

EPISODE 154: CONNECTION BEFORE CONTENT

Connection is an integral part of healthy organizations and healthy teams

1. CONNECTION IS THE NEW RULE

- The ability to connect with others is more important than ever
- Connection is a newly required core skill
- Connection is especially important to millennials
- Listeners want authenticity from speakers

2. CONNECTION IS A GAME-CHANGER

- Connection changes the environment of your meeting
- Connection makes people lean in
- Connection increase audience engagement, interaction, and involvement
- Connection releases team creativity and problem-solving skills

3. CONNECTION HAPPENS IN VARIOUS WAYS

- Interesting moments: yours or someone else's
- Important events
- Start with a question
- Start with a request or honest comment

4. AVOID CONNECTION EXCUSES

- No time for connection
- No need for connection
- Not my style
- Connection is a challenge for many older leaders and speakers

5. MAKE CONNECTION A PRIORITY

- Bake connection into your meetings, interactions, and presentations.
- Start with connection and move towards content.

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