

# Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

Duoforce Enterprises, Inc.

2221 Ridgewood Rd.  
Lisle, IL 60532

630-983-5308  
630-983-5312 (fax) [www.duoforce.com](http://www.duoforce.com)  
[lillian@duoforce.com](mailto:lillian@duoforce.com)

Volume 4 Issue 2 May 2007



*Welcome to another issue of Communicate and Network Your Way to Success. My mission is to provide you with valuable information that you can use immediately to build high-value relationships in the office and at off-site events. I'll also keep you up-to-date on public workshops, events and products to help you hone your skills and grow your network. Contact me directly for conference and meeting keynotes, workshops, in-house training or coaching in vital business networking, business development, communication and team-building skills ... or if you would like to reproduce any part of this newsletter in your organization's print or electronic media.*

*Please enter [lilianspeaks@duoforce.com](mailto:lilianspeaks@duoforce.com) or unmark as spam into your e-mail database to ensure you receive this newsletter. If you are unable to view it here, you may read it online at <http://duoforce.com/ldb/direct3-newsletter.htm>.*

## In this issue:

1. **Words Have no Meaning Until You Give it to Them**
2. **E-mail can be Injurious to Your Career!**
3. **Lillian's Work is Helping People Nationally & Internationally**
4. **Second Marketing Boot Camp to be Aug. 3, 2007**
5. **Ask the Business Networking Authority – Is it proper etiquette to hand out resumes at networking events?**
6. **Did You Know ...**



## Words Have no Meaning Until You Give it to Them

You hear the word “alcoholism” and react unemotionally as you say that it is a disease that can have sad side effects. Your friend reacts passionately every time the subject is discussed.

You share strong, definitive opinions when pay inequities for women are discussed. Your friend agrees dispassionately that it is unfortunate.

Words have no meaning. They are the symbols the sender uses to express thoughts, beliefs and ideas and the intonation is affected by his/her background, values, experiences, behavioral style and knowledge. The receiver uses the same criteria to interpret the words. That's why the sender doesn't always get the expected response or the same response from two people.

This is one of the principles of communication that makes the process more difficult at work and at home.

In the first example, your friend still vividly remembers how his alcoholic father left when he was eight. He remembers, too, how his mother worked two jobs to pay the rent in their small apartment and how his sister was the only one home with him much of the time. You, on the other hand, have never personally experienced the disease with family or friends.

As a woman, however, you have experienced pay inequities personally and are now seeing your daughter still experiencing the same thing. It makes you angry! Your friend is a well-paid single attorney, and his sister is living a comfortable life as a mother and homemaker. His mother worked as a cleaning woman and in a restaurant so he thinks she was paid fairly for what she did. He's never given much thought to gender-equitable salaries.

As these examples show, different people can react emotionally or intellectually to the same words. Sometimes, as the sender you try to get people to respond more intellectually or more emotionally depending on your purpose for communicating. What throws you off guard is when you think you have chosen your words carefully and your audience of one or one hundred reacts differently.

The sender and receiver are equally responsible for trying to make the communication process work. Here are some hints to help you in both roles.

### Hints for the sender

- Purposely avoid discriminatory language in the gender, race, religion and age arenas.
- Listen carefully with your ears and eyes. Become an astute student of body language and watch for furrowed brows, crossed arms or legs and other signals that you may have upset the other person(s)
- If you making a presentation to an association or company, do your research! Ask if there are any subjects or words that are taboo.

### Hints for the receiver

- If feasible, clear the air immediately if a word or words concern you. If you harbor anger, resentment, hurt or confusion, it will cloud the rest of the interaction and maybe even future ones.
  - During one of my DiSC-based communication workshops, I divided the participants into groups and asked them to list good qualities of other behavioral styles. One of the groups used the word “robotic” in what they thought was a complimentary way. The people who were being described found the word to be unfavorable. Working together, they came up with “structured,” which was agreeable to all of them.
  - In another workshop exercise that required participants to think of words they customarily use that might be perceived differently than they intended, one man shared the following story. He is a computer trainer and said he started a class by saying, “Today, you will be receiving the bible of all computer training.” One of his attendees immediately said, “I know of only one Bible, and it doesn't deal with computers.” The man admitted he was shaken and is much more careful in his word choice today.
- Keep your personal filter clean.
  - List your prejudices and work to overcome them. Ask yourself if are they based on race, gender, religion, age, status, educational background or others.
  - Form your opinion in the moment. Don't prejudge situations, presenters, your co-workers or parents or children's reactions, a book before you have read it or the taste of food before you have eaten it.
  - Be proactive. Read books and magazines, attend seminars, listen to CDs, watch select TV programs to help you grow personally and professionally.

- Listen carefully to everything the other person has to say even when you may not agree.
- Wait to speak until the other person has finished.

## **E-mail can be Injurious to Your Career!**

I'm not kidding! You all know that e-mail is the primary business communication method today. Do you also know that few people have been trained how to use this pervasive informal tool effectively ... and safely? In fact, many use it far too informally. There's help. I've created a new program, "E-mail can be Injurious to Your Career!" Check it out at <http://duoforce.com/ldb/keyprograms/emailskills.html> and then contact me at [lillianspeaks@duoforce.com](mailto:lillianspeaks@duoforce.com) or use that other communication tool at 630-983-5308 to find out how you can help yourself or your people communicate better.

## **Lillian's Work is Helping People Nationally and Internationally**

An instructor at a junior college in Texas is including several articles from my website in chapters on verbal and nonverbal communication in his Customer Service distance learning course. He's using them as supplemental reading to the text and is having students provide feedback on the content. A useful hint: store your articles as PDFs so none of the content can be changed.

This month, I'll be interviewed by a student in the master's business psychology program at the University of Westminster in London. The title of her dissertation is "Strategies for Effective Networking." This is a good example of walking my talk. I help people create a top-of-the-mind positioning statement and let it guide their marketing efforts. The student shared that as she was doing her research on the web, my name and Duoforce Enterprises, Inc, kept surfacing under various searches for business networking.

And, coming really soon: The first in a series of comprehensive online communication and networking skills courses that I am developing in collaboration with a nationally respected and well-established online training company. Links will be available on my site. You can read much more in my June newsletter!

## **Second Marketing Boot Camp to be Aug. 3, 2007**

The first one was so successful (One participant said Pat Price and I had hit it out of the park!) that we immediately set the date for another one: Aug. 3, 2007. Join us for a summer learning experience that will help you gear up for your busy fall. The second Marketing Boot Camp will be from 8 am until 12 noon at National Lewis University, 850 Warrenville Rd., Room 850-227, Lisle IL. (It's easily accessible just east of the I-88 and Route 53 South exit.)

Learn how to create attention-grabbing marketing, create your verbal business card, write and submit media releases, and myriad other online and offline business and personal marketing tactics. Cost is \$89 and includes materials and continental breakfast. For more information and to register, go to [www.duoforce.com/bootcamp/flyer.htm](http://www.duoforce.com/bootcamp/flyer.htm). Pat, a certified Dale Carnegie instructor, is president of the Price Group, Inc., a marketing company focused on small to medium- sized businesses.



## Ask the Business Networking Authority

*Do you have questions about business networking protocol or how to network strategically? Send them to me at [lillianspeaks@duoforce.com](mailto:lillianspeaks@duoforce.com), and I'll answer as many as I can in this newsletter. Put "question for newsletter" in the subject line.*

**Is it proper etiquette to hand out resumes at networking events?**

**Job hunting in Tennessee**

No, it is not unless the event is specifically for people in transition. Networking is planting seeds; it is not harvesting. Your goal is to give out your business card (Yes, you *must* have one when in transition.) to grease the skids or thaw the calls you want to make to others. Secondly, most people simply do not have room to "store" your resume at such events. Men have inside jacket pockets (if they have on a suit, and, even then, they can hold only so many). Women's suits do not have inside pockets, and most women do not carry big purses to such events.

Your hands should be free to shake with others, and carry the occasional food or beverage you might choose to have. Most of the resumes end on tables for the wait staff to discard or in the bathroom wastebaskets. Follow up with your "sales" pitch via e-mail or the phone and ask permission to send your resume or to meet with them (if over coffee, you pay). You'll find them much more receptive to your materials.



## Miscellaneous

See Lillian's new DVD at [http://www.duoforce.com/ldb/Lillian%20BjorsetLg\\_Prog.wmv](http://www.duoforce.com/ldb/Lillian%20BjorsetLg_Prog.wmv). You need windows media player, and the latest version can be downloaded free at <http://www.windowsmedia.com/MediaGuide/Home>.

Click [www.duoforce.com/ldb/media.htm](http://www.duoforce.com/ldb/media.htm) to read, "If You Want to Get Along Better with People ... Try the DISC approach!" in the May 2007 issue of *Imaging Spectrum*.



## Did You Know ...

- A "jiffy" is an actual unit of time for 1/100th of a second.
- A shark is the only fish that can blink with both eyes.

... until next time

© 2007. Duoforce Enterprises, Inc. Lisle IL. All rights reserved.

To unsubscribe from this newsletter and all information regarding Lillian's events, send an e-mail to [lillianspeaks@duoforce.com](mailto:lillianspeaks@duoforce.com) with the subject "unsubscribe." It is our ongoing commitment to communicate and network only with those who want to hear from us.