



HOW TO UPGRADE YOUR COMMUNICATION ACROSS CULTURES

in four easy steps

HOW

does this PDF work?

Based on Simon Sinek's Golden Circle, (see below), this guide helps you identify why your communication can fail, how you can change it to be more successful, and what results you can expect when your communication improves. There are four more pages, one each for reading, writing, listening and speaking. Try out some of the suggestions. If you need more support, you can contact me here:



Rhonda L. Bowen

WHY

is this important?

So many BEST (business, engineering, science, technology) professionals work hard to express their ideas clearly and to understand others, but often feel frustrated when they or their counterparts just don't comprehend the ideas. This PDF guide gives you answers to these challenges.



https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action#t-1065536

<https://simonsinek.com/product/start-with-why/?ref=home>

WHAT NEXT? CONTACT ME

Here's my website:
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READING

HOW

can I do this better?

- 1 Scan the text and check on words you don't understand before reading the text.
- 2 Look for structural elements, like headings, to identify the main points, or read the end first and then read the whole text as if you are a detective solving a case.
- 3 Divide the text into smaller parts and only read one part, then take a break and do something else, or look at a complicated sentence and try to find the subject, verb and object and cut out the rest.

WHY

is this difficult for me?

- 1 I don't understand the terminology.
- 2 I can't follow the logic.
- 3 The text is too long and/or complicated.

WHAT

will the results be?

- 1 Learn new words to use in your own messages
- 2 Focus on the most important points
- 3 See a text as a puzzle to solve, not as stress

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WRITING

HOW

can I do this better?

- 1 Read texts written by peers that use the terms you need so you learn how to put them into context.
- 2 Write your full text, then reduce it to include only the most important points. Less is more!
- 3 Look at the questions you receive and compare them with your text. Where did people get lost? What words, structures, phrases did you use that they misunderstood? Look for alternatives to use in your next text.

WHY

is this difficult for me?

- 1 I don't know the right words to use.
- 2 I write so much, but then others don't read my text.
- 3 The questions people ask don't fit to my text.

WHAT

will the results be?

- 1 Expand your vocabulary and learn synonyms
- 2 Express your ideas in a way that everyone can understand. This saves time later.
- 3 More focus on your readers, sending messages that are easy to understand

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LISTENING

HOW

can I do this better?

- 1 Keep a record of good media to use with your counterparts. Sometimes reading a text before listening to a conversation can be a big help.
- 2 To work on accents, listen to speeches online, for example at <https://www.ted.com/>. You can often listen to the speech and read a transcript in the original language.
- 3 When you don't understand, tell the person first what you did understand, then ask for what's missing.

WHY

is this difficult for me?

- 1 The medium I use (phone, internet) distorts the words.
- 2 My counterpart has a strange accent.
- 3 My counterpart speaks too quickly or is not clear.

WHAT

will the results be?

- 1 Clearer and shorter interactions
- 2 Additional practice in a safe place when listening online without direct interaction.
- 3 Less stress when something is unclear

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SPEAKING

HOW

can I do this better?

- 1 Don't forget, you have valuable ideas to express, which are also good for the important person.
- 2 Don't focus on what you want to say. Find out what the audience wants and needs to know. There's always time for questions later.
- 3 You should have extra adrenalin when giving a speech. It helps you be your best. If there's too much, do something to get rid of the extra energy in your body, e.g. take a walk. Find a friendly face and speak to that person most.

WHY

is this difficult for me?

- 1 An important person is listening.
- 2 I have so many ideas, I don't know what to say first.
- 3 I'm afraid of speaking in front of an large audience.

WHAT

will the results be?

- 1 Focus on the benefits for the audience
- 2 Help others understand your ideas in a clear way
- 3 Use your energy wisely and pass it on to your audience, so they will support you and your ideas.

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