

## Talking Is Not Communicating

How To Accelerate Your Success By Building A Communication Culture

Every executive and team has experienced the frustration and cost of failed communication.

Even the most talented workers who are sincerely doing their best fall prey to the natural inclination to be persuasive and “win” rather than understand, or be defensive if they perceive they or their ideas are being attacked (whether they really are or not.) Lack of emotional safety, over reliance on email, personality conflicts, false perceptions, past negative patterns, and hidden goals further erode employee engagement and productivity.

Imagine instead a workplace where high levels of trust and safety allow ideas to be expressed without fear and evaluated objectively without defensiveness or private agendas. Where knowledge is transferred freely and listening to understand rather than arguing to win is the norm.

This is the *Communication Culture™*, one where people seek to understand and adapt to each other – and its creation is more possible than you think.

In this high-energy session, we’ll learn the critical difference between talking and communicating, why communication tends to fail, and four steps you can take immediately to begin creating a Communication Culture that inoculates your organization against the four Cracks in Communication that start small and silently destroy companies, careers, and relationships.

We’ll also learn how to instantly measure the current *Communication Culture* of any group, diagnose problems, and use the Communication Equation to move toward a Communication Culture that removes road blocks and accelerates any individual, team, or organization toward their priorities and goals.

### Paul Endress

Recognized as a true expert in the science and strategy of effective team communication, Paul Endress is a best-selling author who has been quoted in The Wall Street Journal, New York Times, USA Today, and dozens of other leading business publications.

Paul is the architect of Communication Styles 2.0™, The Communication Culture™, and The Five Levels of Communication™ which organizations use to gain a competitive advantage in their businesses.

A captivating speaker, Paul has helped tens of thousands of individuals and business executives become outstanding communicators through his coaching, consulting, seminars, speeches, and products.

This includes executives from companies such as Mitsubishi, Chevron, Exxon, Shell, and Halliburton, as well as thousands of other business professionals at corporate events, public seminars, and association events.

