
A quick guide to identifying the kind of conversation you need to have.

While you're meeting someone face-to-face, or speaking with them on the phone, or writing an email, there are always three kinds of conversation you could be having. These are the "Basics" and knowing which one you're about to start (or finish) makes it easier to communicate as clearly as possible.

Review the three kinds of conversations below. Remember, you're going to bounce around all three of them; often, you'll even cover all of them in one conversation!

Transactional: action oriented

Did you...?
Will you...?
Can we...?
Is it ok if...?
Can you explain that to me again?

Transactions are the "hidden" productivity killers. Every day, look to automate/optimize transactions.

Act of conducting business; exchange or interaction between people

Relationship: to people & to content

How are you doing with...?
Do you need any help with...?
What do you know about...?
Can you help me understand...?
Can you send me something to look at?

Relationships are built on trust. When you do the transaction, you build trust and self-confidence.

The way two or more concepts, objects, or people are connected

Opportunity: anticipating future possibility

Who do you know who...?
Where can you imagine being...?
What need **don't** they know they have?
What should we start thinking about?

60 months from today, the life you lead and challenges you face will depend on the 5-10 people you know.

A set of circumstances that makes it possible to do something

Jason's Book Recommendations

I can easily recommend several books for you to take a look at in regards to the following topics of building better and more productive habits, becoming a more effective communicator and how to think more effectively.

Building Habits:

Mastery, by George Leonard

Don't Shoot the Dog, by Karen Pryor

Sales Success in the New Economy, Dan Kennedy

Checklist Manifesto, Atul Gawande

More Effective Communication:

The One Minute Manager, by Ken Blanchard and Spencer Johnson

Influence, the Psychology of Persuasion, by Robert Cialdini

Never Eat Alone, Keith Ferrazzi

How to Think Better:

Psycho Cybernetics, by Maxwell Maltz

The Inner Game of Tennis, Tim Galloway

Your Best Just Got Better: Work Smarter, Think Bigger, Make More. Jason Womack

*You can see more books Jason recommends at www.BooksWeRecommend.com