### The Seven Tools of + Tactical Communication Humans are creatures of habit People go through life in patterns, so often in "the zone", that we don't see things right in front of us, just as a magician makes things appear and disappear right in front of someone. You can use this to capture and manage attention, and craft your message in a way that makes people stop and truly listen. All decisions are based on emotion As much as we would like to believe we analyze, weigh options, and pros and cons... at the end of the day, all decisions are based on emotion. How you make people feel deep down... that guides decisions. Credit Who cares? Make them the hero! If you bring the communication, task or project to a successful outcome everyone wins and the success is the goal. Worrying about who gets credit will reflect negatively on you. Celebrate the team and the project; that will reflect positively on you and everyone else. That is WAY more impactful than getting credit.

#### Perception is Reality

Why is it that some people "just don't see it" when something is obvious to you? It is because their perception may not match yours. You may be saying exactly what they need, but how they perceive you determines how well your message resonates. At the end of the day, all communication is perception.

#### Be Authentic, Candid and Vulnerable

In short, be yourself. Don't try to say what you think they want- you'll never get it right. Most people have an innate desire to see you succeed. And even if they do enter a conversation with a skeptical stance, being relatable breaks down barriers and delivers a productive environment.

# Just because you need to say it does not mean that they need to hear it.

Things that are important to you are often not what your listener is looking for. By understanding them, you can craft what you need to say how they need to hear it. Seek first to understand, and then to be understood.

## The best way to get someone to listen to you, is to listen to them.

Ask questions, and then be quiet and listen. Use that time to use the other elements above to tailor your message, real time, to their specific needs that you get from... listening.



How do you communicate so people WANT to hear what you have to say? Imagine how much success you can realize when your teams are truly engaged, motivated, and resilient. It's all about people, and people are all about communication.

Tactical Communication is communication with a purpose and a plan. Decisions are based on emotion; whether to buy, subscribe, laugh at your joke, agree with your position or even just listen to you. Tactical Communication teaches how to develop rapid rapport and design audience-centric communication that creates meaningful connections with positive outcomes.