

3 Ways to Be a Clear Communicator

Accelerating Excellence with Del Gilbert
Podcast Episode #81 - Resource Guide

"If you can't explain something simply, you don't understand it well enough."

-Albert Einstein

Your main goal in communication is **not** to sound:

- Sophisticated
- Academic
- Smart

Your main goal in communication is to be **CLEAR**.

3 WAYS TO BE A CLEAR COMMUNICATOR

1. STATE YOUR GOAL UPFRONT

Don't bury the lead. State your purpose. Declare your intent.

When giving a presentation, start with the 'what's in it for me' for the audience. Give them a reason to listen.

2. LAYOUT THE AGENDA

Start with the big picture first before diving into the details. Let people know where you are going before you get there. It's like seeing the cover of a jigsaw puzzle box before looking at the individual pieces. With the big picture, it's easier to see how the smaller pieces fit together.

3. BE COMPELLING

Information is giving out, but communication is getting through. You want the other party to grasp your message intellectually and emotionally.

To do that use:

- Quotes
- Examples
- Analogies
- Stories

"If you confuse, you lose."

-Donald Miller
