

Michael Kienzle

Achern

The power of positive phrasing

Complex communication is a key factor distinguishing humans from animals. But why are there that many misunderstandings in daily communication?

Many of us are not aware that even single words can have a significant impact on their message. The reason is simple: humans process the single word first, before processing the meaning of the spoken sentence. Based on numerous examples from daily practice, the lecture will show how communication with customers and with each other can be improved in order to communicate in a way that can be understood and convinces our counterpart.

Contents:

- levels of persuasion
- challenging the attention span
- the sender receiver dilemma
- the four sides of communication (according to Schulz von Thun)
- no-go phrases (non-words)
- the "reel" of daily communication => storytelling
- conclusion – recommendation