

# Become a 'Conscious Communicator'



By [John French](#)

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My mission as a communication coach is to create what I call 'Conscious Communicators'. A 'Conscious Communicator' is the term I have coined to describe a fully empowered communicator who knows and fully understands how the communication process works.

The 'Conscious Communicator' is someone who has been enlightened through gaining powerful communication knowledge and is then able to leverage their empowered communication skills and ability in order to achieve their personal and professional objectives.

A great way to illustrate my concept of 'Conscious Communication' is to break it down in the acronym, 'C-O-N-S-C-I-O-U-S'.

**C-onfident** - Conscious Communicators are confident. They have processed and overcome their personal limiting fears and beliefs. The knowledge of how to communicate effectively has now empowered them to believe in themselves and succeed.

**O-pen minds, ears and body language** - The hardest and most powerful thing is to be open, especially when one is afraid. Conscious Communication is honest, open and highly successful.

**N-on-verbal communication** - 55% of our communication impact is made non-verbally. Conscious Communicators have learned how to read body language, and know how to project and read body language signals.

**S-tress management** - Stress poisons and destroys our communication. Conscious Communicators have learned effective and easy stress management techniques to remain in control when they are under pressure.

**C-larity of speech and message** - The purpose of communication is to be understood. Conscious Communicators who have undergone powerful vocal development and message framing training do this with skill.

**I-ntelligence** - Conscious Communicators know and understand how important The Emotional and Linguistic Intelligences are in the 21st century. They use this profound knowledge to influence and lead others.

**O-pportunistic** - Conscious Communicators have learned how to leverage their communication skills and ability to be far more strategic in achieving their goals.

**U-s** - Conscious Communicators have learned to be more inclusive in their communication style and work with others to achieve collective goals.

**S-uccess** - Conscious Communicators succeed. They are empowered and positively programmed and are strategic and success-oriented in their thinking and behaviour.

...Isn't it time you became a 'Conscious Communicator'?

## ABOUT JOHN FRENCH

John French is a communication strategist and communication skills coach with 20 years extensive experience in the communication training industry. John heads up Communication Guru, a communication skills training company operating both nationally and internationally. E-mail John at [john@johnfrench.co.za](mailto:john@johnfrench.co.za) or visit [www.communicationguru.co.za](http://www.communicationguru.co.za)

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