

# Communication Genius 5. Compliment

Lesson's goal

Learning to inspire the interlocutor through compliments

The absolute law of a successful speaker

When you have to speak to an UNFAMILIAR audience, start with a compliment

👍 At least, you should thank people for their time.

👍 ADDRESSING WITHOUT CLICHES can be a compliment

🚫 Don't use "colleagues"

Use whatever addressing is appropriate

for that particular audience  
in that particular situation  
Seek for the perfect words!

If you can't find such words

use something less regular, such as  
and then explain to the audience why you addressed them that way

- Ladies and gentlemen
- Gang
- Fellow countrymen
- Pack of young wolves
- ...

🚫 Regular words sound like fast-food

- Good day
- Hello
- Thank you
- Good bye

Can you not use compliments?

⚠️ Yes, but you'll make your life harder

👍 Ideal Compliment

The compliment that can be done

- only by you
- only to this person
- only at this moment

👍 Questions to find the compliment

1. What unites me with this person (company, meeting?)
2. What surprises and delights me in this person (company, meeting)? What distinguishes him/her from others?
3. What would he/she like to hear only from me? In other words, "What am I an expert on for them?"

It is important!

Whose compliment will non-professional singer remember the most? A compliment from a music producer or vocal coach.

Make a compliment from an expert's point of view

👍 Show respect to person's words

Show that you listened carefully to the person, remembered your last conversation, and you can quote some of his words in a month, six months, a year ...

e.g. "Hey! I haven't seen you since spring, right? How are you? How is your son doing? Already crawling?"

👍 A good compliment is always a statement with proof

It is not enough to call a person smart - prove to him that he is smart

It is not enough to call a solution beautiful - prove that it is beautiful

🚫 Bad compliments

Today you performed much better than yesterday

e.g. You performed poorly yesterday

I didn't know there were such wonderful people in a place like this

e.g. You live in a shitty place

You have such a beautiful dress today

e.g. Yesterday you had a bad dress

Content of the compliment

🚫 What compliments don't work?

Regular words

- You look great!
- Excellent report!
- Great idea!

🚫 Flattery

compare

👍 What a good solution you suggested

🚫 You always suggest brilliant solutions to us, thank you, what would we do without you!

Flattery is always a "too much"

a collection of superlatives

👍 It also works well when you're complimenting something a person has chosen/made

- children
- dog
- car
- house
- company
- project