

"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others." -Anthony Robbins

**Effective communication is**  
**1. essential to your success**

"To listen well is as powerful a means of influence as to talk well and is as essential to all true conversation." -Chinese proverb

**2. Listening**

"What is written without effort is in general read without pleasure." -Samuel Johnson

**3. Writing**



**7. Top 3 book recommendations**

"Coming together is a beginning; keeping together is progress; working together is success." -Henry Ford

**6. Meetings**

"There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience." -Alexander Gregg

**5. Public speaking**

"You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere." -Lee Iacocca

**4. Speaking**