

The Benefits of Confident Communication

- **MORE FOCUSED ON WHAT'S BEING COMMUNICATED** When you are confident you can focus on the message itself and on understanding its meaning accurately, without distortions caused by insecurities. Your focus on what is communicated is also more likely to be mirrored by our listeners, because they won't be distracted by insecure communication behaviors on your part. If you're not worrying about how you come across, your listeners are less likely to focus on you and will listen to what you have to say.
- **MORE SATISFYING** When you're speaking with confidence, both you and your listeners will be more relaxed and attentive. There is more harmonious communication, building a sense of cooperation toward a shared goal. Ultimately, good will is generated, and you and your listeners feel more satisfied.

- **MORE LIKELY TO GET WHAT YOU WANT** When you are confident, people are more inclined to respond to you positively. Your confidence enables other to feel comfortable too. This means that they pay attention to what you are saying, so your message is clearer and has more influence over your listeners. This results in more favorable responses to your suggestions.
- **CONTRIBUTE TO THE SUCCESS OF YOUR ORGANIZATION** Being confident results in fewer misunderstandings when communicating with colleagues, customers and other parties. This preempts many problems and can significantly increase the efficiency and effectiveness of your organization. Additionally, being confident can give you more influence over customers or suppliers, who'll sense a cooperative attitude. They are then more likely to want to continue doing business with your organization.