

- [Narrator] This is the Craig Groeschel Leadership Podcast.

- It's great to have you with us for another episode of the Craig Groeschel Leadership Podcast, thank you for being apart of our leadership community, I also want to say a big thank you to all of you who are posting on social media, man that means the world, helping spread the word, when the leader gets better, everybody gets better, also if you like the show notes, we would be happy to email those to you, you can go to live.church/leadershippodcast, give us your email address, then we will send you, the notes to everything we're covering, and they'll come to your inbox, even before we release these messages. So, here's what we're going to do, we're going to talk about part two of how do you sharpen your communication skills. You may say I'm a leader but I'm not a communicator, there's no such thing who is a leader that is not a communicator, we're never ever just communicating, we're always leading when we communicate, and so we're going to talk about how to do that, but before we do so, I want to answer some of your questions, thank you for sending in amazing questions, if you have questions, comments, thoughts, ideas, suggestions, you can email me, anytime, at leadershipatlife.church. Your time is valuable, I want to honor it, so let's dive in, this question came from Tim, and I love this question, Tim asks this he said, how can I help two highly driven, results producing people who are very different work better together, and become unified around building the organization together, so, Tim's got two stars but they don't always get along, how do you help them get along and work together? Well, first of all, Tim, it's better to have two high producing results oriented people than two passive, and unproductive people, so we're off to a good start there. I love this question and it's really important because most leaders don't keep star players, and the reality is that sometimes when you've got a star, they go somewhere else for more money, they compete, they don't get along, and if we can keep people working together, the comradery and the chemistry that we build over time leads to massively effective organization so we want to raise up stars, develop stars, empower stars, and we want them to be able to work together so it's a really important question you're asking, most important above anything else, is we want to keep the mission central. We want to keep the mission, the why we're doing the what, the why drives the what, we want the why to be center focus for every player, all the time the only win is an organizational win, and we have to communicate that, the only win is an organizational win, we need to help make every, make sure everybody knows, that we don't win as individuals, we win as a team, let me say it again, we don't win as individuals, we win as a team. We want to help others know that one plus one, often equals there, one star, plus another star, doesn't just equal two, but can equal three or more when we work together with the right spirit, then what we want to do, and this is important, is we want to add, if you've got two stars, eventually we want to raise up or add a third star, then a fourth star, then a fifth star, and this is so important, so often leaders say I want my right hand guy, want my right hand girl, I don't want a right hand person, I want a right hand team, I want a right hand team, of amazing people, whenever there's two stars there's often competition, whenever there's three stars, suddenly they all start to see, I'm apart of something special and I'm playing a very unique role, this is just me but I would rather have good team members that work together, than great team members that are selfish or competitive in nature, I'd rather have good team members who work together, than great stars who don't know how to get along, so we're going to lead toward the mission and recognize one plus one can equal three when we all do it with the right heart, fantastic question, let's do another question, this was from Tara Lee, and Tara Lee asked this, what are some leading questions I can use to guide myself and lead my team in developing a powerful, purposeful declaration statement? Okay, what is a declaration statement, if you listen to some of the older podcasts that we did I talked about this a little bit, some of the most effective leaders I know wake up every single day and declare truth to themselves, some things that they're working on, some things they want to believe, some things that help them be better. I do this, it's a discipline I added to my life earlier this year, I've got a page and a half of positive

declarations, I say, here's just a few of mine, I say this to myself every morning, I develop leaders, it's not something I do, it's who I am. I wake up with purpose, direction, and meaning everyday of my life, I bring my best and then some. It's what I do after I bring my best that makes a difference I know not everybody's a Christian, but I say this, I say, the world will be different and better today because I served Jesus, and so I declare these things over and over again, every single day, so, questions, Tara Lee, that you could ask if you're declaring, if you're writing declaration statements, number one, ask yourself, where am I most vulnerable? This is important, you're only as strong as you are honest, and we want to talk about where we're vulnerable, then we're going to speak faith and life into those weak spots, number two, where am I the strongest? What we want to do is we want to know our gifts, our passion, our talents, our strengths, and we want to build upon those, that's where we're most effective, number three, what do I value the most? One of the biggest problems is people claim to value something, but they don't practice those values so we want to do is daily declare our values, what do we value the most, number four, what motivates me and creates movement? What motivates me, and so there may be some verse, there may be some saying, there may be some emotion you want to create whatever it is, and then if you ask those questions, just start putting down on paper, here's some positive statements that I say every single day, renew your mind, focus on what you're called to do, start the day with direction, passion, motivation, vision, and you'll have more effective days. Alright, let's review what we covered in the last session then we'll dive into today, we talked last week, part one, about sharpening our communication, we looked at the George Bernard Shaw quote, "the single biggest problem in communication is the illusion that it is taken place." Just because you say something, doesn't mean that your listeners heard it, believe it, or will do it, big thought we looked at last session was, whenever communicating, always be you centered, not me centered, in other words, what I want to recognize, is that people are thinking about themselves, so I'm not communicating from my perspective, I'm communicating in a way that will value them, help show that I care about them, I want to be you centered in my communication. Before we communicate anything, we ask for the three questions, what I want the people to know, what I want them to feel, and what I want them to do, what I want them to know, feel, emotion creates movement, emotion creates action, and then very specifically, what I want them to do because if you cannot define it they will never do it, okay, big thought is this, you're never just talking, you're always leading, now, let's dive into what I call the how of communication, and we're going to get real practical today. Think for a moment about the different hats that you wear. Think for a moment about the different hats that you wear, or you might say, the roles that you play, for example, I wear a dad hat, I'm a dad. I wear a husband hat, I'm a husband. I'm also a pastor, I'm a leader, I'm a friend. I'm a man, I'm a coach, I'm a mentor, I'm a student, I always want to learn. I'm a counselor, I'm a fellow struggler that doesn't always get it right. I am a Jesus follower, think about the different hats that you wear, you'd have some of mine, and some that are very different from mine. Now this is what's important, when I'm leading or teaching, or communicating, I want to make sure that the hats I wear match the purpose of my communication, I want to make sure that the hat that I'm wearing matches the purpose of my communication, you may jot this down, in any type of communication, the hat you choose, helps determine the emotion they feel, let me say it again, the hat that you choose, helps determine the emotion that they feel, so choose your hat wisely, let me give you, a couple of different examples, let's say, you're in ministry, and you're promoting to your church, a Wednesday night class for parents. What hat are you going to wear? Well, what do you want them to feel? And I give you three different examples, you might wear the hat of their pastor, you might wear the hat of a parent, or you might be a student, meaning, yeah, you are a parent, but you still want to learn more about parenting, and let me show you how the same announcement will feel different with three different hats. As your pastor, you might say this, and you bring that kind of authority, hey, as your pastor, this could be one of the most important things that you ever do, to bring spiritual growth for your family

and your children, as your pastor, I would urge every parent to, and there that creates one emotion right, that's the pastor hat. Same announcement but now, I'm wearing the parent hat, I'm a dad, and I'm going to say this. Hey, from one parent to another, how many of you agree that raising kids is really really tough, okay, hands are going up all over the place, especially when you're doing it without support, that's why I'm inviting you to join me and there you're creating another mood, by wearing a different hat, here's another one, let's say I'm a student, yes I'm a parent, but I'm a parent that wants to learn, I'll say this, I don't know about you, but I have a lot to learn in being a parent, that's why my wife Amy and I, we're going to go to this deal Wednesday night and would love to invite you to join us to be apart of this, and so what am I doing? I'm changing the hat that changes the emotion, let's look at it from a different angle, let's say that we're having a difficult conversation with a team member, we're having a developmental conversation with a team member, the hat that you choose determines the emotion they feel, you might wear a mentor hat, you might wear the hat of a friend, you might wear the hat of a leader. Let me show you the different conversations, a mentor, I'm walking in as a mentor, so you say hey, I want you to know I really care about you, and because of what I've experienced, I really think I can help you get better. That's a mentor, another emotion would be as a friend. Hey, man I've been exactly where you are right now and this is tough, I know, would you mind if I told you what helped me? Okay, same conversation, different hat, now, I'm the leader, or I'm the boss. Man, you continue to face the same challenges over and over again and I've got to be honest with you, it's time for you to make some progress, and I want to help you, but, I've got to be honest with you, if you don't grow and start performing better, we will have to make a change, so what do we have, we've got a developmental conversation, the hats that we wear, determine, help determine the emotions they feel, choose your hat wisely, okay, let's talk about some broader communication thoughts, all leaders are communicators, let me give you what I call four communication languages, four communication languages, when you communicate, you want to communicate with your appearance, number two, your body language, number three, your words, number four, your emotions. When you communicate, communicate with your appearance, your appearance says a lot, or doesn't say much. Okay, your body language, your words and your emotions. Let me talk about this and I'll demonstrate some things, this may sound silly, but make sure that your outfit matches the message that you want to communicate, and I know this won't always matter, but let's say you're going to go raise, you know, \$50,000 to start some business, if you come in, you didn't shave, you're wearing a baseball hat backward or you're a lady in yoga pants and your hair pulled back in a ponytail, you're not communicating a real clear message and this is important, you want your outfit, your appearance to match the tone of the communication. For example, if I'm talking about vision, or I'm, you know, bringing some new initiative, quite honestly, I often wear black, some dark solid, because you want to communicate the authority and confidence, if I want to have a real relational conversation or I'm talking about small groups at a church, I'm going to wear blue because it's a relational color. If I want to come in buddy to buddy, I may be in a tshirt or a plaid shirt or something like that, why? Because I want my outfit to match the tone of communication, that's appearance. Let's talk about body language, and this is really important, you want to grab attention and when you, I'm going to stand up, if you're not watching, it'll be a little bit weird, but when you communicate, what you want to do, if you're stepping back, you're communicating fear, or a lack of confidence, if you're laying forward, you're communicating a sense of authority, and confidence in your communication, a big thought is this, you want to speak appropriately for the size of the crowd, for example right now, we're kind of like, one on one, and so I'm not raising my voice, I'm not going crazy, if you're at a table with three people, you want to be conversational, if you're in a room with 100 people you're going to want to have a little more action because it demands it, if I'm in a stadium of 20,000 people, I'm going to be going, you know, being really enthusiastic and using my body, my body language, in a more extreme way to help me communicate the point so what you want to do is you want to speak

appropriately for the size of the crowd, if you're doing a presentation, you want to make sure that you're moving but not pacing, a lot of times speakers will pace, they look like a lion in a cage, what you want to do is you want to move. What I like to do is I like to make sure I'm talking to everybody in the room, so I'll plant in the middle, I'll take a few steps, I'll talk to people on the side, I'll go back, plant in the middle, go to the other side, stop and you want to make sure you're making eye contact, that way everyone in the room feels like you're talking just to them, you want to make your hands work for you, and not against you, a good thing to do is to actually watch yourself on video, and turn the volume off and see is it pleasing to watch, do I feel like I'm communicating something, or am I not, whenever I'm working with communicators, sometimes I'll make them do about a three minute communication with no words, they have to do everything like charades, and using their body language to say what their words, their body language to be consistent with what their words are actually saying, if you're not a seasoned communicator, you want to think through nonverbal communication before you ever go up there, think about where you want your hands to be, what kind of statement you want to make, when you're going to be big, when you're going to be small, when you're coming from the heart, when you're passionate, and you want to think through that. Then after awhile, it'll simply become second nature to you. And then watch for any kind of distracting movements. Don't go to the face, like any, if you touch your face anytime you're in a crowd, that looks really weird, we're not going to cross our arms unless we're making a real point, we're not going to put our hands in our pockets, so watch for distracting body language. And then with the words, what I like to do is I like to tell people what I'm going to tell them and then I like to tell them, and then I want to tell them what I told them, okay, repetition helps people to remember, so here's what we're going to talk about today, let me talk about it, here's what we talked about today, and you'll notice I do this on all the podcasts, I wrap it back up, and I repeat, why, because I really believe that will help you retain the information even better. We're going to work on clear transitions, if we're choppy, if we don't look like we know where we're going, people have really short attention spans, and we will lose them, and we have to go and regrab them. We want to create moments when we can, or even better just allow moments to happen, anytime you start to just sense there's emotion go with the emotion let it flow, use silence. Just be quiet. Okay, let that work for you, don't be afraid of silence, and then like I said, repeat often, speak clearly, and repeat often, let's talk about emotions for a minute, when you're speaking, change the pace of your speaking, in fact, probably the number one thing I'll work with in young communicators is like, you have the same tone, the same volume, the same pace throughout the whole time. You got to change it up, at some points you're going to want to speak a little bit faster, other times you're going to want to raise your voice, some times, you're going to want to slow down, and be really, really, quiet, variety helps keep people engaged, use your facial expressions as a tool, if you lose people's attention, and you're going to know when you do, change it up, you know, do something louder, slow down, change the pace, be funny, just say hey, you know, whatever, but when you start to lose people, work to bring them back. Help them feel, let them laugh, whenever they're laughing, shut up and let them laugh, laughter's one of the greatest tools a communicator has, in my world, people walk in you can tell they're skeptical, and if they're laughing, what happens is, they're more open to whatever's coming next, and again, don't speak over the laughter, whenever they're laughing just shut it, shut up, let them laugh, and then you can even get another laugh by saying something that's even easier to get a laugh, and play off that, use it as a tool to disarm people, so you can help communicate whatever the message is that you really want them to hear, now, almost finished. Two most important qualities when you're communicating, two most important qualities will be, confidence and humility, confidence and humility, how do those go together, those have to go together. Okay, if you're cocky, they will not like you, they will not trust you, okay, if you're confident, and humble, they will embrace you. If you're a spiritual communicator, okay, I know not all of you are, all of you are, but if you are, your humanity connects, and your godliness inspires, if you are holier than

thou, you will turn people off so quickly, you have to bring the real you, your humanity connects, but then your pursuit of what's right, that inspires people, I'd like to say this, that we may impress people with our strengths, but we connect with people through our weaknesses, let me say it again, we may impress people with our strengths, but we connect through our weaknesses, so don't feel like you have to be perfect, don't feel like you have to be amazing, just be yourself, be transparent, talk about your struggles, talk about what you're learning, how you're growing, what's going on, and that authenticity is going to help connect with hearts, and when you connect with hearts you can communicate truth. The single best thing you can do is be yourself. Be yourself, be yourself, if you are dorky, don't you dare try to be cool you will fail like crazy, if you're 55 years old, don't try to act 22, you'll look stupid. If you're 22, don't be afraid of being young, it's okay, work with it, just be who you are, don't be insecure, you have everything you need to do everything you're supposed to do, then, just start communicating, all the time, everywhere. The best leaders are great communicators, here's where we're going, here's what we do, say it with confidence, and humility, and you can make a big difference, let's review. Whenever we're leading or teaching, we always want to make sure the hat that we wear matches the purpose of the communication. The hat you choose is, the hat you choose helps determine the emotion they will feel, choose your hat wisely, for communication languages, work on our appearance, work on our body language, work on our words, work on our emotions, what are we going to be? We're going to be confident, we're going to be humble, we're going to be ourselves, three big questions, question number one, what hats do you wear? Here's the followup question, how can you better utilize your different roles to achieve better results? What hat do you wear, how can you use these hats to better achieve the results you want. Number two, in your communication, do you need more confidence, or more humility? Do you need more confidence, or humility? And what will you do to improve in that area? Number three, what specific area do you need to work on in your communication, what specific area. All the time, every time I'm communicating, I'm working on something, if we're not working on something, we're not getting better. You never get better on accident. I want to thank you for being apart of our leadership community, thank you for sharing on social media, thank you for rating and reviewing, that actually helps us a lot, send us a question at leadership@life.church, and remember, be yourself, why? People would rather follow a leader who is always real, than one who is always right.

- Thanks again for joining us here at the Craig Groeschel Leadership Podcast, you know we never get tired of hearing your stories, or your questions, and Craig loves hearing how you're growing as a leader, if you have a question you'd like to ask Craig, you can send us an email to leadership@life.church. You know its the end of the year, a great time for us as leaders to look back at all of our successes while looking ahead at what's to come in the new year, and here at life church we would love to end your 2016 on a high note, while sending you off into 2017 with a renewed perspective. I'd invite you to join us for one of our special Christmas Eve services, at all of our life church locations, or you can join us for one of our online worship experiences, simply by going to Church Online plus, we have a special Christmas gift available for you right now, at life.church/christmas. If you've been enjoying this podcast, please rate, review, and share it with all of your friends, because we love seeing leaders grow, because when the leader gets better, everyone gets better. Thanks again for joining us here at the Craig Groeschel Leadership Podcast, we'll see you next time.