



## **M-Level Systems: M-Guide Reach New Levels**

**May 2007**

### **Great Ideas**

**What if there was a way to get Great Ideas, Valuable Feedback, and Amazing Business Results? Would you like to know about it?**

Let's start by taking a look at a fellow who lived more than a century ago...

His name was Charles Duell. I recently came across a prediction of sorts, which is attributed to Mr. Duell.

It goes... "Everything that can be invented has been invented."

Charles happened to be the **Commissioner of the U.S. Patent Office** in the year 1899. Now maybe Charles did not get out much or perhaps he never learned the art of asking questions. In any case, we now know that great ideas are all around us, and the best are yet to come.

Of course, all great ideas do not reside only in our own heads. A great idea stays merely an interesting concept if we keep it to ourselves. Quite often progress takes two or more people to shape the idea and move it forward. Ahhhh, the power of collaboration.

So back to our original question, how does one get Great Ideas, Valuable Feedback and Amazing Business Results?

The answer... GREAT COMMUNICATION, a key ingredient in the Core Universe of Success.

**No matter the industry, we need to be able to communicate what we do and what value we can offer existing and potential customers. We also need to be great communicators in order to transform our vision into results.**



Great Communication can be simplified in terms of one broad goal for your business... **Relationship Management For Results**

The way we choose to communicate with our team, employees, clients, or potential customers is often measured through the kind of results we achieve. Most things in our world bend one way or the other based on how the medium of communication is used.

Great communication can be compared to great art. At first it may not look like much, but after multiple layers... A masterpiece may begin to appear.

With communication, the masterpiece is represented by the ability to get things done on time and at a high level...ideally through your people.

Think of it this way... Miscommunication Equals Missed Opportunities For Success.

**Let's look at some of the problems that poor communication can create:**

- \* Missed Revenue Streams
- \* High Stress
- \* Low Employee Morale
- \* Reduced Job Performance
- \* Personal Conflict
- \* Lost Customers

Some people are naturally great communicators, but most people need to work at it, and that's OK.

Successful people will tell you they don't do it all themselves. They have a team of experts, an external advisory board, or business coach who they communicate and collaborate with on a regular basis.

**Getting things done with others is the mark of a successful leader who has mastered the art of communication and collaboration.**

**To that end, I've provided some great strategies that you and your team can put to use right away.**

## **Great Communication Leads To Great Collaboration**

### **\* First Understand Yourself**

Know your limits. Where are you weak with communication? Do you tend to interrupt or are you naturally reserved? Do you make quick assumptions? Do you jump to conclusions before you have collected all the evidence? Identify what you need to work on, then put a plan in place to develop your skills.

### **\* Stay Focused**

Stay focused on the topic at hand, especially if the other party tends to get off track or slides into personal conflict territory. Start meetings with an agenda to keep everyone on point.

### **\* Begin Questions With How Or What, But Never Why...**

"WHY" can sometimes be an automatic switch that creates defensiveness in the other party. It is also the mantra of the average two-year old.

### **\* Ask For Feedback Before It Is Offered**

Asking for feedback reflects an interest in the other person's point of view and leads toward a culture of partnership and cooperation. Quick quiz from November's newsletter, who should you be asking for feedback?

### **\* Consider Your Audience**

Be aware of your audience's knowledge or expertise. Unless you're among peers, avoid over use of industry jargon. Otherwise, you may create confusion. If you are negotiating or pitching business, do your research up front or you may risk potential gains.

Take these communication strategies and put them into action right away to increase Great Ideas, Great Performance, and Amazing Results within your business!

Cheers!

Diana