

## WARMER

## Brainstorming

Investing in management means building communication systems, business processes, feedback, and routines that let you scale the business and team as efficiently as possible.”

— Fred Wilson

The best advertising and the best communication when it comes to business is that which makes you smile, that which makes you think, that which makes you ponder.”

— Frank Luntz

## WATCH

**I. Watch the video and answer these questions.**

1. What advice did Henry Higgins give in “My Fair lady”? Are these topics helpful today?
2. What balance does a conversation require?
3. M. Scott Pack said: ‘True listening requires a setting aside of oneself’. Do you agree?

**II. Put the TIPS in the correct order from 1-10. Provide further ideas on every tip.**

- \_\_\_ Don’t equate your experience with theirs.
- \_\_\_ Listen.
- \_\_\_ Be brief.
- \_\_\_ Don’t multitask.
- \_\_\_ Don’t pontificate.
- \_\_\_ Use open-ended questions.
- \_\_\_ Go with the flow.
- \_\_\_ Try not to repeat yourself.
- \_\_\_ Stay out of the weeds.
- \_\_\_ If you don’t know, say that you don’t know.

**III. Match the statements with the proper names.**

<i>Celeste Headlee (2x)</i>	<i>Bill Nye</i>	<i>Stephen Hawking</i>	<i>Steven Covey</i>	<i>Buddha</i>
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“Everyone you will ever meet knows something that you don’t”

“Everybody is an expert in something”

“Talk should not be cheap”

“I have no idea. People who brag about their IQs are losers”.

“If your mouth is open, you are not listening/learning”.

“Most of us don’t listen with the intend to understand. We listen with the intend to reply.”

## WHAT NEXT

Continue the phrase: *Effective communicators should...*