

Today's Program

Communication: Putting Ideas into Action



***persuasive communication for creating
success during times of change***

with

**Jeffrey Hansler
Oxford Company**



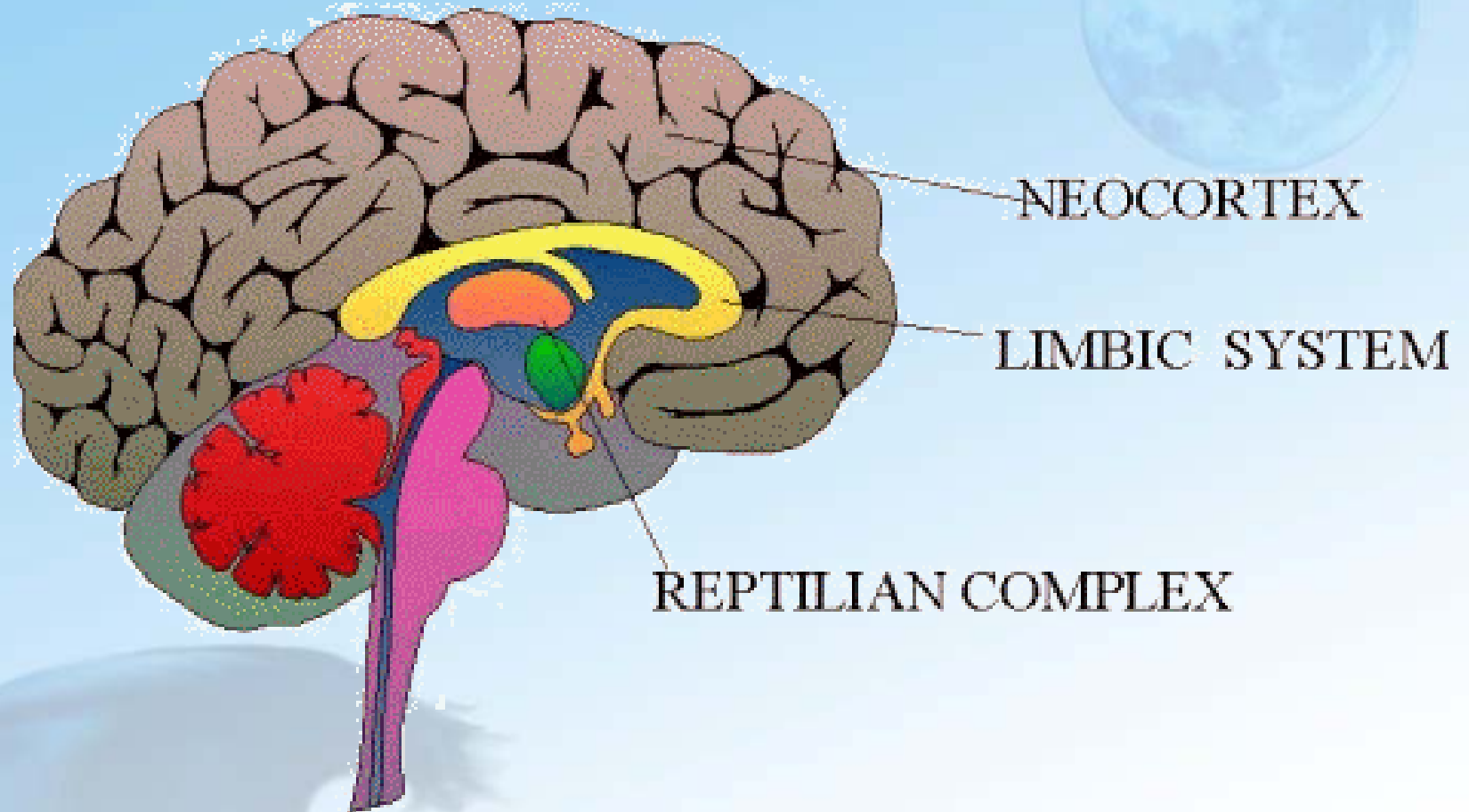
AAA efforts:

Awareness

Application

Adjustment







*Awareness connects
decisions (emotions) to
desired change.*







*The #1 key to happiness
is connecting with people
we like and trust.*





*When we connect meaning
and engagement to our
efforts we create an
environment that attracts
others to our cause.*





*Create meaning and
engagement
for you!
(if for no one else)*





*There are three areas we
can address with our
communication.*







*Only one leads
to change.*





Why



*The why is the key to
generating excitement
for an idea.*





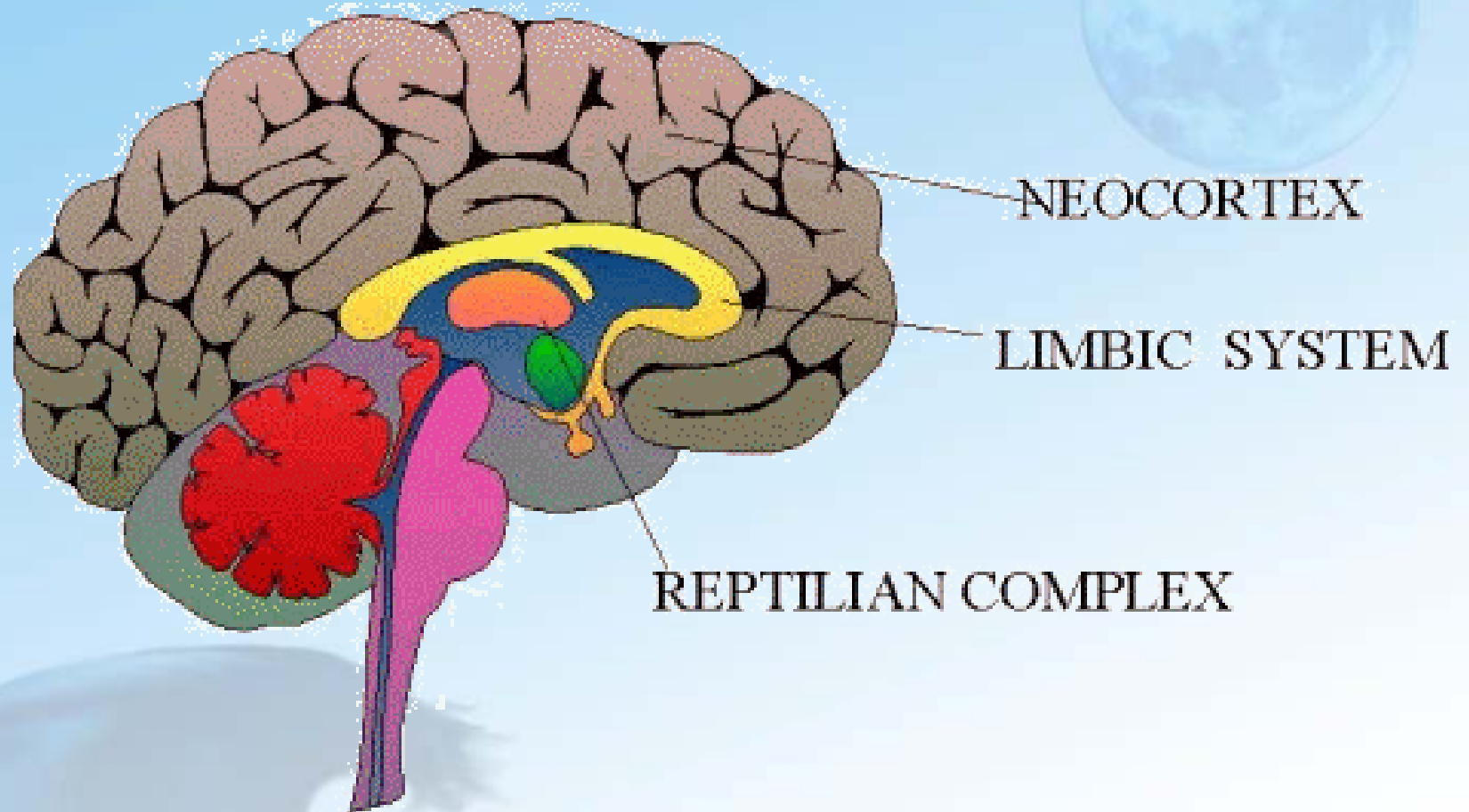
*The problem is the why,
the decision making part
of the brain, doesn't
understand logic or
language.*





*It only understands
a feeling – an
emotional connection.*





NEOCORTEX

LIMBIC SYSTEM

REPTILIAN COMPLEX

WHY

HOW

WHAT



There is a tendency to communicate the WHAT and the HOW and leave out the WHY when discussing the financials.





*Meet resistance to your
ideas with
understanding.*





Agreement Language



Yes and...





Questions





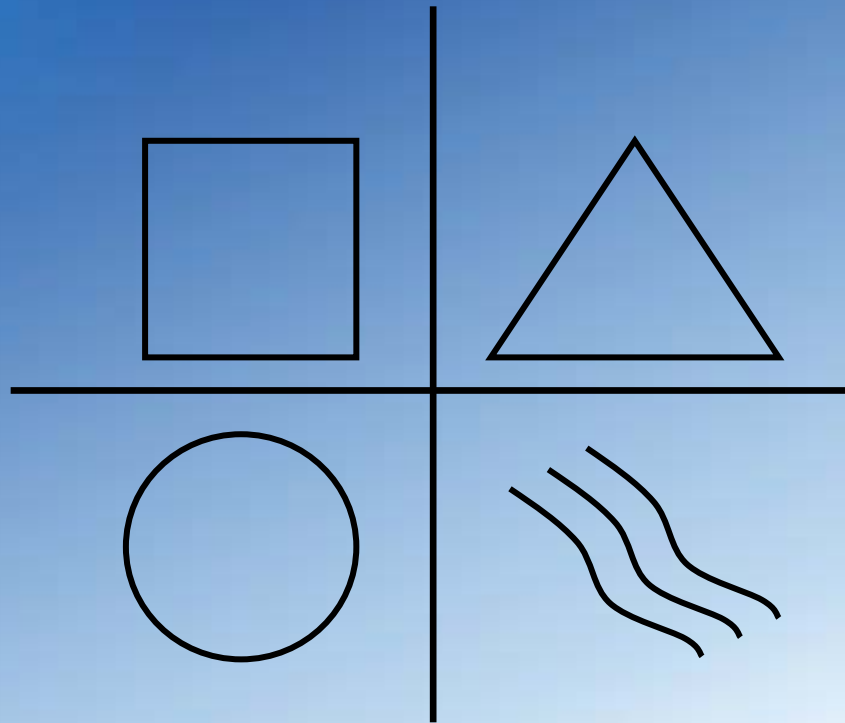
Creating Change

***The underlying key to
creating change is the
ability to ask
questions....***

Questions are key to a presentation

| | PAST | PRESENT | FUTURE |
|-------|------|---------|--------|
| WHO | | | |
| WHAT | | | |
| WHERE | | | |
| WHEN | | | |
| HOW | | | |
| WHY | | | |

Personality Profiles





Value Words





*Values are your
internal judge
and jury.*





*We represent
our values in
language with
Value Words.*





The 3 Value Word Groups

Relationship
Accomplishment
Peace of Mind





*Use words and word
patterns.*





*Demonstrate
understanding is the
bridge to the why.*





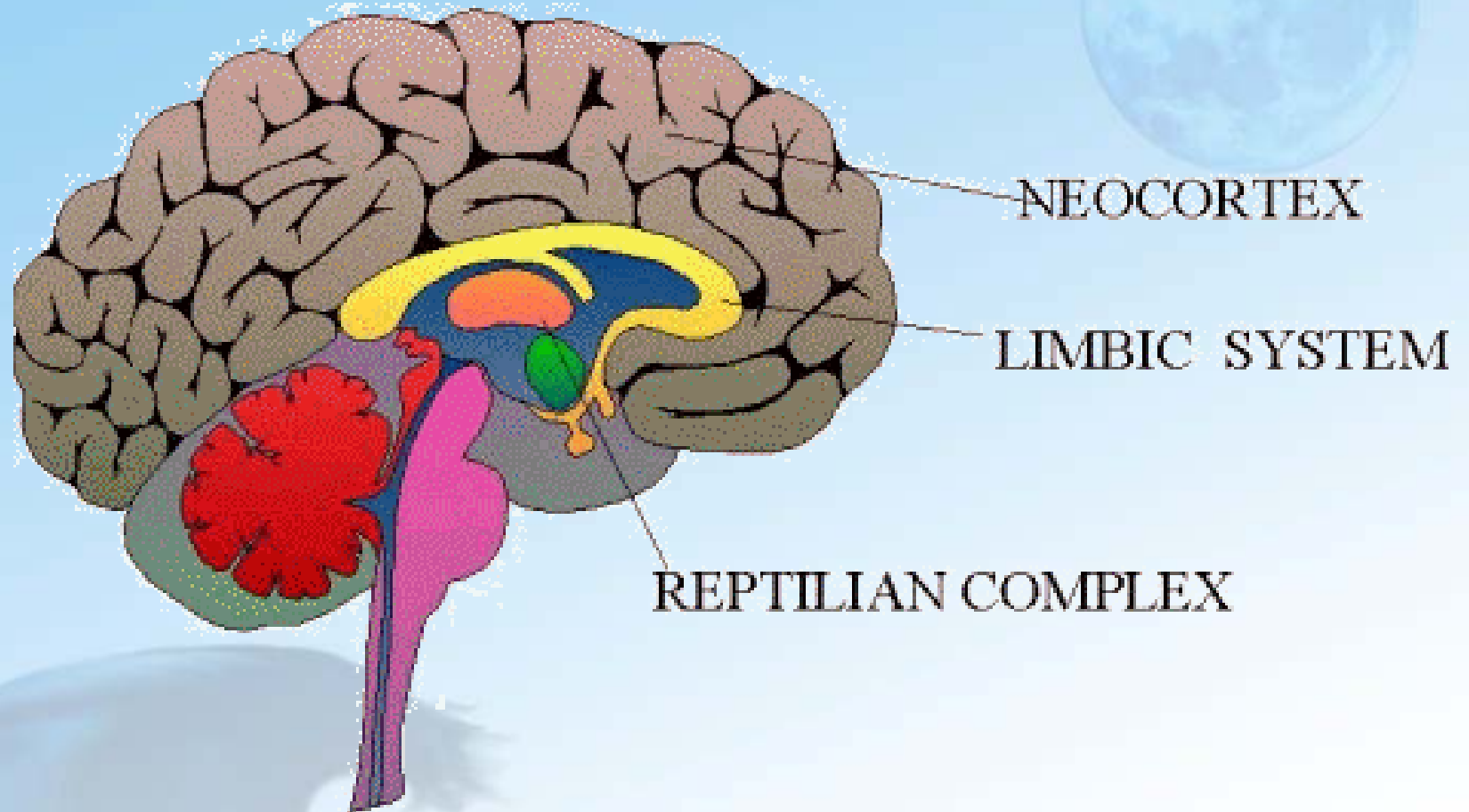
*The why is
tied to
VALUES*





Values words are a powerful bridge between the logical mind and the emotional mind.





NEOCORTEX

LIMBIC SYSTEM

REPTILIAN COMPLEX



*It's all about
creating **TRUST** by
demonstrating
understanding!*





AAA efforts:

Awareness

Application

Adjustment





Airline Failure

1st Edition

SELL
LITTLE
RED HEN!
SELL!



How to fully understand what the
people you deal with want and
how to give it to them!

Jeffrey Hansler

Foreword by Roger Dawson



*Be willing to take a risk
and be a nut.*





*Seek out and support
your first follower.*





*Create an environment
of that's likable and
trustable.*





Great communication is
giving them something
they can't get anywhere
else –

YOU!





May all your
interactions be
successful!

Thank you
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