

CRAIG GROESCHEL

LEADERSHIP PODCAST



132: MASTERING JOHN MAXWELL'S LAWS OF COMMUNICATION

EPISODE NOTES

Thank you for joining the *Craig Groeschel Leadership Podcast*! According to John Maxwell, communication is “the most important skill.” So if you want to grow in your leadership, grow in your communication.

Why is communication so important?

We communicate all day, every day. Whether it's with your friends, spouse, boss, or thousands of people on stage, we're communicating all the time.

The Bad News: If you don't master communication, you can't master leadership.

The Good News: You can *learn* to be a great communicator.

John's new book *The 16 Undeniable Laws of Communication: Apply Them and Make the Most of Your Message* will help. The sections below correlate with the laws in his book. Get the book here:

<https://go2.lc/LG16Laws>

Law #2: The Law of Observation

Good communicators learn from great communicators.

John spent the first 20 years of his leadership observing great communicators and asking “Why” some talks worked and others didn't.

Law #4: The Law of Preparation

You cannot deliver what you have not developed.

One of John's keys to preparation is that he is **always** preparing to talk. He takes detailed notes on any topic he might speak on someday. He finds content for those notes in conversations, books, podcasts, and any other place where he might learn something he can use in his next talk.

John is extremely disciplined in this process, and he shared an example of how he reads:

John reads a good book twice. The first time he goes through and marks all of the good bits. Then the second time he just reads the marks. Reflecting on this process he said, “The first time I read it, I mark the book. The second time I read it, the book marks me.”

“The first time I read it, I mark the book. The second time I read it, the book marks me.” —*John Maxwell*

Some communicators are gifted enough to be able to “wing it” and the audience is still happy. **Beware of this temptation.**

If you're gifted and you wing it, you can make it into the top 20%. But if you're gifted and you work for it, you can reach the top 2%.

So prepare every day. Practice learning always. Any good communicator always listens for good illustrations, messages, and notes.

Law #5: The Law of Collaboration

Some of your best thinking will be done with others.

John and Craig have both found that they do some of their best preparing and thinking when talking with others.

“Some of your best thinking will be done with others.” —*John Maxwell*

Law #7: The Law of Connecting

Good communicators know it's all about others.

If you want to be a great communicator, you **need** to get over yourself. It's impossible to give of yourself if you're concerned about you.

The first thing you must do as a communicator is let the audience know you value them.

Another key to connecting with an audience is showing you can understand them. Success is a terrible separator, and will create a gap between you and the audience.

One tip is to tell the audience when you're nervous. When you're honest with them about your struggles, they lean in and start cheering for you.

To learn more about how John helps communicators get over themselves, you can listen to his song *Get Over Myself* here: <https://go2.lc/LGGetOverMyself>

Law #10: The Law of Simplicity

Good communicators take something complicated and make it simple.

Every time Craig walks away from John's teachings, he thinks it's “brilliance made simple.”

John has realized that we as communicators need to go to where the people are, rather than make them come to where we are.

“Good communicators take something complicated and make it simple.”
—*John Maxwell*

Law #13: The Law of the Thermostat

Good communicators read the room and change the temperature. Tip: John will go and sit in the chairs where his audience will be sitting whenever possible to get a feeling for their experience.

His goal is to get to know where the audience is and meet them where they're at.

Law #14: The Law of the Change-Up

Sameness is the death of communication.

When communicating, the hat you wear determines how they feel. When you speak, you need to make sure to choose the right hat for the audience you're speaking to.

Law #16: The Law of Results

The greatest success in communication is action.

You don't just want people to know something, you want people to do something with their knowledge.

Craig adds that you also want to lead people to feel something. Knowledge alone doesn't lead to action; feeling leads to action.

John wants every audience he speaks for to feel empowered. He wants them to think that they're amazing and that they can go out and accomplish what they want to do.

The test of communication isn't whether people liked the talk or not. It's whether they did something about it.

“The test of good communication isn't whether people liked it or not. It's whether they did something about it.” —*John Maxwell*

DISCUSSION QUESTIONS

Here are exercises you can do to grow as a leader—ask yourself and your team these questions:

1. **What is your system for taking notes when you hear something good? If you don't have a well-organized system for taking notes, create one today.**

2. **Have you given in to the temptation to “wing it” before? How did that talk, presentation, or conversation go, and how much better could it have gone if you had taken the time to prepare?**

3. **Which of the laws above are you weakest in? What steps can you take today to start growing in this law?**

THE POWER TO CHANGE

You have the power to change your habits and your life for good. Hope alone doesn't change your life; habits change your life. That's why Craig wrote his newest book, [*The Power to Change: Mastering the Habits That Matter Most*](#).

The book is available now, and you can get your copy here: <https://go2.lc/LGTPTC>

THE 16 UNDENIABLE LAWS OF COMMUNICATION

Never be afraid to speak to a group again with John Maxwell's brand new book [*The 16 Undeniable Laws of Communication: Apply Them and Make the Most of Your Message*](#).

You can get your copy here: <https://go2.lc/LG16Laws>

THE 8 HABITS OF GREAT LEADERS GUIDE

What sets great leaders apart? **Great leaders are fanatically consistent with a *few strategic habits*.**

Get Craig's easy-to-reference guide outlining eight of the habits great leaders have in common here: <https://www.life.church/greathabits/>

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- Subscribe on YouTube: www.go2.lc/cglpyoutube
- Free Church Resources & Tools: www.life.church/churches
- Related Resources:
 - Listen to John's first episode on the Craig Groeschel Leadership Podcast here:
 - <https://go2.lc/JMQuotes>

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THREE KEYS TO SHARPEN YOUR LEADERSHIP

Craig hand-picked three episodes designed to help you build a strong leadership foundation. You'll learn practical ways to influence your leaders, manage your time wisely, and improve how you communicate. Head to www.go2.lc/threekeys to get the episodes and leader guides sent right to your inbox.

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