

# The Six Secrets of PowerPhrases

*A guide to effective communication in a beyond-busy world*

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How do you get your point across in a world that has gone beyond being busy? PowerPhrases are designed to make your point quickly and effectively. You can take the shortcut of purchasing one of my phrase books or phrase books from other authors. But there is nothing like your own PowerPhrases. Here are the six secrets that will help your phrases cut through the clutter.

## **PowerPhrases Secret #1: Simplicity succeeds**

Get simple. Simplicity is powerful. Think about the most influential popular songs you know. They have simple choruses. *I can't get no satisfaction. Imagine. R-E-S-P-E-C-T. All you need is love.*

People can't handle complexity these days. Give too much detail or too many choices and they go into brain-freeze. Keep it simple and your words get through. Complexity loses people. Which is better – a brief email someone actually reads – or a complicated one that gets put off – and off – and off yet again? Keep it simple. Then simplify some more. Distill your message down to the bones. Simplicity is the art of subtraction.

## **PowerPhrases Secret #2: Concreteness clarifies**

Get concrete. The devil is in the details. So is relevance. Bring your ideas and insights down to earth with specific words that make your message tangible. Relate concepts to experience and action so no one has to guess how to apply your thoughts.

Use examples, analogies, sincere feeling and action steps. Pick the most specific and precise words you can. Paint pictures, tell stories and be as concrete as your driveway is. (Notice how concrete I got in that sentence? Yes, bad humor can be effective too...)

## **PowerPhrases Secret #3: Lead. Purpose prevails**

Get purpose. Don't send your words out on a fuzzy mission. Send them out to accomplish a clear objective. Know what you want before you open your mouth.

What do you hope to achieve? Connection? Clarification? Influence? Are you planting seeds for a raise later on? Are you chatting for pleasure? Are you decompressing after a tough day? Are you offering support? What next step do you want them to take? Pick the words that will accomplish your clear mission.

## **PowerPhrases Secret #4: Disclose. Sincerity sizzles**

Get real. Sincerity is the hottest game in town. Nothing sizzles like words from the heart.

Communication blocks are really authenticity blocks. What do you **really** think, feel and want? What would you say if you could say anything at all? Get clear and get real and dazzle with the light of your true colors. It can be scary – but fear and excitement are related, and the risk of being real energizes you and your listener.

## **PowerPhrases Secret #5: Talk it, walk it. Consistency convinces**

Get reliable. There is so much hype in the world that people are disheartened. How do you separate your PowerPhrases from the empty promises of a world that never met a hyperbole it didn't love?

You walk your talk. Consistently. Say what you'll do and do what you say. Recently a manager told me that he was skeptical of his factory's new initiative – until he saw that the CEO really did show up on the floor day after day as promised in the fanfare of the kick-off. When the manager saw the CEO walk his talk, his CEO's talk became convincing. Protect the power of your words by being reliable and consistent.

## **PowerPhrases Secret #6: Collaboration connects**

Get collaborative. Combine the "it" – the objective, impersonal view – and the "I" – your personal view – with the "we" – the collaborative view. Include others in your thinking, relate your words to other's experiences, and be graceful in obtaining your purpose. Get people on board with you by getting on board with them. We're in this together, so talk like it.

Your "competition" could be your chief ally once you figure out how to complement each other. I write PowerPhrase books under my own imprint and Perfect Phrases books for McGraw Hill. We compete in a way, but we are actually great allies. Our separate platforms promote the work we do together.

## **The Six Secrets Summarized**

Here are your six secrets in summary.

- Simplify. Break your communication into understandable, digestible parts.
- Clarify. Be concrete. Relate ideas to experience and action so no one has to guess how to apply your thoughts.
- Lead. Indicate a next step Make it easy to respond.
- Disclose. Speak your deepest truth.
- Talk it and walk it. Follow through consistently.
- Connect. Be graceful, personal and relational.

And the ultimate summary is to say what you mean and mean what you say without being mean when you say it.

Imagine a world where everyone did that. Well... it starts with each of us. Let me know how I can help you say what YOU mean and mean what YOU say – without being mean when you say it.

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