

view. Knowing how people react to learning is vital to planning your communications strategy.

And further: recognizing and accepting the ways in which our media have affected us and conditioned our systems of communication helps us to critique and hone our communication techniques.

Finally, absorbing and understanding the basic principles of how we communicate and why we listen—what works, what doesn't, and why—starts you on the road to a realistic appraisal of what you want to tell and how you plan to tell it.

The next three chapters will tell you how to prepare for and design what you want to say: How to analyze and develop strategies; how to plan and schedule business encounters; how and when to use visual reinforcement; and what other techniques to consider in order to impart your message.