John C. Maxwell has been hailed as America’s premier expert on leadership. Each year he speaks in-person to hundreds of thousands of people, while his bestselling books impact the lives of millions more around the globe. GiANT Impact multiplies his influence to corporate leaders in more than twenty countries through world-class events, training, and resources.

Introduction

In *Everyone Communicates, Few Connect* John C. Maxwell reveals how to identify with people and relate to others in a way that increases your influence with them. As a leader, it’s not enough just to work hard. It’s not enough to do a great job. To be successful, you need to learn how to communicate in a way that connects with others. In this book, John masterfully underscores principles and practices to equip you to communicate at a level that runs far deeper than words.

Chapter 1 – Connecting Increases Your Influence in Every Situation

If you can connect with others—one-on-one, in groups, and with an audience—your sense of community improves, your ability to create teamwork increases, and your influence skyrockets. People who connect with others have better relationships, experience less conflict, and get more things done than those who cannot connect. Leaders who have learned the art of connection are able to communicate their ideas persuasively, establishing buy-in and attracting followers.

You will only be able to reach your potential, regardless of your profession or chosen path, when you learn to connect with other people. Otherwise, you’ll be like a nuclear power plant disconnected from the grid. You’ll have incredible resources and potential, but you’ll never be able to put them to use.

Chapter 2 – Connecting Is All About Others

Good communicators have enough humility to recognize that they are not the expert authorities on all matters. They endeavor not to impress people with knowledge, but to connect with others authentically in order to gain the opportunity to influence them. As such, they patiently seek to understand their audience before speaking.

Before you can add value to others, you must first learn to value others. Instead of trying to conform others to your agenda, position yourself to see from their vantage point. As you gain awareness of the needs and hopes of others, you will be able to craft messages that connect with them emotionally.

Chapter 3 – Connecting Goes Beyond Words

Audiences respond to how a communicator makes them feel rather than to what a communicator has to say. Our actions, tone, and style communicate far more than our words. Experts estimate that 90% of the impression we convey has nothing to do with what we actually say.
Any message you send must contain a piece of you in order to be credible. You can’t merely pass along information; you must model the message you want to deliver. A vision cannot materialize through you until it has taken root within you. Owning a vision enables a communicator to move from informing others to inspiring them.

**Chapter 4 – Connecting Always Requires Energy**

Connecting with others only happens intentionally. As a communicator, you receive a response to the extent that you invest and prepare. You can’t just step up to the microphone and expect to wow the crowd. First, you must step toward the audience relationally and emotionally by personalizing the message to suit their context.

To make the most of your communication opportunities, you must expend energy proactively. Leaders have responsibility to initiate the connection. It’s also the leader’s duty to prepare so that he or she can communicate clearly when the opportunity arises. Preparation consumes time and energy, but its benefits far outweigh its costs. Finally, leaders must give selflessly. Serving others uses up your energy initially, but in the long run selflessness energizes you by providing your life with significance.

**Chapter 5 – Connecting Is More Skill Than Natural Talent**

People aren’t born with the ability to connect, nor does it develop by accident. Connection happens when people hone their skills and mine their experiences. Great communicators make the most of their background, personality, natural abilities, and knowledge in order to engage an audience—whether in conversation with one person or when speaking to a gathering of thousands.

**Chapter 6 – Connectors Connect on Common Ground**

All positive relationships are built on common interests and values. They’re founded upon agreement, not disagreement. Even so, many leaders neglect searching for common ground. They make assumptions about what others want, get wrapped up in their own agenda, and try to control situations rather than collaborating with their team.

Connecting with others is a matter of choice. Good leaders and communicators don’t isolate themselves, and they deliberately keep their people informed. They decide to make themselves available, to listen when their people speak, and to show others that they care. Over time, their thoughtfulness and humility attract people to their side.

**Chapter 7 – Connectors Do the Difficult Work of Keeping It Simple**

Life’s issues can be maddeningly complex, and a leader’s job is to bring simplicity and clarity to them. Anyone can identify a problem and point out why it’s a dilemma. However, only good leaders are able to cut through the haze of complexity to arrive at a concrete solution.

Being simple is hard work. Great leaders grasp the nuances and intricacies of tough issues, and condense them into simple statements that easily can be communicated to their people. To keep communication uncomplicated, leaders quickly get to the point, use plain language, and repeat their primary message.
Chapter 8 – Connectors Create an Experience Everyone Enjoys

How you communicate often carries more weight than what you say. Craft your communication appealingly so that you do not bore your audience. Having the right message doesn’t matter if your delivery of it puts people to sleep.

To earn an audience’s interest, put the majority of your time into the opening lines. In the Information Age, attention spans continue to shorten, and you have a limited amount of time before people choose whether to tune in or tune out. Do everything within your power to make a good first impression so that you engage the crowd early. Once you’ve drawn people in, hold their attention by telling stories, showing pictures and inviting participation. People remember what they see and do much better than what they hear.

Chapter 9 – Connectors Inspire People

The energy that people put into their work depends upon the inspirational qualities of their leader. Inspiring leaders demonstrate belief in the mission, make evident their value for the team, and communicate high expectations. Leaders who combine these qualities motivate people to contribute their utmost to the organization’s goals.

Vision without passion is a picture without possibilities. By itself vision doesn’t inspire change. It must be supplemented with visible passion on the part of the leader in order to compel people to act. Leaders set the tone for the entire team by the excitement and energy level they bring to their work.

Chapter 10 – Connectors Live What They Communicate

In the short run, people judge a leader on his or her communication skills. In the long run, people follow what they see instead of what they are told. They can spot a fraud, and they won’t go along with a leader unless they can trust the leader’s convictions and character.

People buy in to the leader before they buy in to the message. You are the best advertisement for your cause. Whether you intend to show them or not, your true colors eventually shine through—onstage, at work, or at home. If you want to connect well with people, you must become the kind of person with whom you would like to connect. How you portray yourself, what you communicate, and how you live need to be consistent.