

# Communication Genius 10. Your strengths

Lesson's goal

Identifying the Qualities That Will Help You Become a Communication Genius

Who is a Communication Genius?

- 👍 A person who can tell stories
- 👍 A person who can listen
- 👍 A person who is always ready to help
- ...any many more qualities
- ⚠️ There is no single quality that defines the genius of communication

There are many of them, but not all are always present in one person.

Qualities that attract people

- Charisma
  - Self-confidence
  - Even if they doubt, they never show it publicly
  - And the ability to feel the style
- Wittiness
- Positive attitude
- Charm
  - When a person disposes to himself
- Sincerity
- Creativity
- Equanimity
- The ability to listen
- Popularity
- Helpfulness
- Awareness
- Erudition
- Passion for your work
- Courage
- The ability to tell stories
- Mysteriousness

👍 TODO

1. Select top 5 qualities that you have

2. Ask your friends/colleagues to choose the top 5 qualities they think you have

In exchange, if appropriate, offer them the top 5 qualities you think they have.

Since all qualities are positive, it should be comfortable for both you and them

3. Analyze the qualities you think you have VS the qualities you "broadcast"

Usually only 2 qualities will match

Different people can see your different qualities

Maybe you behave differently with different people (at home, at work, etc.)

The qualities your respondents highlighted but you don't

are your bonus your extra resource and support

**Understand yourself**

Analyze how you can compensate for weaknesses using strengths

...repeat this test once or twice a year

When you understand yourself

You better understand what is happening around you and can react better

Bad vs Good speaker

🚫 The bad one takes the stage to speak

👍 The good one takes the stage to COMMUNICATE with the audience and "infect" them with his idea (using the best approaches for the current format)

If the timing is 10 minutes, he will speak for 9.5, repeat the main idea 3 times, and finish with a prepared joke.

He predicts the effect from

- Question
- Smile
- Sincere interest
- etc..

👍 Broadcast your strengths to the world

And the world will respond to you with benevolent attention!