

Special Message from [Tony Jeary](#) - "Coach to the World's Top CEOs"

On a scale of 1 to 10, how much of a role does communication play in your everyday happiness, peace of mind, and success? Most people I put that question to in my seminars and coaching sessions put the number somewhere between zero and 5.

So let me ask you what I ask them:

Do you ever talk to your spouse or kids?

Do you ever attend a meeting at work?

Do you ever send an email?

Do you ever need the help of a sales clerk or repair person?

Do you ever eat out at a restaurant?

Do you ever leave voice-mail messages?

Do you have a website?

Do you ever go shopping?

Do you ever have to make a decision about what to wear?

Do you ever have to deal with a customer service rep on the phone?

Do you ever need somebody else to do something for you?

Do you ever need someone to agree with you, or see things your way?

If you answered yes to any of these questions—and I'll bet you answered yes to just about all of them—then you, my friend, are a communicator. The fact is, you're involved in dozens of communications each day. Hundreds each week! Communication factors HUGELY into your everyday life. On that 1-to-10 scale I just asked you about? Easily a 15. When you get right down to it, your whole life is a series of communications. And as you're about to discover, every one of them is a critical factor in your success equation. If you've never thought about it that way, then I can guarantee that a communication breakdown is happening. Somewhere along the line—probably in many places—people aren't getting the message you want to be sending. And I'll tell you something else. Something of vital, vital importance: All the people you communicate with are getting a message of some kind - whether it's the one you'd like them to get or not.