

QUOTES & QUIPS

ON COMMUNICATION

DIANNA BOOHER





BOOHER RESEARCH INSTITUTE

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Character –As a Communicator

“One of the surest marks of character is the willingness to accept negative feedback without feeling animosity toward the person who gives it.” —Dianna Booher

“Character influences others far more than clever words.” —Dianna Booher, from What MORE Can I Say?

“Competence plus character creates influence.” —Dianna Booher, from Your Signature Work

“The value of our life lies not in the length of our days—but in the strength of our solitude.” —Dianna Booher

“In today’s culture, some people think moral responsibility means picking up their munchies mess at the movies.” —Dianna Booher

“Work productively because you have a high standard of ethics.” —Dianna Booher

Communication

“Talk ISN'T cheap. It can cost your reputation or relationships.” —Dianna Booher

“Arrogance and attitude sometimes scream so loudly that the actual message a person plans to deliver gets lost in the noise.” —Dianna Booher

“People who speak up move up.” —Dianna Booher

“Competence plus character wrapped with great communication skills creates influence.” —Dianna Booher

“Improve your thinking and you'll improve your communication.” —Dianna Booher

“Ideal conversation should be an exchange of thought. If you wait to wade in until you can be witty, you may end up a wallflower.” —Dianna Booher

“Listening to talk shows, do you ever wonder who took the ‘civil’ out of ‘civil discourse’?” —Dianna Booher

“Innovation calls for direct communication, where honesty is valued above harmony.” —Dianna Booher

“Exercise your courage muscles today. Need to have a tough conversation?”

—Dianna Booher

“When in doubt, leave it out.” —Dianna Booher

“You have the final ‘say’ about what you say. With that comes responsibility.”

—Dianna Booher

“Communication is the soul of management: analysis and solid decisions translated into clear messages that influence people to act and feel good about their performance.” —Dianna Booher, from *Communicate With Confidence!*

“Communication cultures are created—not wished into existence. Great communicators model the masters, develop the strategies, practice the techniques, and measure the results.” —Dianna Booher, from *What MORE Can I Say?*

“Hearing only what’s said leaves many gaps in your understanding.”
—Dianna Booher, from *What MORE Can I Say?* —Dianna Booher

“Change is difficult enough. To persuade, either reduce the size of the change—or make it so large that it’s ‘new.’” —Dianna Booher, from *What MORE Can I Say?*

“Convoluting government regulations have gagged people to the point that they fear communicating with customers without signing paperwork first.” —Dianna Booher, from *What MORE Can I Say?*

“Being emotional may actually be one of the BEST things a woman has going for her!” —Dianna Booher, from *What MORE Can I Say?*

“People cannot hear logical reasons until they work through the related emotional issues.” —Dianna Booher, from *What MORE Can I Say?*

“When making a request, give people time to consider the commitment. Otherwise, you may get a yes answer and a no on follow-through.” —Dianna Booher, from *What MORE Can I Say?*

“Soft skills represent hard dollars in lost productivity every day in the workplace.”
—Dianna Booher

“‘Yes, but’ stalls progress. ‘Yes, and’ propels the conversation forward.”

—Dianna Booher, from *What MORE Can I Say?*

“Drop the doublespeak. People distrust what they don’t understand.”

—Dianna Booher, from *What MORE Can I Say?*

“Squelch the urge to splurge. Communicate more with less. Subtract to add.”

—Dianna Booher, from *What MORE Can I Say?*

“The strength of a statement is often inversely proportionate to its length.”

—Dianna Booher

“Making mistakes on the basics of the language can cause major embarrassment--not to mention costing you the job interview, the hot date, or the sale.”

—Dianna Booher

“When people don’t communicate up in an organization, the result is distrust, disengagement, and stagnation.” —Dianna Booher

“Poor communication sabotages both productivity and leisure.” —Dianna Booher

“Communicate through your body language that you enjoy being alive.”

—Dianna Booher

“Clear communication sharpens focus and drives action.”—Dianna Booher

“If you can’t write your message in a sentence, you can’t say it in an hour.”

—Dianna Booher

“Communication is essentially about making things happen, getting action, changing behavior, or changing minds.” —Dianna Booher, from *What MORE Can I Say?*

“Mixed messages bewilder even the brightest people.” —Dianna Booher, from *What MORE Can I Say?*

“I don’t know” is an acceptable answer. Experience the freedom.” —Dianna Booher

“Making the complex simple is hard.” —Dianna Booher, from *What MORE Can I Say?*

“Silence can be loud. When words fail, learn to live with its awkward power.”

—Dianna Booher

“Never mind your intentions. Communication is about what others hear with your words.” —Dianna Booher, from *What MORE Can I Say?*

“Don’t just drift into dialogue, draft copy, and deliver. Effective communicators know the outcome they want and plan how to get there.” —Dianna Booher, from *What MORE Can I Say?*

“Good communication may not make a risky project safe, but poor communication may fail to convey the benefits of a good deal.” —Dianna Booher, from *What MORE Can I Say?*

“Precision packs a punch.” —Dianna Booher, from *What MORE Can I Say?*

“People dodge generic information. Specificity builds contrast and draws attention.” —Dianna Booher, from *What MORE Can I Say?*

“Passion as a communicator pushes us to contribute to others’ lives, to change situations, and to champion causes.” —Dianna Booher, from *What MORE Can I Say?*

“Words can make a deeper scar than silence can possibly heal.” —Dianna Booher, from *The Worth of a Woman’s Words*

“When speakers refuse to boil it down, listeners have to sweat it out.”

—Dianna Booher, from *Speak with Confidence!*

“Consistent messages delivered over time gradually sink in—even if wrong. How much better if encouraging!” —Dianna Booher, from *What MORE Can I Say?*

“Your choice of words can turn the positive into a negative in a nanosecond.”

—Dianna Booher, from *What MORE Can I Say?*

“Communicating the potential outcome of an idea engages us because it demands deep reasoning.” —Dianna Booher, from *What MORE Can I Say?*

“Improve your thinking and you’ll improve your communication.” —Dianna Booher

“Communicators intuitively think more is better. Speakers add value. But listeners average overall value and walk away with a single impression.” —Dianna Booher, from *What MORE Can I Say?*

“Squelch the urge to splurge. Communicate more with less.” —Dianna Booher, from *What MORE Can I Say?*

“Ditch doublespeak. Unravel the babble.” —Dianna Booher, from *What MORE Can I Say?*

“A logical case informs—but rarely motivates.” —Dianna Booher, from *What MORE Can I Say?*

“Once words leave your mouth, credibility goes either up or down. Trust remains stable, grows, or plunges.” —Dianna Booher, from *What More Can I Say?*

“Words will work—if you make them. And positive, powerful, tactful words work best of all.” —Dianna Booher, from *What MORE Can I Say?*

“Remove the emotional noise so people can hear you.” —Dianna Booher, from *What MORE Can I Say?*

“With attention spans getting shorter and shorter, you need to ramp up your idea wattage.” —Dianna Booher

“Be direct. Don’t couch an opinion or objection in a question.” —Dianna Booher

“To communicate effectively with others, we must know our own heart and mind: What are my intentions in this conversation? Am I admitting my true feelings? Am I projecting my intentions and feelings onto the other person? What do I want the outcome of this conversation to be? Then we must ask ourselves, Will my words and my tone accomplish my purpose?” —Dianna Booher

“As a communicator, never underestimate the power of persistence.”
—Dianna Booher

“Using sarcasm as a sword to wound others is a poor substitute for meaningful communication.” —Dianna Booher

“Ideal conversation should be an exchange of thought. If you wait to wade in until you can be witty, you may end up a wallflower.” —Dianna Booher

“When writing or speaking, if in doubt, leave it out.” —Dianna Booher

“If someone can’t communicate what they do on the job, chances are, they aren’t doing it.” —Dianna Booher

“Confidence as you communicate creates more than charisma. It cracks open your future.” —Dianna Booher

“The right timing in your communication can mean the difference between a welcome response and rebuke.” —Dianna Booher

“Simple, solid ideas sell. But making the complex sell—now that’s hard.”
—Dianna Booher

“As a communicator, never underestimate the power of persistence.”
—Dianna Booher

“We hardly have time to tell people things the first time, much less time to tell them over and over and over.” —Dianna Booher

“People are overburdened with information and skeptical of spin. Your first challenge in communication is getting past the ho-hum.” —Dianna Booher

“People who consider themselves great communicators often talk just because they can express themselves well, rather than because their ideas are sound and profitable.” —Dianna Booher

“The best of life is a meaningful conversation between life-long friends.”
—Dianna Booher

“Few things stir your spirit and make you feel alive like engaging in a deep conversation.” —Dianna Booher

“As a leader, strive to speak to the heart.” —Dianna Booher

“If you want to breathe fresh air into your life, make up your mind to talk—really talk—to someone for an extended time.” —Dianna Booher

“As a communicator, know when a plus becomes a minus.” —Dianna Booher

“Inappropriate emails misdirected can be the basis of lawsuits. Are you sure ‘Send’ is the right command?” —Dianna Booher

Conflict in Communication

“Courage shows up most in the midst of adversity.” —Dianna Booher, from *10 Smart Moves for Women*

“Ongoing conflict is like a simmering pot of water. In a bubbling state, you will never experience calmness and peace within yourself.” —Dianna Booher, from *Get A Life Without Sacrificing Your Career*

“Some conflicts are important; some are unimportant. Knowing the difference can determine the course of your life.” —Dianna Booher, from *Get A Life Without Sacrificing Your Career*

“When faced with a problem, investigate, collaborate, instigate, or delegate. Never let it simmer until it explodes.” —Dianna Booher

“To reduce stress, resolve ongoing conflict with others.” —Dianna Booher, from *Get A Life Without Sacrificing Your Career*

“View difficult people as a challenge—not a focus for complaints.” —Dianna Booher, from *Communicate With Confidence!*

“Where there’s silence, there’s typically a reason.” —Dianna Booher, from *What MORE Can I Say?*

“Keep reminding yourself that you can *choose* how to handle conflict. If you don’t like past results, choose differently.” —Dianna Booher

“Some people are born to bellyache. So probe to determine the degree of dismay before you decide to dismantle your plans to please them.” —Dianna Booher

“You can make people angry as you ‘make a point.’ But do you have time to deal with the fallout?” —Dianna Booher

“Communicate. At the least, talking reduces tension; at best, talking purposefully and well resolves issues.” —Dianna Booher

“Don’t kill a good idea just because it wasn’t expressed well. Not all creative thinkers are effective communicators.” —Dianna Booher

“Planning your phrasing can make the difference in building your case and blowing up a deal.” —Dianna Booher

“It’s never as bad as you think. Sometimes it’s worse. Just keep your mouth closed until it gets better.” —Dianna Booher

Decision-Making and Communication

“Good decisions can turn into disasters when communicated poorly.”

—Dianna Booher, from *What MORE Can I Say?*

“People want to HAVE choices to solve problems. But oddly enough, they often call in professionals to help them limit choices in decision-making.” —Dianna Booher

“Over-choice paralyzes people. Persuasive people help others narrow the path to their best choices.” —Dianna Booher, from *What MORE Can I Say?*

“People rarely change their thinking or behavior based solely on logic.”

—Dianna Booher, from *What MORE Can I Say?*

“Your integrity is on the line every day. One wrong decision or action and you may never regain your reputation within the organization or industry.” —Dianna Booher

Faith –And How You Communicate Your Belief System

“When you think of a career, you approach things differently. You’re not capitalizing solely on your strengths; you need to turn your weaknesses into pluses as well. You’re not looking for a coach who’ll make you feel important; you want a coach who will challenge you. You’re not focusing on winning one big championship title; you want to sign with a team that provides a lifetime of championship opportunities. You’re not focusing on the season’s stats; you’re focusing on lifetime achievement records. The same holds true in pursuing God’s best at work. You’re not focusing on a job; you’re focusing on building character in the job. You’re not focusing solely on income; you’re focusing also on impact. You’re not focusing only on a career; you’re focusing on making a contribution in your calling.”

—Dianna Booher, from *Your Signature Work*

“God will not be mocked. He will not let you wave His name before the crowds—with dirty hands.” —Dianna Booher

“What if we all lived each day of our lives in such a way that we would be proud to add our signature to it when the day was over—just as the artist, novelist, or clothing designer signs a piece of work? When artisans sign their work, they’re making a statement: ‘I’m taking ownership. This is my personal best at this moment.’”

—Dianna Booher, from *Your Signature Life*

“You are the creator of your character, the writer of your life’s story, and the architect of your work life.” —Dianna Booher, from *Your Signature Life*

“Your body is the temple of God, and he can live either in a small motel room or a mansion, depending on your intention and the attention you give to what kind of life you are building by the way you live each day.” —Dianna Booher, from *Your Signature Life*

“Gratitude is not a matter of luck or talent or wealth. It’s a mental attitude.”
—Dianna Booher, from *First Thing Monday Morning*

“Approaching our work environment without hearing God’s voice can be disappointing, even disastrous, as striking out on vacation without being briefed on the weather reports for the destination.” —Dianna Booher, from *First Thing Monday Morning*

“Deciding that they can never be the best, many employees settle in to become the least.” —Dianna Booher, from *First Thing Monday Morning*

“If Jesus felt the need to ask questions and listen to His friends for feedback, how much more should we check our perceptions and improve ourselves by listening?”
—Dianna Booher, from *First Thing Monday Morning*

Feedback –A Vital Part of Communication

“We need to measure ourselves with someone else’s yardstick occasionally.”
—Dianna Booher, from *Your Signature Life*

“The best way to appreciate your job is to imagine yourself without one.”
—Dianna Booher, from *Your Signature Work*

“Feedback, properly evaluated, from a caring contributor, can be invaluable in gaining perspective on where you’re going, what you’re doing, and what kind of person you’re becoming.” —Dianna Booher, from *Your Signature Life*

“The advice we receive from others tends to be largely our own; we hint at what we want others to tell us.” —Dianna Booher

“You have too much to lose if you don’t get feedback and much to gain if you do.”
—Dianna Booher

“Most people won’t find it easy to give honest feedback. You’ll need to give them permission.” —Dianna Booher

“Feedback is invaluable to anyone interested in growth and improvement.”
—Dianna Booher

“Feedback is often repeated until you learn it.” —Dianna Booher

“Consider negative feedback a gift, not a gripe.” —Dianna Booher

“The difficulty in getting helpful feedback doesn’t lessen the importance of the effort.” —Dianna Booher

“There are two kinds of people in the world who hear feedback: Those who respond with, ‘Hmmm...tell me more’ and those who say, ‘Hmmm...so what makes you so smart?’” —Dianna Booher

“Hearing positive feedback after a difficult project feels like finding water in a desert.” —Dianna Booher

Friendship –What Part Communication Plays

“The best of life is a meaningful conversation between life-long friends.”

—Dianna Booher

“Few things stir your spirit and make you feel alive like engaging in a deep conversation.” —Dianna Booher

“There’s nothing like time with friends to warm the heart and freshen the outlook.”

—Dianna Booher

“Nothing warms the heart quite like hearing from old friends on special days.”

—Dianna Booher

Gratitude –How It Affects Your Communication

“If you’re not happy about what you’ve received in life, be happy for what you’ve escaped.” —Dianna Booher, from *First Thing Monday Morning*

“When you communicate gratitude, you lift your own spirits.” —Dianna Booher

“Saying ‘thank you’ never goes out of style. It benefits both parties. And it’s contagious.” —Dianna Booher

Humor –A Key to Engagement as a Communicator

“Your humor should affirm your integrity—not be the cause of your downfall.”

—Dianna Booher

“A sense of humor can be sunshine in a windowless office or a reward during an economic downturn.” —Dianna Booher, from *First Thing Monday Morning*

“Humor also serves its purpose when it permits us to be children again, to step outside the pressure of the adult role of always having the answers and handling problems correctly.” —Dianna Booher, from *First Thing Monday Morning*

“Humor should spread a smile, not wrinkle a brow.” —Dianna Booher, from *First Thing Monday Morning*

“We may use self-deprecating wit on ourselves as a shield of self-defense, but we should never use sarcasm as a sword to wound others.” —Dianna Booher, from *First Thing Monday Morning*

“Self-deprecatory humor can help us rise above feelings of inferiority. A popular notion says if we can laugh at ourselves before others do, we’re well-adjusted people.” —Dianna Booher, from *First Thing Monday Morning*

“A good sense of humor may be the most important thing to wear when you go out in public.” —Dianna Booher, from *First Thing Monday Morning*

“Humor can be a powerful tension reliever, especially the kind of humor that brings a belly laugh.” —Dianna Booher, from *First Thing Monday Morning*

Leadership & Management Communication

“People are too complex to be fully understood. So you can approach them with either trust or distrust. Your choice—and that often determines the relationship.”
—Dianna Booher

“No matter how smart you start, there’s always room to move—to learn, grow, and improve.” —Dianna Booher

“Smart managers do things right. Wise leaders do the right things.”
—Dianna Booher

“A leader who communicates well can be a laboratory for life.” —Dianna Booher

“Followers want to count on someone steady at the helm when the ship’s in a storm--a competitive storm, an economic meltdown, or a natural disaster.”
—Dianna Booher

“Smart managers always know how to do things. Wise leaders always know why to do things.” —Dianna Booher

“Influence is not about what you say, but what listeners hear.” —Dianna Booher,
from *What MORE Can I Say?*

“A vindictive boss imprisons his or her staff.” —Dianna Booher

“Decide the budget, and let the chef select the food. And that applies to all levels of management and all industries!” —Dianna Booher

“Smart managers communicate directly and frequently. Wise leaders communicate directly, frequently, consistently, tactfully, and compassionately.” —Dianna Booher

“Even when you have the final say or okay, sell your ideas to get others aboard.”
—Dianna Booher

“Leaders want those around them to perform well, earn well, and learn well.”
—Dianna Booher

“Smart managers often try to lead people from the simple to the complex. Wise leaders most often try to break the complex down to the simple.” —Dianna Booher

“To trust means revealing your reasoning behind decisions.” —Dianna Booher

“As a leader, strive to speak to the heart.” —Dianna Booher

“Many organizations start the year with grandiose goals, but end with fatal failures—or at best, feeble attempts.” —Dianna Booher

“Context matters. Consider it before you make ANY sensitive announcement.”
—Dianna Booher

“It’s rarely the big things (embezzlement, murder, assault) that end a team’s or an organization’s glory days. It’s typically the ‘the little things’ that drain people emotionally until they lose heart for their leader and the mission.” —Dianna Booher

Listening –The Better Part of Communication

“Think what a relief you feel when someone truly hears you. Give the gift of listening often.” —Dianna Booher

“Listening is not waiting your turn to speak.” —Dianna Booher

“An easy way to reduce our own error factor on the job is to talk less and listen more.” —Dianna Booher

Meetings –Fundamental Communication Mastery

“If participating in a marathon meeting, don’t get stuck in the murky middle.”
—Dianna Booher, from *What MORE Can I Say?*

“If you ‘own’ the meeting or conversation, take charge.” —Dianna Booher

Negotiation –Strategic Communication at Its Core

“Good negotiators listen for agreement; weak negotiators listen for disagreement.”
—Dianna Booher, from *What MORE Can I Say?*

“Good negotiators are comfortable with silence; they listen far more than they talk. Weak negotiators talk more than listen.” —Dianna Booher, from *What MORE Can I Say?*

“Good negotiators remain calm in discussions and control their reactions. Weak negotiators become agitated and show emotion.” —Dianna Booher, from *What MORE Can I Say?*

“From screenplays to boardrooms, collaboration separates the winners from the losers.” —Dianna Booher, from *What MORE Can I Say?*

“Don’t feed on greed. As a negotiator, look out for the welfare of others and you’ll find that you do many repeat deals.” —Dianna Booher

“Be willing to walk away. Listen to the other side, communicate your position on the issue or deal, and then understand when there’s just no common ground or value.” —Dianna Booher

Personal Development –Communication Is Step One

“Keep yourself physically fit, financially fit, intellectually challenged, and socially well-rounded.” —Dianna Booher, from *Your Signature Work*

“Age does not depend upon years, but on outlook. Some are born old; others never age.” —Dianna Booher

“Injustice feels like an itch you can’t scratch.” —Dianna Booher

“Sometimes all you have to do to change your situation at work is to change how you talk about it—even if talking only to yourself!” —Dianna Booher

“Your words shape how you think about the work you’re doing or about to do. Your words often set you up for either failure or success.” —Dianna Booher

“Start at the end & work backward. This applies to writing emails, creating speeches, managing projects, planning events, or reaching goals.” —Dianna Booher

“No matter how smart you start, there’s always room to move--to learn, grow, and improve.” —Dianna Booher

Persuasion –Great Communicators Change How People Think and Act

“Simplicity and persuasion are intricately linked.” —Dianna Booher, from *What MORE Can I Say?*

“Whether persuading is good or bad depends on intellectual honesty, choice, purpose, and outcome.” —Dianna Booher, from *What MORE Can I Say?*

“You can’t persuade people to change their minds or their actions if you don’t know what they’re thinking or doing.” —Dianna Booher, from *What MORE Can I Say?*

“To have influence on others, you have to believe you can.” —Dianna Booher, from *What MORE Can I Say?*

“Perspective-taking makes persuasion possible.” —Dianna Booher, from *What MORE Can I Say?*

“Persuasive leaders use precise, powerful, yet tactful phrasing.” —Dianna Booher, from *What MORE Can I Say?*

“Making persuasive messages shorter rather than longer doesn’t necessarily make them high impact.” —Dianna Booher, from *What MORE Can I Say?*

“When presenters offer extra benefits, the offer does not necessarily have an additive effect. Often the ‘extra’ cheapens the perceived value of the overall benefit and subtracts real value. At best, the low-value ‘extra’ may leave a negative impression of the high-value benefit.” —Dianna Booher, from *What MORE Can I Say?*

Public Speaking –A Basic Business Skill

“A 2-minute thank-you is appreciated; a 5-minute thank-you is endured.”

—Dianna Booher

“If you don’t edit yourself *before* you speak, your listeners will do it *as* you speak.”

—Dianna Booher, from *Speak With Confidence!*

“The longer the quotation, the more punch the audience expects it to pack.”

—Dianna Booher, from *Speak With Confidence!*

“The secret to a confident mindset: Understand that no one has all the answers to every question on any topic.” —Dianna Booher

“Many professionals fear speaking to their boss or a roomful of strangers not because of the planned presentation, but for the unplanned question.”

—Dianna Booher

“End with a wallop, not a whimper.” —Dianna Booher, from *Speak With Confidence!*

“Boredom is contagious—audiences get it from speakers.” —Dianna Booher, from *Speak With Confidence!*

“It’s far better that people understand the few key points you do communicate than that they “hear” all the points you intended to cover.” —Dianna Booher

“Slide test: It’s not to see how much text fits a space, but how much concept sticks in the brain.” —Dianna Booher, from *What MORE Can I Say?*

“Doublespeak persists as a protective shield. It also limits your influence, wastes translation time, creates distrust, and causes confusion.” —Dianna Booher, from *What MORE Can I Say?*

“To expand your influence, ditch doublespeak.” —Dianna Booher, from *What MORE Can I Say?*

“The next time you’re faced with a more-is-better temptation, squelch the urge to splurge. Communicate more with less.” —Dianna Booher, from *What MORE Can I Say?*

“Short does not necessarily equate to clear. Clarity comes from word choice, structure, and relevance.” —Dianna Booher, from *What MORE Can I Say?*

“Never use a \$100 story in a three-minute time slot to make a nickel point.” —Dianna Booher, from *Speak with Confidence!*

“Structure is to storytelling what framing is to a house.” —Dianna Booher, from *What MORE Can I Say?*

“As a leader, strive to speak to the heart.” —Dianna Booher

“If you can’t write your message in a sentence, you can’t say it in an hour.” —Dianna Booher

“When preparing and delivering your presentation, keep asking yourself, ‘So what?’” —Dianna Booher

“Every presentation serves as a chance to showcase character, substance, and style.” —Dianna Booher

“Human nature leans toward excess. That’s why it’s so easy for managers, parents, or leaders to lapse into lecture mode. More is not always better.” —Dianna Booher

“A 2-minute thank-you speech is appreciated; a 5-minute thank-you speech is endured.” —Dianna Booher

Relationships –The Sum of All Conversations Stacked End to End

“Peer pressure forces people to reexamine their thinking, attitudes, and behavior and to consider changes in ways few other methods of influence can.”

—Dianna Booher, from *What MORE Can I Say?*

“No matter the size of your paycheck or the thrill of your industry’s recognition, the loudest applause you will hear will be that of your family.” —Dianna Booher, from *Your Signature Work*

“Friends beat therapists in two ways: They don’t make you lie on a couch to talk, and they’re far less expensive!” —Dianna Booher, from *Your Signature Life*

“People can communicate their distrust, their disregard, or their dislike simply by failing to show up--literally or metaphorically.” —Dianna Booher

“Solid relationships are built on a series of meaningful conversations.”

—Dianna Booher, from *Your Signature Life*

“Words can make a deeper scar than silence can possibly heal.” —Dianna Booher, from *The Worth of a Woman’s Words*

“Pushing, pouting, pointing fingers, and invalidating opinions lead nowhere.”

—Dianna Booher, from *What MORE Can I Say?*

“There are few greater responsibilities in life than to weigh your words with wisdom and kindness.” —Dianna Booher, from *The Worth of a Woman’s Words*

“I’ve lost more sleep over words than from any illness, work, or obligation in my life.” —Dianna Booher, from *Well Connected*

“Communication cements relationships. Without it, relationships crack.”

—Dianna Booher

“Your relationships are the sum total of your interactions with other people stacked end to end.” —Dianna Booher

“Generic apologies sound forced, insincere, and lacking in personal accountability.”

—Dianna Booher

“Expand and deepen your personal relationships to create deeper self-awareness.”

—Dianna Booher

“Never interpret a person’s words and actions until you know their motives.”

—Dianna Booher

“The depth of your relationship with another person is directly proportional to the quality of your conversations.” —Dianna Booher

“People do not know what you think, feel, value, believe, or hope for them unless you’re able to tell them courteously, clearly, and convincingly.” —Dianna Booher

Trust –Communication’s Starting Line

“More and more, we trust fewer and fewer people and sources. A key question: Who benefits?” —Dianna Booher, from *What MORE Can I Say?*

“People distrust what they don’t understand.” —Dianna Booher, from *What MORE Can I Say?*

“After people trust you, they’ll decide whether to consider what you have to say or what you want them to do.” —Dianna Booher

“Innovation calls for direct communication, where honesty is valued above harmony.” —Dianna Booher

“Truth-telling is the circuitry for trust.” —Dianna Booher

Writing/Publishing –The Communicator’s Power Punch

“If you want to persuade, pick up your pen.” —Dianna Booher

“If you can’t handle rejection, forget writing as a career.” —Dianna Booher

“Once you’re finished, give it one more reading. You can always strike another word.” —Dianna Booher

“Not everyone wants to be a novelist. Most people would settle for writing a text message without the auto-correct feature turning accurately spelled words into stupid substitutes.” —Dianna Booher

“Bureaucrats often do not intend to inform. They write to protect their organization. Doublespeak persists as a protective shield.” —Dianna Booher, from *What MORE Can I Say?*

“Communication doesn’t need to end when the last word leaves our lips. Writing as a form of communication is often overlooked. To understand its power for influence, you need to look no further than one-sentence TV or magazine ad.”
—Dianna Booher, from *What MORE Can I Say?*

“Your writing reflects how well you think.” —Dianna Booher

About the Author



Dianna Booher works with organizations to help them communicate clearly and with leaders to expand their influence by a stronger executive presence.

She is the bestselling author of 46 books, published in 27 languages, with nearly 4 million copies sold. Her latest books include *What MORE Can I Say: Why Communication Fails and What to Do About It* (Penguin Random House); *Cre-*

ating Personal Presence: Look, Talk, Think, and Act Like a Leader (Berrett-Koehler); and *Communicate With Confidence* (McGraw-Hill).

National media such as Good Morning America, *USA Today*, the *Wall Street Journal*, *Investor's Business Daily*, Forbes.com, Fast Company, CNN International.com, Fox, NPR, Bloomberg, *Success*, and *Entrepreneur* have interviewed her for opinions on critical workplace communication issues.

She's the founder of founder and CEO of Booher Research Institute, a communication and consulting firm. Dianna's clients have included more than one-third of the Fortune 500, plus many top governmental agencies: IBM, ExxonMobil, Chevron, BP, Pepsico, Lockheed Martin, Raytheon, JPMorgan Chase, Bank of America, Merrill Lynch, Siemens, Brinker International, BNSF, Department of the Navy, Department of the Army, and NASA.

Dianna has been earned some of the highest distinctions and recognitions in her industry:

Speaker Hall of Fame (induction by the National Speakers Association)

“21 Top Speakers for the 21st Century” by *Successful Meetings* magazine

“Top Leadership 500” by *Leadership Excellence* magazine

“Top 100 Minds on Personal Development” by *Personal Excellence* magazine

“Top 30 Global Communication Gurus”

“Top 100 Thought Leaders in America” by *Leadership Excellence* magazine

“Best of the Best: Top 25 Business Books of the Decade” by Executive Soundview Summaries

For help with your communication challenges, contact

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