



7 Secrets Of Powerful Communicators

Developing Your Personal Influence & Power

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7 Secrets Of Powerful Communicators

Dedicated To All

Who dream of being a non conformist, a rebel, a maverick and a powerful presence in their personal and professional lives.

Power and influence is not an option. You need both.

To survive and thrive in a world where change and developments can happen in an instant, it is crucial that these virtues are seek and learned.

“I’m not interested in preserving the status quo; I want to overthrow it.”

~ Niccolo Machiavelli

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Author's Preface

I still remember vividly that moment when I walked into the community library located outside my workplace. It was lunch time, and with minutes to spare, I thought that I could perhaps do a bit of reading.

Running my fingers through the many spines of books, I soon found myself in the self development section. At that point in time, I had never read a single sentence on anything close to self improvement.

A small book with its cover coloured in dusty yellow caught my eye. It had its pages dog eared, and seemed quite used. I picked the book up, and read the title.

“Think and Grow Rich” by Napoleon Hill.

I flipped the first page and saw the following words printed in bold.

“Whatever the mind of man can conceive and believe, the mind of man can achieve.”

Those words were alien to the 18 year old soul in me, but it deeply resonated. Somehow I felt a divine connection with those words.

Since that serendipitous moment with the book, I noticed that Life threw me a big trampoline. I’ve been jumping on it ever since. I no longer looked at dreams, goals and visions as things that are beyond me. Rather, they seem like benchmarks I needed to pass through.

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Confidence has always been a subject of interest for me. From being rejected in my first sales job to losing a potential love, I had always thought that confidence was a key element needed in achieving any semblance of success.

I began devouring books on anything that came close to self empowerment. Subjects ranged from as sensational as seduction to as dynamic as leadership.

The journey since then has been gratifying and purposeful. I grew up to be quietly confident in my abilities. Above all, I understood that personal power was a journey I had to undertake throughout my life.

To be in a community of learners and knowledge searchers has always been my ultimate goal. Realizing the fact that knowledge is energy than can be internalized and applied to change someone's life, I thought that it will be good to have me contribute to this unseen community in my own small way.

Like how that small book by Napoleon Hill did for me.

I hope that these small insights of mine will provide you with the impetus for you to also start searching for your own lessons.

Most of Life's most valuable lessons come through the discerning eyes of someone who reads.

To a powerful You.

The Author

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Secret #1: The Powerful Communicator Establishes His Presence

The powerful communicator will never take this for granted. He understands the importance of placing himself into a position where he can be perceived as influential or powerful.

There are three simple yet effective ways where the powerful communicator can achieve this.

- 1. Establish credibility**
- 2. Creating conversations**
- 3. Exuding confidence**

Establish Credibility

The powerful communicator usually highlights his credentials via introductions from mutual friends or hosts. Nothing speaks more of a person, than a glowing reference or testimonial from another party.

In the age of social media, the powerful communicator can also establish a solid and credible presence by ensuring that his profile is efficiently loaded with the necessary information he wishes to portray himself. This will guarantee that any prospective audience or listener, who wants to know about him, and decides to do a bit of research, will only find very relevant and concise details.

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The powerful communicator knows that a reputation, good or bad can precedes him.

Creating Conversations

Likeability is an important factor for the powerful communicator. He understands that people are far more likely to be influenced by someone they already like. It is imperative therefore that the powerful communicator build relationships with his audience or whomsoever he engages with.

This is only possible if the powerful communicator works and excels at creating value added conversations. He knows that even the most insignificant exchanges or conversations, can paint a perspective for his audience.

The powerful communicator therefore deliberately creates conversations that centre on the mutual interests of his audience or listener. When the listening party, feels that the powerful communicator cares sincerely about the quality of conversations they have, it is easier for him to be liked.

Exuding Confidence

The powerful communicator with the highest level of energy will always be able to establish his presence.

He therefore understands that the only way he can consistently affect this energy on his audience or listener, is by exuding the highest level of confidence.

The powerful communicator also knows that there will be occasions where he will be required to “fake his confidence” on days where he may not be. k

Secret #2: The Powerful Communicator Knows His Audience

The powerful communicator is a student of psychology and is well versed in observing human behaviours.

He knows that almost everyone acts and reacts on two basic premises.

- 1. The pursuit of pleasure**
- 2. The avoidance of pain**

With this understanding, the powerful communicator will then be able to craft out a strong and compelling message in accordance with the premise his audience or listener holds true.

The powerful communicator is also intelligent enough to select words that are congruent and consistent with the values his audience or listener upholds. This will create an effective imprint on the minds and hearts of his audience or listener, when he engages them via conversations or speeches.

The powerful communicator can also therefore choose his mode of engagement to create the desired outcome he chooses.

For example, if he is placed in a group who generally feels motivated to achieve something, the powerful communicator understands that he can seek to be inspirational. He will therefore select words like, “empower”, “challenge”, “potentially”, “future” and so forth. He will also be more

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energetic and dynamic in his tonality, to create a level of excitement in his audience. He knows that an audience who wants to be gratified by pleasure is easily driven by possibilities and richness. Like kids wanting candies. The powerful communicator therefore seeks to communicate and engage, in a manner where the audience will perceive his message as joyful and fun.

On the other hand, for his listeners who thrive on avoiding pain, the powerful communicator understands the need to be persuasive.

He will craft out strong messages that will invoke pain in his audience's mind, as a stimulus to make them react. Occasionally, he will have to amplify and exaggerate the nature of pain and anguish, in his listener's mind to create the needed impact.

He knows however, that this is done, for the greater good of his listeners.

The powerful communicator realizes that in order for him to be deemed as pivotal and influential in the ideas he shares, he has to understand the varying methods of connecting with his audience.

Like a doctor, the powerful communicator understands that it is crucial he understands his patients. Only then can the right diagnosis be applied.

This crucial understanding of his listener's psyche, will define the quality of power the communicator can have.

Secret #3: The Powerful Communicator Always Has an Objective When He Speaks

The powerful communicator is the staunch advocate of the quote from Winston Churchill that says,

“If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time - a tremendous whack.

He understands that the powerful communicator is not the one with a lot of things to say, rather, he is the one with only one thing to say, but repeated often.

When the powerful communicator expresses his views, insights or messages, he makes it certain that the audience or listener gets the intended point. He prefers not to indulge in excessive usage of words or vague conversations.

The powerful communicator chooses not to engage in idle chit chats or small talks that do not add value to his credibility or his message. While he recognizes the importance of rapport building, he also understands the importance of always being concise.

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The objective of a powerful communicator is usually inspiring and persuasive. He knows that the value of his message is there, if his listener or audience is engaged to act on it.

The powerful communicator incorporates the following acronym when he speaks.

K.I.S.S M.E

K – Knowledge rich

I – Interesting

S – Simple

S – Succinct

M – Meaningful

E – Engaging

Secret #4: The Powerful Communicator Prepares

The powerful communicator knows that nothing can replace preparation. A general with the most number of soldiers at his command can still lose a battle if they are not prepared.

He knows that there is little value in being caught unprepared. While some may embrace spontaneity as a virtue, it still pales in terms of influence when compared to preparation.

The powerful communicator, who strives to prepare his key messages, his content structures, his manner of delivery and his appearance, will find it easier to be influential.

Mental Preparation

The powerful communicator begins everything with the end in mind. He understands that if he is mentally prepared, he will be able to project a level of certainty in his words and actions. He is extremely focused and always visualizes the best outcomes in his dealings and interactions. To prepare mentally, the powerful communicator will always plan and play out the details of his interactions, so as to minimize errors that can make him look weak and sloppy.

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Emotional Preparation

The powerful communicator is mindful of his feelings and moods. Knowing that emotions are energies that can be felt by his audience, he ensures that he will always be on top of any emotional changes.

He rarely allows his emotions to be drastically affected by negativity or distractions, choosing instead to always feel good and confident about himself. He appreciates positivity and goodwill, and will reciprocate these good emotional vibes to his audience.

The powerful communicator is not ignorant. He is mindful.

Physical Preparation

The powerful communicator dresses the part. When he feels good, he looks good.

Knowing that visual impact influences, he ensures that he is presentable at all times, thus creating the impression of confidence and competence.

It need not be expensive. It just needs to be credible.

Secret #5: The Powerful Communicator Shares Stories

The powerful communicator knows that almost all religious texts and books are based on the one premise.

That there are lessons to be learned from stories of the past.

He therefore utilizes stories to create the needed impact and effect on his listeners.

The powerful communicator is a masterful storyteller. He understands the psychology of being able to identify with a story's characters, predicaments and triumphs. In fact, he also tries to draw his audience and listener into his very own personal stories that are relatable and full of insights.

The powerful communicator has in his possession, a library of stories that he can share at an instant. When he shares a story, the powerful communicator will attempt to engage his audience via their sensory, visual and audio responses. He knows that a story that is well delivered will be fondly remembered by his audience.

The powerful communicator realizes that in most instances, his audience will forget his key message or delivery style. A great story however, is rarely forgotten. Just like the story of "The Tortoise and The Hare", a well told story will be remembered for ages.

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On the flip side of using stories to enhance his presence and competence, the powerful communicator will be careful enough to not exaggerate his stories.

Audience will be able to feel and detect when a communicator is going overboard with his stories. Sometimes these stories can be too spectacular or ludicrous, to be accepted as believable or credible.

The powerful communicator will not engage himself in delivering “tall tales” to add effect and impact to his message. He understands that the simplest story, can sometimes wield the deepest message and influence.

Secret #6: The Powerful Communicator Asks

The powerful communicator remembers the following words from Abraham Maslow,

“I suppose it is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail.”

The powerful communicator knows better than to assume that he knows everything there is to know about his message, his delivery style or his audience.

Assumptions have always been the bane for communicators. The weaker communicators tend to assume about a lot of things, because they are either lazy to do a bit of homework or are just too arrogant to try and ask.

He knows that in whatever occupation that he is in, the powerful communicator will drive up more credibility by being willing to ask and get answers. Only when he is certain, will he be able to communicate more effectively.

The powerful communicator knows that assumptions are usually the best indicator of a person's ignorance. Even when he is listening in to somebody else's opinions, he will try to sieve out any perceived assumptions he has. This will enable him to not be clouded by prejudgement. This will ensure that the powerful communicator will always remain objective and succinct when he is giving a reply.

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By asking about things he is unsure of, the powerful communicator will also be perceived as someone who is meticulous and detailed. He will also be demonstrating a level of humility and willingness, in wanting to understand his audience.

The powerful communicator always has this simple framework in mind when he is asking a question,

- **Is my question relevant to the point mentioned?**
- **Is there a course of action that I can follow through with my question?**
- **Am I questioning simply and clearly?**

With this simple framework in mind, the powerful communicator will derive the best value from the answers he receives.

The powerful communicator never assumes.

Secret #7: The Powerful Communicator Believes In Himself

The powerful communicator is a student in the art of self belief. He knows that the best communicators are not necessarily the ones with the best oratorical abilities. On the contrary, he has found that the powerful communicators are those who have a deep rooted confidence in their own selves.

The powerful communicator knows that when the chips are down, and energy levels are at a record low, it is vital for him to draw on his reserves of self belief and quiet confidence.

The audience and his listeners are far more likely to depend on his level of conviction, to feel persuaded and inspired.

Self doubts are inevitable. Social media has allowed criticisms to be expressed freely. Powerful communicators are therefore more susceptible to receive immediate feedbacks regarding their message or delivery style.

It is therefore important for the powerful communicator to always reflect on this statement from Rumi,

““Don't be satisfied with stories, how things have gone with others. Unfold your own myth.”

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The powerful communicator must read these books to gain an understanding of personal belief.

1. **Think and Grow Rich | Napoleon Hill**
2. **Unlimited Power | Anthony Robbins**
3. **The Game | Neil Strauss**
4. **The 48 Laws of Power | Robert Greene**
5. **The 50th Law | 50 Cents & Robert Greene**
6. **Linchpin | Seth Godin**
7. **The 7 Habits of Highly Effective People | Stephen R Covey**
8. **How To Win Friends & Influence People | Dale Carnegie**
9. **The Power of Now | Eckhart Tolle**
10. **Psycho-Cybernetics | Maxwell Maltz**