts believe within a generation we could have created cures that make chemotherapy look as outdated as the use of leeches

<https://www.icr.ac.uk/news-archive/genetically-modified-herpes-virus-delivers-one-two-punch-against-advanced-cancers> But not yet.

Until recently I had never heard of non-smoking related lung cancer. Then a relative found out and, within days, an executive I work with told me one of his friends and heroes had recently died from it.

Until the end of May we are offering a one-hour online coaching session to anyone who donates using this link:

<https://www.justgiving.com/fundraising/terry-mellish>

Simply email us on
keith.daniell@tmgtraining.co.uk

“People don't care how much you know until they know how much you care”.

This week an executive quoted this in a session, and it led to a disturbed night. The quote was familiar, but from whom? A quick online search the next morning revealed the source as the 26th US President, Theodore (Teddy) Roosevelt.



As a coach you want your individuals, your team, to become the best they are capable of becoming. Your own growth (or money or status) is secondary. Actually, you can replace the word coach with executive or leader. The great ones aren't in it (only) for themselves.

According to the White House official site (<https://www.whitehouse.gov/about-the-white-house/presidents/theodore-roosevelt/>) Roosevelt became, at 43, the youngest President following the assassination of President McKinley. And Teddy brought, “new excitement and power” and took action “for the public good”. His other famous quote is, “*Speak softly and carry a big stick...*”

He died over a century ago and said, “*No man has had a happier life than I have led.*”

But the real point I'm making here is if you don't care, and don't demonstrate how much you care, people are unlikely to care too much about what you know. Teddy said it better!