



The ECHO™ — Your Weekly Presentation Tip

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Your Mother Was Right

Maybe it's just us here at Communispond, but did your mother ever tell you, "It's not what you say, but how you say it." Well, if she did, call her and tell her she was absolutely right!

Many of us plan our messages to be conciliatory, neutral, and/or not threatening. However, our audience sometimes reacts emotionally. What gives? Usually, it's not what we say (our message), but how we say it (our tone of voice and word choice).

Some of the simple words you can use to defuse an emotional situation include the following:

"Topic" instead of "issue"

"We" instead of "you" or "I"

"Concern" rather than "problem"

So, if you're anything like us, you've been reminded that your mother was indeed right ...yet again. Now, what did she used to say about washing your hands?

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