

1) Reduce, Reuse, Recycle, Relate:

Why do folks care? Why should I care? Why do you care?

2) Know Thyself

It takes work, and is a life-long pursuit.

The more we know ourselves spiritually, intellectually, physically, and our capabilities, the better we can utilize them to pursue our passions, accomplish our goals, and make a lasting impact.

Marcus Buckingham. [Now Discover Your Strengths](#)

3) Know Thy Audience

What are the group dynamics?

Who is the decision maker? Influencers?

What do they care about? Connect to that.

Where are they at in their understanding, development, acceptance, etc.?

4) Listening & Compassion

2 ears, 1 mouth for a reason.

From here, compassion can grow.

From compassion, you can begin to relate.

After relating, then you can be heard and influence change.

“If you want others to be happy, practice compassion. If you want to be happy, practice compassion.” Dalai Lama

“Compassion is not religious business, it is human business, it is not luxury, it is essential for our own peace and mental stability, it is essential for human survival.” Dalai Lama

5) Storytelling

Be truthful. Believable.

Connect to what they care about.

Your unique experiences are what make you interesting. Use them in your stories.

Bring in what you care about; share your passion & enthusiasm.

“Nothing great was ever achieved without enthusiasm.” Ralph Waldo Emerson

“Enthusiasm is the mother of effort, and without it nothing great was ever achieved.” Ralph Waldo Emerson

6) Resources

Understanding. Self & Others

Awareness

Compassion

Integrity