



**21 years old and counting** ... after more than two decades of coaching over 2,000 individual clients we are excited about our new book, new products and looking forward to 2008. Thank you to all who participated in our survey on remote communication. The results are in!

### Seeing Yourself As Others Do – Authentic Executive Presence at Any Stage of Your Career

Our new book describes seven attributes of authentic executive presence and how to pragmatically implement new behaviors. Based on our practical coaching provided over the last two decades the book builds the foundation skills and the seven CLEARLI attributes:

COMMAND of the Room with Charisma

LEVERAGE, Influence and Power

EXPECTATIONS, Strategic and Tactical

AUDIENCE Connections

RELATIONSHIP Competence Locally and Remotely

LISTENING Engagement

INSPIRATION, Motivation and Praise

The audio version of the book is available now at [www.Audible.com/ChangeMasters](http://www.Audible.com/ChangeMasters) and the printed version will be released in April 2008.

More information is available at [www.SeeingYourselfAsOthersDo.com](http://www.SeeingYourselfAsOthersDo.com)



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### Survey Findings – Remote Controls for Communication Success

We surveyed 350 former clients and sponsors in twenty-five companies to hear their real life experiences and challenges with remote communications. They all loved aspects of their remote technology, but their frustration with it was equally strong.

Our study found:

- 52% of our respondents noted that people will say things electronically that they'd *never* say face to face
- 70% agreed that due to the less personal nature of the medium, false assumptions are made which greatly undermine relationships

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### Focused Change™

Our *Focused Change* process is designed to rapidly improve an individual's interactive capabilities in a very specific, single area of interest. Focused Change is based on the need for short-term, precise refinement. The results from the *Seeing Yourself as Others Do Survey* are used to select a single area of focus for coaching.

For full article, click [here](#).



## Coach Conversations Goes Public

In addition to our book, Audible.com has twenty-nine other leadership communications media available from Change Masters for download at [www.Audible.com/ChangeMasters](http://www.Audible.com/ChangeMasters)

Titles include:

- Mastering Power And Politics
- Breaking Cycles Of Mistrust At Work
- What Do I Do When They Steal My Ideas?

These segments are quick, short and fun - they're packed with ideas for you or your team. They're great for creating dialogue and interaction in a staff meeting.

## Survey Findings—Remote Controls for Communication Success (continued from page 1)

- 71% acknowledged they had literally forgotten people who were “out of sight, out of mind”

Electronic communication tools are a very recent phenomenon with few consistent standards for successful use. Most people were given little or no training about how to effectively use electronic communications and yet we are completely reliant on these tools today. The tools unquestionably improve our ability to effectively conduct business. They also have a decidedly chilling impact on leadership perceptions if used incorrectly. Our survey respondents estimated that they were:

- Getting an average of 100-150 emails or instant messages per day
- Emails consumed 3.5 hours per day.
- Only 20% of the electronic messages were really needed for them to do their jobs.

As one survey respondent noted, “People will send 30 messages versus making one quick phone call - they hit ‘send’ first and think second. They’ll send an email at 5:30 on a Friday afternoon with an 8:00 Monday morning deadline. There are way too many negative emotions and ‘zingers’ reflected in electronic communication. It’s a substitute for interaction, used as a crutch to avoid dealing with the tough issues directly. It can do more damage than people ever realize.”

In our next newsletter, we’ll share the best electronic communication practices of our executive respondents. This topic is also covered in Chapter Seven of our book, *Seeing Yourself as Others Do*.



## Focused Change™

Our *Focused Change* process is designed to rapidly improve an individual's interactive capabilities in a very specific, single area of interest. Focused Change is based on the need for short-term, precise refinement. The results from the *Seeing Yourself as Others Do Survey* are used to select a single area of focus for coaching including:

### Mastering Your Non-Verbal Impact

*That's Not What I Meant!*

### Selling Your Ideas And Your Team

*Your Work Doesn't Speak For Itself*

### Setting Clear Expectations

*Holding People Accountable*

### Clear, Concise, Compelling Content

*Get To The Point With Your Audience*

### Building Mature, Respectful Relationships

*Influencing In Matrixed Organizations*

### Engaged Listening

*Showing Genuine Empathy, Interest And Respect*

### Inspiring Others

*Authentic Motivation And Praise*

The Focused Change coaching process is concentrated and available for those that are committed to growing their skills and want our pragmatic coaching to obtain quick results at a lower price point. Optional follow-up support and accountability tracking is available.

We hope you will find this newsletter helpful and interesting. We appreciate your comments or questions to [info@ChangeMasters.com](mailto:info@ChangeMasters.com). If you know of others that would like to be added to the newsletter subscription they may go to [http://www.changemasters.com/CMI\\_Info\\_Form.aspx](http://www.changemasters.com/CMI_Info_Form.aspx)

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5850 OPUS PARKWAY, SUITE 120  
MINNETONKA, MN 55343

1-800-CHANGE-1 / 952-930-2300  
WWW.CHANGEMASTERS.COM