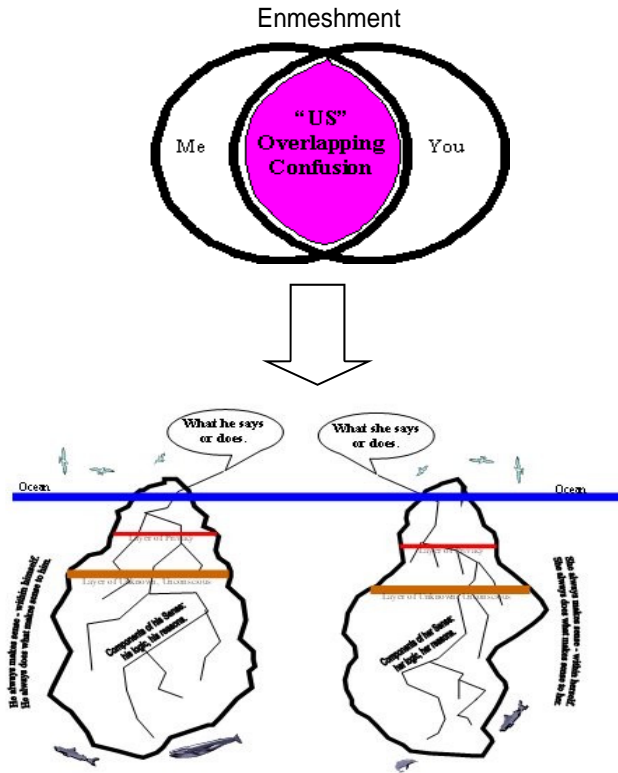


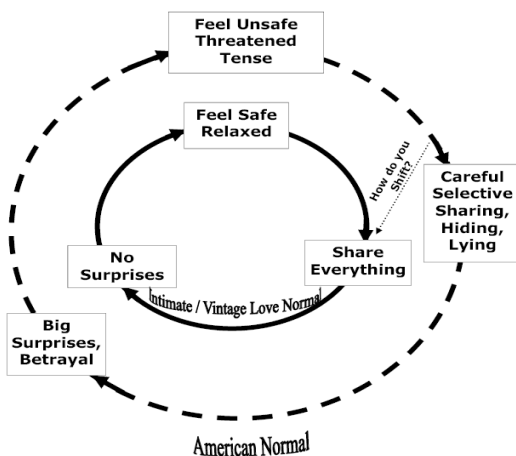
# Communication: Fundamentals

People think and speak in points. Get to share your/their point.



All people make sense all of the time. They are congruent within themselves.

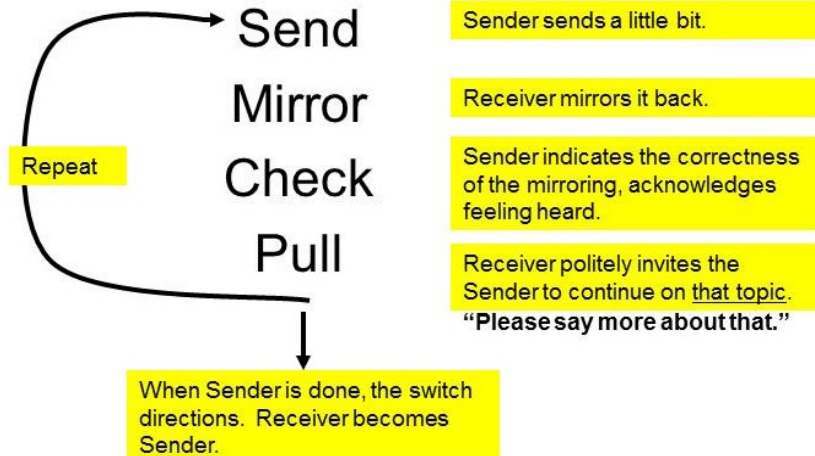
You can either hear and know their sense, or be blind to it.



Relaxation / Safety / Trust  
 Predictive Information  
 Sense of Control

Step 1

## Make 'Em Feel Heard



Step 2

## Make 'Em Feel Understood

### • PreValidate:

Show them you are interested in their view of the world "Oh wow! Of course you did that. It made sense to you, but I don't see your sense yet. Tell me more."

### • Validate:

Show them that you have witnessed at least some of their view of the world and want to hear more. "Oh. I see. You voted for him cuz you think he is honest and you like honesty."