

Chapter 8 **Communication**

Expressing and Receiving Ideas, Opinions, and Intelligence

Communication is simply an exchange of information. Adequate communication skills are ideal for one to bear as we yearn for *achievement*. There are two forms of communication; *verbal and non-verbal*, attached to those are several unique *systems and devices* in which are utilized to transmit information. Verbal communication consists of spoken word or sound emitted using one's voice. Systems used to express verbal communication are *languages and familiar sounds*. The primary device employed to forward verbal communication is *the mouth*; this is where the initial vibrations from the voice box portal. There are also other popular devices that service *microphones* to transfer words and sounds within an earshot of the receiver such as *telephones and two-way radios*.

Systems used to communicate non-verbally are *symbols, sounds, and gestures*. Symbols include *written word and pictures*. Devices used to embody these images could be anything from the *utensils* used for markings, to the *surfaces* in which they lie. This form of communication can also be produced on electronic technology devices (i.e. text messaging and Photoshop). Sound is spawn from anything that creates an auditory impression. Some devices used to generate sound could be *manual operated instruments, electronic gadgets, natural resources, and body parts* just to name a few. Gestures or in other words *body language* is just that, "the use of motions of the limbs or body as a means of communication".

Communication is a *two-part* process. It [communication] requires one party to *express* information as the second party *receives* the information. Verbally or non-verbally one must wholly *understand* the content of the message for it to be considered proper *communication*. If there are ever any barriers obstructing the receiver's comprehension of what is being expressed, no true communication is established. "Minor complications can cause major miscommunication". Although *speaking* is one of the oldest and most common ways to communicate, many times spoken words are unnecessary for successful communication.

Non-verbal communication can often create higher volumes to the receiver than verbal communication. Every day; business men and women alike initiate and finalize administrative deals entirely through

written documents while never once speaking verbally to one another. In other cases perhaps there was a type of language barrier in the way of an understanding between the expresser and receiver; in that situation common symbols, sounds, or gestures may be the best option in efforts of achieving communication amongst the two parties, or how about when our mother gives us that piercing glare better known as “the eye” that we all know too well; when we see that there is no verbiage needed the message is clear, whatever it is that we are doing needs to stop.

Referring to the popular phrase, “*actions speak louder than words*”. If I was in a conflicting confrontation with another person and *verbally* stated that I no longer wished to engage in the altercation while calmly walking away from the situation most likely the opposing person would agree to set our differences to the side, establish this as middle ground, and too walk away from the situation. However, if in the same exact scenario and I verbally stated the conflict was no longer an issue but then proceeded to *physically* rush the person or present any other threatening *body language* in which could be perceived as harmful my *verbal* statement of a truce becomes invalid as the second party would have the right to react to my *actions* rather than my *words*. Words don’t mean a thing without actions behind pushing them forth. “**Words** are *potential*, **Action** is *fact*”.

Non-verbal body language can also reflect one’s emotional state or *mood*. Personally I can tend to be an emotional person and in the past there have been occasions where my non-verbals have sent a more accurate message than my verbals have. If I was having a bad day my verbal and non-verbal communication would contradict one another. I would verbalize that my feelings were stable while in actuality I was internally stifled. To avoid voicing my true *feelings* I would verbally insist that everything was all good. Even then, others knew from my body language that something was indeed bothering me. In this event my *non-verbal* communication generated higher volumes than my *verbal* communication.

I associate 3 *P*’s with communication; *projection*, *purpose*, and *presentation*. Communication can be vastly projected while being expressed through various forms. No matter *how* we *project* communication it is always *presented* with a *purpose*. Communication can be bestowed to share feelings, network, educate, navigate, engage in intimate conversation, resolve conflict, originate plans, build relationships and everything else in between. The most critical aspect to communication is *presentation*. Often times it’s not **what** one says, but

how one says it. Presentation exhibits the sincerity or severity of the message at hand and also solidifies the difference between one being *aggressive* versus being *assertive*.

Among the wide array of purposes that call for the convention of proper communication, I found that my *relationships* benefitted the most from its application. These relationships were both *interpersonal* and *intrapersonal*. Communication skills were useful as I was getting to know and understand who **I** was on the inside as well as embarking upon business relationships amongst clients, customers, partners and contributors– to more personal relationships involving my family, friends and mentees. Each type of relationship demands well established communication for it to prosper. With no communication, there is no relationship.

Learning about myself internally was a colossal challenge for me in the early stages. I didn't carry with me any reasoning nor did I care to. I was "*living by the second and dying by the minute*".

As opposed to thinking irrationally and acting impulsively, I began to stop and *self-reflect*. One of the best ways to learn is through asking questions. I consciously questioned my subconscious as to *what* administered my feelings and *why* I was doing the things I did. I expressed to myself desires and goals which lay in the forefronts of my sights and then identified all that could hinder these plans. I reiterated what was important to **me** in **my** life and made a decision to what it is **I** would stand for as a member of society.

To receive these answers I had to *communicate* within. By knowing and understanding myself outright through my own *intrapersonal* relationship allows me to better *prepare for, react to, and transcend over* any obstacles I may be faced with. I convey these same skills as I approach and take on business relationships. I ask questions, express the intentions and goals of the company's product or service, and relay the direction in which I aim to lead the client, customer, and partner into. By communicating these things and being honest while doing so conciliates *rapport* between the other party and I. *Rapport* is a harmonious accord that subsumes understanding and trust.

All my life I have been a salesman. Since a mere tot selling candy bars for the school's fundraiser to operating my first lemonade stand, to my dark years where I mastered the concept of supply and demand as I purchased illegal drugs wholesale and distributed them retail unto my peers while at the same time "managing" a stable of female escorts, to my more respectable days in business where I worked as a top ranked

sales associate for a major corporation before incorporating my own company. Now everything I do is legit. Truthfully I'm tired of going to jail. I can't make no money trapped inside a box.

The way I succeed as a salient salesman within *any* industry holds *one* common factor; "*communication*". One can never become successful without the cooperation of others. Nothing can be *sold* without a buyer and nobody is going to *buy* without a level of understanding and trust. Regardless what I was selling I had to always communicate my *ideas*, *opinions*, and *intelligence* to the buyer or "*receiver*" in order to establish rapport and obtain *cooperation* to achieve success.

As I sold candy bars I made sure to communicate the cause, purpose, and goals of the fundraiser; during the lemonade stand I communicated the different sizes and prices of the product by displaying the options on a menu board; within my drug enterprise I expressed and highlighted the quality and effects of the goods that I had to offer; while managing female escorts I communicated to them the value I brought to the table and shared the vision I held to take us to the top; working as a professional sales rep I would pinpoint all financial and convenience benefits that the company's product and/or service would bring to the customer. Since after launching my own company I continue to exude communication to further progress its success; this includes everything from distinctly illustrating intellectual property claims, networking with industry professionals, advertising and marketing directed towards the consumer, hiring and training employees, to securing investments and landing upper echelon deals with clients and partners.

Business relationships rely on all forms and systems of communication to endure; how else would I have been able to raise funds for a good cause, retain clientele while selling drugs alongside hundreds of competitors throughout the city, persuade women not only to sell their body but to give me the money after doing so, or how would I have ever become a top ranked sales associate for a corporate company and receive the cooperation from others to grow my own? If I didn't constitute appropriate communication skills **none** of it would have been attainable.

Furthermore I implicated communication as a vital tool throughout the courses of my *interpersonal* relationships. I have noted that when I am open and *assertive* as I communicate with my social counterparts the relationship itself heightens, whereas when I *repress* my thoughts and feelings while being *passive* the relationship dwindles. The more I isolate myself and allow unreleased emotions to ferment and frolic around my mind the more I tend to come off *aggressive* when I *do* express those emotions. Communicating aggressively is conducive to bad relationships and can ultimately relegate a relationship totally.

Personal relationships use communication to institute *intimacy*. Intimacy is broader than which one may assume and is associated with more than just romance; there are several definitions of the word. In this context intimacy is a mutual connection in its deepest nature where all parties are on the same page sharing the same intended *purpose*.

Personal relationships are strong as its level of communication. Once I transition into a more *personal* relationship with another—whether it is an amicable friendship or a devotion of love I believe we should be comfortable enough to communicate anything to one another. As a boyfriend and Father I continuously communicate to my family how much I love them and will do anything for them. I speak to them both per my *words* and my *actions*. My children and I have developed an unconditional intimate bond as a result of communication. As I was incarcerated and *physically* away from my young family all we had was *communication*. If we weren't talking on the phone we were writing letters and sending cards, anything to keep in touch. Though I wasn't there to join my kids in activities such as running around the park or exploring the state zoo, they still knew that Daddy loved them. When I wasn't there to lay-up with my woman on those cold lonely nights when she yearned for my physical touch, she knew I was yearning for her touch as well. Communication kept my family together when I prematurely thought there was no chance. Now that I'm back home it's not uncommon for my girl and I to have our occasional differences from time to time, but what relationship doesn't? If and when there's an issue in our relationship we each discuss our stand on the matter openly and honestly in attempt to resolve the conflict civilly. Now, we **all** know some situations don't always have a fairy-tale ending. I spent many nights in the "dog-house" because of my unjustifiable behaviors and comments. As a friend I assertively express my boundaries and openly communicate my opinions because a real friend tells the other person what they **need** to hear rather than what they **want** to hear. When I see a

friend making condescending life choices I am eager to share my perspective because I know one can't see the defects and flaws in themselves the way one on the outside- looking-in can. So if you're one of my pals and you're making poor decisions I'm going to tell you straight up, not to *hurt* you but to *help* you and I would expect for you to do the same for me. As a mentor I communicate to each mentee the empathy I have for their situation and the desire I encompass to see them succeed. Most of those I have come across and worked with have gone through some catastrophic tribulations which commenced their trust issues and deprived them of adamant guidance. In my sessions I put my whole self out there as I tell my story to show that I relate to their hardship. Through further conversation trust begins to emulate and the mentees agree to follow my guidance. I stay in constant contact with each mentee to re-affirm to them that we are on the same page and that I would do **anything** with the purpose to see them succeed. *Find One Guide One*, that's the motto.

Communication has been around and will be around forever; with it, information is *projected* in several *forms* via many *systems* and *devices*. It is better to *express* than to *repress*; if you got it on your mind, get it off your chest. Think of the “3 Ps” and remember *presentation* is everything. Communicating the right information can endorse one in getting out of a tight squeeze just as the wrong tidings can advocate for putting one inside of a jam. The *purpose* of communication is unexclusive as it is *unlimited*. Take advantage of perfecting the art of communication as you will find it to be one of the **greatest** tools on earth.