

## **7 things we do that make us less effective as communicators.**

Session Three:

When we feel like we are losing the crowd, we go for a quick cheap joke or drop a golden nugget of truth.

As communicators we have all been here many times. You feel like your point is not sinking in. You don't feel like the crowd is with you, so you throw out a quick silly joke to get the crowd to laugh and participate. Or you throw out a golden nugget that is very true and very good, however, it has absolutely nothing to do with the message you are speaking. You just threw it out there because you felt like you are losing the crowd.

Here's the thing, you may be losing the crowd ... but you may not be. Sometimes people are just listening (that's a good thing). As a communicator we have to lean in on our preparation and trust that we have the content that people need to hear. There is nothing wrong with making onstage modifications like being funny or awe inspiring but always trust your content ... don't do things to cheapen, or shortchange it.

### **Questions:**

- 1 - Do you struggle with needing crowd feedback to help you feel like your message is working?
- 2 - What does your message preparation look like?
- 3 - How can you trust the process when you are speaking?
- 4 - What does trusting the content look like for you when speaking?
- 5 - Who do you know that can give you feedback after message to see if your content hit home?