

The Clever2gether Podcast Cheatsheet



Consistency in communication

They **made a big deal of** communication..

...of how much water they were **saving**

Great **initiative** right?

I did notice that there was a **tap** dripping

This is an **example** of **inconsistent** communication

Do you see what I **mean?**

Even your actions portray your communication

true to your message, true to your brand, true to your values

repeat yourself, that can feel awkward

The **tendency** is for people to repeat exactly the same words

exactly the same

can make a really **condescending impression** on them

not have heard you

off track

just **in** the middle of something

That's where it is a good idea to have a list of different verbs up your sleeve (available)

descriptions

diagrams

value of examples

Give people an example and they **invariably get it** (understand you)

bag of a **fag packet** (cigarette packet)

inconsistencies

valuable exercise



hand gestures

ridiculous (lächerlich, doof)

desperate

rely on

advertisement /advert (Kurzform)

advertising

magazine (Zeitschrift)

target market

audience

recognise

common thread

manufacturer (Hersteller)

range of products

imagery

reminds you of their brand

firmly anchored in the companies' **corporate guidelines**

strict (Streng)

consultants (Berater)

over the top (Übertrieben)

material

fit

pfaffy (Umständlich)

message (Botschaft)

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employee (Arbeitnehmer)
 apprentice (Lehrling/Azubi)
 supplier (Zulieferer)
 intensely
 first impressions (Erste Eindruck)
 compounded
 stand behind what you are saying
 communication matches up with your actions
 security
 confidence in your brand
 trust is pivotal (super Wichtig, central)
 resources
 lend their staff
 trustworthy
 reliable /they can rely on you
 can be depended upon
 we are creatures of habit, right?
 not in line with my image with that company
 thrown off track
 lose ground
 corporate values (FirmenWerte) ??? (🤔)
 society
 give something back
 community projects
 represent something meaningful for your organisation too
 values
 principles

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development

they might have noticed that...

if they cut their kids a bit of slack (Locker lassen – mehr Zuständigkeit annehmen)

adapt

that might be interpreted as an **in**consistency (inconsistency not unconsistency) IN IN IN 🤔



mindful of diversity

make sure that your communication reflects your values

it is very easy to fall into the trap of ...

seen to be fair

in touch with the people that you are working with

give and take

feedback

encourage them

policies

gear up your business to sell it

regular income

systems in place

create something bigger

exactly

by giving them a framework, they can reach out in a way that is consistent

recommendations (word of mouth) Mund zu Mund Empfehlungen

securing customer loyalty

framework in which they can excel, a pre conditioned process

factors that are affecting you in your business or your work

a lack of attention to detail

it is an accumulation of the little things

are you aware of any inconsistencies

tired, stressed

not consistent ->>> inconsistent

So what did you discover, come and tell me in the Facebook Group

Take care now

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Coco