

Communication Lessons for All

Turn the page (when you finish this column, of course) and you will be treated to an exclusive interview with Frank Luntz.

You may be asking yourself, "Frank Luntz? Where have I heard that name? Where have I seen his face?" He's a leading pollster who has advised numerous politicians on the national and international levels. He's a frequent guest commentator and analyst on network and cable television shows. He's an award-winning author.



It's his book – "Words That Work: It's Not What You Say, It's What People Hear" – that prompted the Indiana Chamber to bring Luntz to our recent board of directors meeting and to share his expertise with you on these pages. I had the pleasure of seeing Luntz weave his magic firsthand last fall at a meeting of fellow state chamber presidents.

Simply put, he's good. All of us communicate in numerous methods each day. But are the recipients hearing the message we want to portray? Too often, Luntz points out, that is not the case. So what do we do about it?

Whether in politics, business or talking to your children, there are words and techniques that are proven more effective. This is not one man's opinion. Luntz has been on the front lines conducting focus groups and surveys, analyzing the effectiveness of messages and seeing the success stories and failures.

I'll only steal one example from the story that follows. Since high gasoline prices and energy security remain strong concerns, if you're leading an oil company's efforts to convince the public and lawmakers about trying to expand domestic efforts, do you talk about offshore drilling for oil or deep sea energy exploration? There is a major difference in how your efforts are received.

Enjoy the Luntz lingo. Apply the lessons in your own organization. Then, continue on to our in-depth coverage of going green and its impacts.

Finally, thank you for reading *BizVoice*® and your interest in the Indiana Chamber of Commerce.

Sincerely,

Kevin M. Brinegar

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