Communication Checklist

Universals / All, Every, Never: Avoid making universal statements unless you can guarantee they are true.

Should/Shouldn’t/Must/Can’t / What would happen if you were to do that: Avoid limiting signals by asking what if you were to do that.

Verbs / How Specifically: If someone says they are depressed, ask them how specifically they are depressed. Drill deeper into the meaning.

Nouns / Who specifically or what specifically: When someone says “they don’t understand us” make sure you ask “who specifically doesn’t understand you”. Why?

Too Much / Too Many / Too Expensive / Compared to What: When someone says that something is “too..” something then ask them compared to what. What are the other alternatives.

Avoid Words: Like good, bad, better, worse.

Avoid Projected Stories or Verbal Mind Reading: Avoid things like: I know they will like it or I know he hates me.

Outcome Framing: Avoid asking people what’s bothering them or what’s wrong. You will get a long description of the problem. Instead ask them, what do you want, or how do you want things to change. You will redirect things from a problem to a solution.

NLP Outcome Questions: What do I want, what is the objective, what am I here for, what do I want for you, what do I want for me.

How over why: Why question get you reasons and excuses, how gets you to solutions.

But: Avoid using this word, it imposes contradiction. Instead say, that’s true and here’s something else that’s true. I appreciate and, I respect and, I agree and…Try to get two people to take opposing sides without using the word but.