

EPISODE 133: THE INCREDIBLE POWER OF A NAME

1. YOUR NAME IS PERSONAL

- Your name is your identifier.
- Adding a name removes anonymity and reduces hostility
- Asking for a name can shift an encounter to a personal level.
- Never make fun of someone's name.

2. YOUR NAME MAKES YOU A UNIQUE INDIVIDUAL

- Common complaint about business: It's impersonal.
- A big value for millennials, not just a cog in a machine.

3. YOUR NAME MAKES YOU FEEL VALUED

- It's a powerful feeling for someone to remember your name.
- Make a habit of asking for a name, especially from those who aren't "important."
- Ask a question: "How do you pronounce your name?" "Is that a family name?"

4. YOUR NAME MAKES YOU PART OF THE GROUP

- When people know your name, it says, "I belong here."
- It creates a sense of connection.

5. YOUR NAME TAKES EFFORT TO REMEMBER

- Write names down, draw yourself a diagram, rehearse them.
- Don't expect other people to remember your name and be gracious if they don't.
- Do a pre-emptive strike: offer your name.
- Travis Bradbury, co-author of "Emotional Intelligence 2.0" in an article on "11 Habits of Ridiculously Likeable People" lists "They greet people by name" as number 8 on the list. "Your name is an essential part of your identity, and it feels terrific when people use it. Likeable people make certain they use others' names every time they see them... Research shows that people feel validated when the person they're speaking with refers to them by name during a conversation."

Are there other communication-related topics you'd like to hear the Communication Guys address? Let us know on our [Facebook page](#).