

The Communications Doctor



CHANGE YOUR ATTITUDE -CHANGE YOUR LIFE!

**SUSANNE GADDIS, PHD, CSP, CEO, THE COMMUNICATIONS DOCTOR
KEYNOTE SPEAKER * TRAINER * EXECUTIVE COACH * CONSULTANT**

The doctor's diagnosis is IN: Good communication is contagious!



Susanne Gaddis, PhD, CSP, and CEO of The Communications Doctor recognizes there is an epidemic of unhealthy interactions in today's society. The good news is – she shares prescriptions – easy and engaging tips and techniques that help foster a climate for positive, diplomatic and motivational communications. As a communications professor, Certified Professional Speaker (CSP), author and member of the National Speaker's Association, Susanne Gaddis, PhD, has taught the art of successful communication since 1989. A recognized interpersonal communications expert, Susanne has appeared on nationally syndicated radio, TV and video programming and has authored articles appearing in: *The Journal of Training and Development*, *The Whole American Nurse*, *Shape Magazine*, *The Handbook of Public Relations*, *Corporate Meeting Planner*, and on *Entrepreneur.com*. Current clients, benefiting from Susanne's action-focused, solution-oriented tips, and techniques include NASA Johnson Space Center, The American Nurses Association, Oracle, SAS, Blue Cross & Blue Shield, and Bayer Corporation. For additional information on Dr. Gaddis or to subscribe to receive her FREE newsletter, call 919-933-3237, e-mail: gaddis@communicationsdoctor.com or visit: www.CommunicationsDoctor.com, Twitter: @TheCommDoctor Facebook: CommunicationsDoctor

“Keepers”



Jeepers, Creepers, Where'd you get those “Keepers”

Handwriting practice lines consisting of ten sets of horizontal lines. Each set begins with a small circle containing a vertical line, resembling a pencil tip or a bullet point.



WHAT ARE YOU HAVING FOR LUNCH?

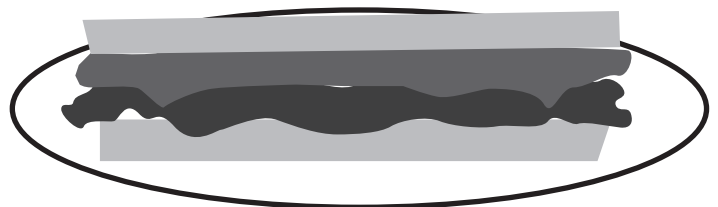
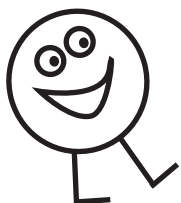
On a construction site in the Midwest, when the lunch whistle blew, all the workers would sit down together to eat. And with singular regularity Sam would open his lunch pail and start to complain.

“Son of a gun,” he’d cry, “not peanut butter and jelly sandwiches again. I hate peanut butter and jelly!”

Sam moaned about his peanut butter and jelly sandwiches day after day after day. Weeks passed, and the other workers were getting irritated by his behavior. Finally, another man on the work crew said,

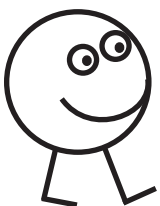
“Fer *!!!**!*, Sam, if you hate peanut better and jelly so much, why don’t you just tell your ol’ lady to make you something different?”

“What do you mean, my ol’ lady? Sam replied. “I’m not married. I make my own sandwiches.”





Below please list your characteristic moods, physical appearance, social traits, talents, intellectual capacity, beliefs, social roles and physical condition. In other words, if you were to describe the “real you,” this list ought to be a good summary.





STEPS TO A SELF-FULFILLING PROPHECY

- 1** You **MAKE** a prediction or formulate a belief about a person or situation.
- 2** You **ACT** toward that person or situation as if that prediction or belief is **TRUE**.
- 3** Because you act as if that predication or belief were true, **IT BECOMES TRUE**.
- 4** You observe your effect or the resulting situation and what you see strengthens or **REINFORCES** your belief.



ABCDE: Your Disputation Record

Recall one event that happened this week. It can be good or bad, major or minor: The mail is late; your call isn't returned; you get complimented on your appearance, someone cut you off in traffic. Remember any pessimistic thought you actually had about the event, and now, in writing, dispute that thought vigorously. If you cannot remember a pessimistic thought about the event, make one up, and now dispute it vigorously.

Before you start, study the example below:

Activating Event (Good event): My boss told me that he was pleased with some new ideas I presented and he asked me to join him at a big meeting and pitch the ideas to our executive team.

Beliefs: Oh no, I can't believe he wants me to go to that meeting. I'm going to make a fool of myself. I just got lucky in my meeting with him. Those really weren't my ideas anyway. It's stuff a lot of us had been talking about. I talked a good game but I don't have the depth of understanding I'll need to answer questions from the big guns. I'm going to be humiliated.

Consequences: I felt intense dread. I couldn't concentrate. I should have spent my time planning the pitch, but I kept losing my train of thought and ended up doing busy work.

Disputation: Hang on a second. I'm losing it. This is a good thing, not a bad thing. It's true that I developed the pitch with others, but it's not realistic to say they weren't my ideas. In fact, in our last meeting, I was the one that really got us through the impasse and hit upon the new approach. Almost anyone would be nervous presenting in front of the top executives, but I can't psyche myself out. I'm not out of my depth. I've been thinking about this stuff for a long time. I even wrote up my ideas and circulated it around the department. The reason Hank picked me is because he knows I'll do a good job. He's not going to risk his reputation by putting just anybody in front of his bosses. He has confidence in me and so should I.

Energization: I became a heck of a lot more focused and calm. I decided to recruit a couple of my colleagues and practice my presentation on them. I actually started to look forward to the challenge and the more I worked, the more confident I became. I even hit upon a few new ways of saying things that made the whole talk a lot more coherent.

ABCDE Exercise



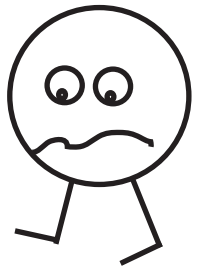
 **Activating Event:**

 **Beliefs:**

 **Consequences:**

 **Disputation:**

 **Energization:**



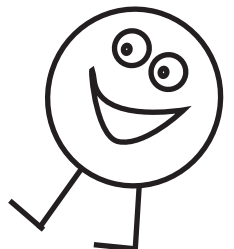
 **Activating Event:**

 **Beliefs:**

 **Consequences:**

 **Disputation:**

 **Energization:**



Charitable Attributions



Do you use your thoughts for construction or destruction?

Destruction

Construction

Automatic Negative
Attributions

How can you use
Charitable Attributions instead?

"She meant to do that."

"He's just trying to get back at me."

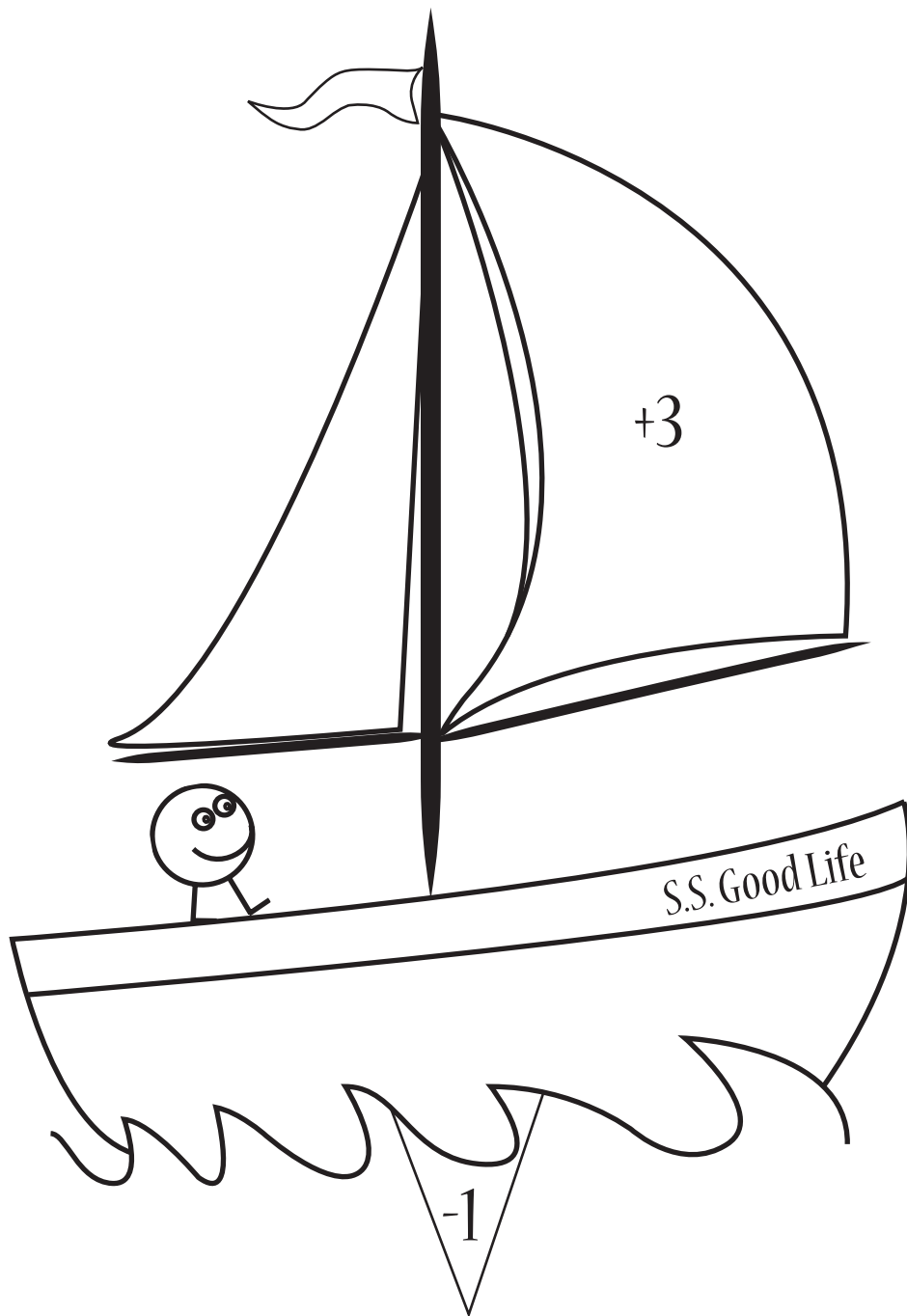
"She just doesn't care."

"He's selfish."

Are there people you are more charitable with than others? Why?

What do you say to let yourself off the hook?

The Broaden and Build Theory of Emotions



Fredrickson, Barbara. "Positivity." Crown Publishing, 2009.



What Do You Have in Bloom?

