

# THE ART OF COMMUNICATING

## Achieving Interpersonal Impact in Business

Revised Edition

Bert Decker

### ***A Crisp Fifty-Minute™ Series Book***

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# LEARNING OBJECTIVES FOR:

## *THE ART OF COMMUNICATING REVISED EDITION*

The objectives for *The Art of Communicating—Revised Edition* are listed below. They have been developed to guide you the user to the core issues covered in this book.

### **Objectives**

- 1) **Understand the dynamics of effective communication between people**
- 2) **Learn about the underlying emotional component of communication**
- 3) **Explore ways to improve communication skills**

### **Assessing Progress**

Course Technology has developed a Crisp Series **assessment** that covers the fundamental information presented in this book. A 25-item, multiple-choice and true/false questionnaire allows the reader to evaluate his or her comprehension of the subject matter. To buy the assessment and answer key, go to [www.courseilt.com](http://www.courseilt.com) and search on the book title or via the assessment format, or call 1-800-442-7477.

*Assessments should not be used in any employee selection process.*

## ABOUT THE AUTHOR

Bert Decker is a nationally recognized expert in communications. He founded Decker Communications, Inc., which has 100 employees who provide communications consulting and skill building to more than 400 major organizations. The Decker Method is recognized as the best in its field for communications training. Bert Decker has also written the best selling book, *You've Got To Be Believed To Be Heard*, and has appeared on NBC's TODAY Show several times as their communications expert in commenting on the Presidential debates. *The Art of Communicating* is based on the "Decker Method" and may be used effectively with a best-selling audiotape program *High Impact Communication* and the new video release *Creating A Powerful Presence*, both produced by Nightingale-Conant, and available through Decker offices at (800) 547-0050. Decker Communications, Inc. is headquartered at 44 Montgomery Street, Suite 1700, San Francisco, California 94104, (415) 391-5544.

## ABOUT THE SERIES

With over 200 titles in print, the acclaimed Crisp 50-Minute™ series presents self-paced learning at its easiest and best. These comprehensive self-study books for business or personal use are filled with exercises, activities, assessments, and case studies that capture your interest and increase your understanding.

Other Crisp products, based on the 50-Minute books, are available in a variety of learning style formats for both individual and group study, including audio, video, CD-ROM, and computer-based training.

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## PREFACE

The communication skills presented in this book can be yours. You will find yourself using them dozens of times a day—both in business and your personal life. They are particularly important to your professional effectiveness because of the increasingly competitive environment. Your personal impact *will* make a difference, and the dozens of ideas presented will assist you.

What we have been taught in school is often not the most effective way to communicate. Listeners are more sophisticated today. *The Art of Communicating* can provide guidance in learning a wealth of new communication techniques.

Many of the ideas are common sense. Some are new. Most importantly, they all work. They have been tested and proven by over 100,000 business executives, managers and salespeople who have participated in the Decker Method Effective Communicating™ training programs.

Communicating is a skill. It is totally learnable. It takes work, but the results are worth it. With practice you can raise this skill to an art form, and even enjoy the process.

Good luck!