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# **EVERYONE COMMUNICATES, FEW CONNECT**

## **What the Most Effective Leaders Do Differently**

**JOHN C. MAXWELL**

**JOHN MAXWELL** is a leadership expert, speaker and author. He has written more than 50 books which have sold over 18 million copies worldwide. Three of his books have sold more than a million copies each: *The 21 Irrefutable Laws of Leadership*, *Developing the Leader Within You* and *The 21 Indispensable Qualities of a Leader*. Dr. Maxwell is a graduate of Ohio Christian University, Azusa Pacific University and Fuller Theological Seminary. He is the founder of EQUIP, a non-profit training organization which has trained in excess of 5 million leaders in 126 countries. John Maxwell speaks every year to a wide variety of organizations including Fortune 500 corporations, government leaders, the United Nations, the National Football League and the United States Military Academy at West Point.

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**MAIN IDEA**

You, like everyone else communicate all the time – whether you realize you’re doing that or not. To become a genuinely effective leader, however, you have to learn how to connect with other people in everyday situations. Connecting this way requires that you first understand the five key principles of connection and then apply the corresponding five key practices:



You can always learn a lot by observing good leaders and communicators in action but your most intensive training will come as you work to apply what you observe. As you learn through trial and error what works and what does not, you can enhance your own ability to connect with others. The challenge in leadership is always to take what you have and to make the most of it rather than obsessing over what you don’t have. Connecting with people will make that happen.

*“If you want to learn how to connect and thereby become more effective in everything you do, there’s good news. Even if connecting with others isn’t something you’re good at today, you can learn how to do it and become better tomorrow. Learning to connect with people can change your life.”*

– John Maxwell

**Five Key Principles of Connection . . . . . Pages 2 - 5**

Connecting is purely and simply built on your ability to identify with people and relate to them. To become more productive and influential as a leader, you have to learn how to genuinely connect with others. To pull this off in real life, you have to understand five key principles about making personal connections:

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- 1 Connecting increases your influence
  - 2 Connecting always focuses on others
  - 3 Connecting goes beyond mere words
  - 4 Connecting always requires energy
  - 5 Connecting is an acquired skill, not a talent

**Five Practices of Well Connected Leaders . . . . . Pages 5 - 8**

There are five practices anyone can do to better connect with others – regardless of your age, experience or natural ability. Learning how to do these things can significantly change your life. To become a better and more connected leader:

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- 1 Always find some common ground
  - 2 Work hard to keep everything simple
  - 3 Create an experience everyone enjoys
  - 4 Say things which inspires the listener
  - 5 Have integrity – Live what you’re saying

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