

# WieseLaw Contract Studio Communiqué

-- The Value of Your Business is the Sum Total of its Deals --

## Deal World Rule #15 – Authentic Conversations

Many of us take daily conversations for granted. Good conversations and, more specifically, great communication, drive engagement. The conversations you've had over the years brought you to where you are today. Here are some tips we use in the Studio to help prepare for our conversations.



**Be authentic.** Perhaps Polonius from Shakespeare's *Hamlet* said it best: "This above all: to thine own self be true, and it must follow, as the night the day, thou canst not be false to any man." In other words, embrace your true north! Be who you are, not who you think someone wants you to be.

**Actively Listen.** To be interesting, be interested, said Dale Carnegie, and we agree! Actively listening is just as important, if not more important, than anything else you can say. Listen and respond to what is said. See Communiqué# 10 – Listen Until You Feel It.

**Body Language.** A surprising amount of what we are communicating to others is visual (nearly 75%). If you are shuffling papers, yawning, crossing your arms or avoiding eye contact, you are signaling that you are disinterested, bored, or even hostile with the speaker. Becoming aware of your own body language will help you better understand how your own conversations are being received.

**Truth.** If you are not interested in the person or the conversation, ask yourself why you are having it? Everyone has a story and an interesting background. Look for common truths and talk about those as you work towards the goal of your conversation.

Are you having Authentic Conversations? If so, congratulations. If not, start today.

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