

“YOU FOCUS” – Communicating WITH people not AT them

Do you want to be a good speaker or a great speaker? Do you really connect with each person in your audience or just talk to an audience? Do you know how to get beyond heads and into hearts? In your last donor letter how many times did you say “I”? How many times did you say “you”? Count them!

Bobb Biehl is an executive Mentor. In 1976, Bobb founded Masterplanning Group International. He has consulted personally with over 500 Senior Executives. He has met one-to-one with over 5,000 executive team members and invested an estimated 50,000 hours in private sessions with some of the finest leaders of our generation. Based on thousands of hours of practical experience, he has originated 40 tools (books, tapes, notebooks) in the area of personal and organizational development. For over 31 years, Bobb was on the board of directors of Focus on the Family. He holds a bachelor’s (’64) and a master’s degree (’66) from Michigan State University. Bobb and his wife, Cheryl, have been married since 1964. They have two adult children, two grandchildren, and four great grandchildren. www.BobbBiehl.com

What would your Dad say if you arrived at his house in a new Rolls Royce?

1. SPEAKING (*With any size audience*)

- * Breath in ... live audience ... media (TV / Radio) ... 1:1 with a million ... I love you!
- * Your first 3 sentences ... betray your agenda...
- * Never look at the walls ... give them a little love!

2. WRITING (*To any size audience ... including fund appeal letters*)

- * Red/Yellow/Green ... your last letter
- * Your next letter “If this were your mother...?”
- * Critiquing another’s communicating style

3. RELATING (*One to one with a friend*)

- * Communicating is not ... just telling your latest on the topic!
- * Intimacy ... Heart to heart ... intimate conversation
- * Listening to hearts...