

Enhanced Communication Principles

1. We cannot not communicate – we are communicating with ourselves and people around us all of the time, giving out many, many messages. We can, however, choose to become more aware of the effect our communication creates.
2. Most of our communications behaviour is a habit – a process of stimulus and response.
3. Approximately 93% of all communication is non-verbal (i.e. vocal tone, breathing patterns, facial expressions, postures and other body language).
4. Most communication is carried out at an emotional level (not a rational or intellectual level). Our words, vocal tones and body language act as a window to our feelings.
5. Our thoughts, words, bodies and feelings are all linked together – when we change one it affects the others.
6. Our behaviour (i.e. our verbal and non-verbal language) usually affects other people (and their behaviour usually affects us).
7. There is a positive intention behind all human behaviour.
8. We are all excellent communicators with ourselves and with some people, some of the time. We can quite easily refine our behaviour if we want to achieve better results for ourselves and for all people around us, more of the time.
9. Excellent communicators (i.e. those who always achieve good results for themselves and for the people around them) apply the habit of continuous personal improvement:
10. If we always do what we have always done, we will always get what we have always got!