



Maximizing Communication for Brokers

Juanita McDowell, International Speaker





Communication

Challenge

**Commit to raising
the bar.**





Generations







You

Message

Delivery



You

Message

Delivery

A diverse group of people are gathered in a bright, modern meeting room with large windows. They are all smiling and clapping, suggesting a positive and celebratory atmosphere. A man in a grey sweater and glasses stands in the background, also clapping. The room has white brick walls and large windows that let in plenty of natural light. The people are seated around a long white table, and some have laptops and papers in front of them. The overall mood is one of collaboration and achievement.

Show up

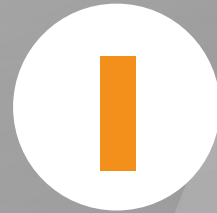
Mindset



Honesty



Authenticity



Integrity



Love

Honesty

H

**Be upright and
straightforward**

A

Be Yourself

Authenticity

Integrity

**A person someone
can trust**

I

Show that you care

L

Love

LISTEN

SILENT

Active **Listening**



“If you want others to like you, if you want to develop real friendships, if you want to help yourself, keep this principle in mind...”

Dale Carnegie
How to Win Friends and Influence People

1937

“Become genuinely interested in
other people.”




You

Message

Delivery

K.I.S.S. NOT K.I.L.L

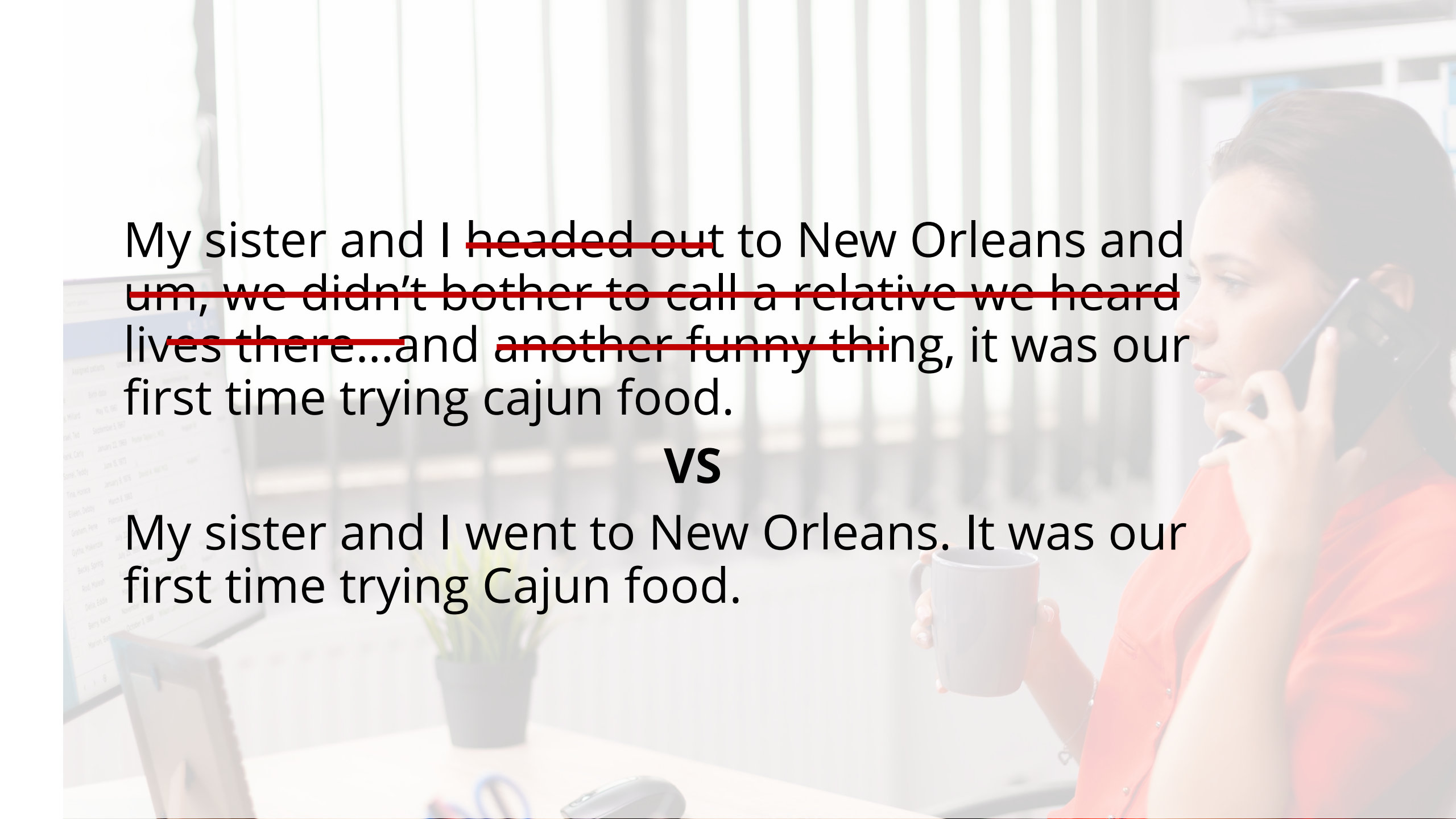


Succinct and Clear



Check Accuracy

Strive to be an Efficient Communicator



My sister and I ~~headed out to New Orleans and~~
~~um, we didn't bother to call a relative we heard~~
~~lives there...and another funny thing,~~ it was our
first time trying cajun food.

VS

My sister and I went to New Orleans. It was our
first time trying Cajun food.

Strive to be an **Accurate** Communicator

**How do you get
people to listen to
your message?**

What's in for me?



How is it told?



Facial Expressions

Match your words



I'm thrilled to
be here!

**“People will believe what they
see before they believe what
they hear.”**

Bert Decker
High-Impact Communication



70 to 93 percent of all communication is
nonverbal

WHAT EVERY BODY IS SAYING

An Ex-FBI Agent's Guide
to Speed-Reading People



JOE NAVARRO

with Marvin Karlins, Ph.D.

Broker Sam



- A. Confused**
- B. Used to establish dominance**
- C. Communicating there are issues**
- D. B and C**
- E. None of the above**



Bob



A. Thinking pose

B. Keep your distance

C. Surrender pose







Handling Negative Reactions

Suggestions

- ☐ Take a breath
- ☐ Call it by its name
- ☐ Allow the anger
- ☐ Listen, then respond



You

Message

Delivery




Delivery

 **Energy**







A blurred background image showing a group of people sitting in a circle, with several hands raised in the air, suggesting a group activity or a meeting. The image is out of focus, with the hands in the foreground being sharper than the people in the background.

What do you
do with your
hands?



The Laser Presenter Trick™

The Pause



A group of people in a meeting, with several hands raised in the air, suggesting a collaborative or celebratory moment. The scene is set in front of a large window with a grid pattern, allowing bright light to filter through. Overlaid on the image is a large white circle with a thin orange border. In the top left corner, there are two thick, rounded orange shapes. In the bottom right corner, there are two thick, rounded blue shapes. The text "Thank you" is centered within the white circle.

Thank you



INSPIRING EXCELLENCE

IN BUSINESS AND IN LIFE



Juanita McDowell

MARKETING | TECHNOLOGY | MOTIVATION