

Application Guide

MASTERING COMMUNICATION WITH JOHN MAXWELL



BOTTOM LINE:

According to John Maxwell, communication is the most important skill a leader can develop. If you want to improve your leadership, you have to improve your communication.

KEY TAKEAWAYS

- I. Whether you speak on stage, lead a team, or simply talk to your family members, anyone can benefit from mastering the 16 laws of communication.
- II. **The Law of Connecting:** Communicators know it's all about others.
 - A. Always ask yourself how you're connecting with the audience.
 - B. If you want to connect with others, you need to get over yourself and understand it's not about you when you speak.
 1. No one has the ability to focus on themselves and the audience at the same time.
 2. The more we focus on being "the best" communicator or being well-known as an individual, the harder it becomes to connect with an audience and make a true impact.
 3. People know when you want to help them and care about who they are.
 - C. You must "find people" before you can connect with them.
 1. Intentionality is necessary for finding people in the audience.
 2. When planning a message/teaching/presentation, always ask, "What does the audience need?"
 3. Before you speak from a stage, find a way to be with the audience and create a mental and emotional connection.
 - a) This can be done simply by being in the same space with them.
 - b) Don't hide in the back, separated from the people.
 4. Do you want fans or friends? The best communicators create friends by closing the gap between the audience and the stage.
 - D. Make your first impression your best impression.
 1. People size you up in about a minute and determine what type of person you are.
 2. Before the audience hears the content you're presenting, they're figuring out what your motivation is to be there.
- III. **The Law of Simplicity:** Communicators take something complicated and make it simple.
 - A. Just because an idea is clear to you, doesn't mean it's clear to everyone. Ask yourself, "How can I simplify this?"
 - B. Three stages when preparing a message/presentation:
 1. Start with a simplistic idea: A simplistic idea is fast and shallow.
 2. Move that idea into a complex process: Complexity doesn't assume anything and breaks everything down for clarity. This involves a lot of thinking, questions, and feedback from others.
 3. End with a simple point: Make your idea fast and deep. The audience should understand it quickly, but there should also be a great take away that has depth.

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C. Prepare and take time to get to a simple message.

1. Don't cheat the agonizing process of sitting in the complexity of whatever topic you want to talk about.
2. You cannot deliver what you have not developed.
3. Good communicators simplify a message to connect with the audience where they are.

IV. **The Law of Results:** The greatest success for a communicator is when someone knows what to do with what they talked about and takes action.

- A. Don't be content with people just listening to you and taking notes. Set them up to take action.
- B. "There is no success without action." —John Maxwell
- C. When communicating, bring a conviction with what you're teaching. The audience should walk away feeling like they must do something about the things you just discussed. You don't just want people to know something, you want them to do something with their knowledge.
- D. Make your overarching message easy to understand and easy to apply. The audience should know exactly what to do as they leave the room.

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION

1. How do you prepare a presentation or a message to share with others?
2. Describe a time when you were listening to a communicator and you felt connected and engaged with them. What did they do to make you feel this way?
3. Which of the three laws mentioned do you find the easiest to embody in your communication practices? Which do you find the most difficult? Why?

RESOURCES MENTIONED

1. [The 16 Undeniable Laws of Communication](#) by John Maxwell

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