

**JUST
LEAD**
WITH MARK Q



SHOW NOTES

EPISODE 49: Summer Playlist | Healthy Communication

It's summertime, and it just wouldn't be the same without a Summer Playlist! That's right, we've dusted off a few records from the JUST LEAD vault & we're ready to drop the needle on some of our best content. This week we dive into the theme of healthy communication including topics like knowing your audience, communication styles, rooms & atmospheres, confrontation, and how to make your message stick. Take a listen, and then you can talk!

[CLIP #1 - It's Not A Millennial Problem, It's A Communication Problem](#)

The first rule of great communication is to **KNOW YOUR AUDIENCE**. Too often we believe that just because we're talking, everybody is connecting with what we're saying. Talking and communicating is not the same thing, and it starts with having the empathy to understand who you're trying to connect with. Have fun with the differences of people you connect with, and adjust how you communicate and craft it accordingly.

You have to **care more** about communicating the values of the organization or what's important to you than your **preference** in HOW you communicate. Simply saying, "that's just how I talk" is self-serving and misses the opportunity to truly connect. There's even biblical precedent for communicating the same value to different audiences (i.e. Ephesians vs. Romans).

[CLIP #2 - Everybody Talks! But Can You Connect?](#)

If you're speaking to an organization or a group of people, it's important to consider context. How long have they been at the company? Can you connect your message to the **company values**? When you're meeting with your team, think about the time of day! 5:30am in the truck on the way to a job may not be the time to transfer values when your crew hasn't even had their coffee yet!

Consider **all of the angles** when you're communicating — feel of the room, time of day, type of event, and the overall mood and morale of the team. These are all factors that should inform how you connect. The key to consider all of this? **Preparation**. Your preparation makes way for you to connect & communicate more effectively. **Bottom line**: what's the message & what do you want people to do?

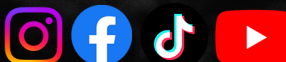
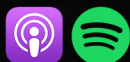
[Everyone Communicates, Few Connect by John Maxwell](#)

[CLIP #3 - We Need To Talk! Tips For Healthy Confrontations](#)

The reality is, confrontation is NOT negative, but necessary in our life, family, or organization! The only reason we have a negative reaction to it, is because we've seen it done so poorly. However, when done in the most healthy way, **confrontation can be a catalyst to a better relationship**.

4 Approaches to Confrontation:

- 1. Avoidant** - Overall aversion to conflict, hoping the problem will just go away.
- 2. Aggressive** - Comes across harsh, attacking, overly corrective, or too personal.



3. Ambiguous - Often passive aggressive, unclear, or soft-lands the big issues.

4. Active - The healthy balance. Proactive and engaged, communicating in a healthy way.

You can't complain about the things you allow! Some things will not change without confrontation. And to avoid the confrontation or be ambiguous can actually cause more damage to the relationship than bringing about active change. The stark truth is this: if we're not willing to confront, we must not want the change as much. Something is **ALWAYS** growing, even if you think you're ignoring it.

[CLIP #4 - 91% Of What You Say Will Be Forgotten. Here's How To Make Your Message Stick!](#)

It's hard to hear, but 91% of what you say will be forgotten. So how do you make your message stick?

1. Relationship – Who says it?

Communication in Latin means “common ground.”

2. Repetition – How often is it said?

Marketers know people must hear it at least eight times.

3. Relevance – Does it apply? Is it relevant?

People listen to messages that directly relate to them.

4. Response – Am I practicing what was said?

People remember 10% of what they hear, but 70% of what they see modeled.

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