



YOURBRAND
marketing

“THE SINGLE BIGGEST PROBLEM WITH
COMMUNICATION IS THE ILLUSION THAT
IT HAS TAKEN PLACE.”

Irish playwright George Bernard Shaw



IT IS AMAZING THAT
WE UNDERSTAND EACH OTHER AT ALL



IT GOES BEYOND
SPEAKING DIFFERENT LANGUAGES



DIFFERENT CULTURAL NORMS



DIFFERENT SENSES OF RIGHT OR WRONG



DIFFERENT UPBRINGING,
EDUCATION OR PERSONAL HISTORY



MISCOMMUNICATION
STEMS FROM THE FACT



THAT WE DO NOT LISTEN TO,
NOR DO WE CARE ABOUT EACH OTHER



THAT WE HAVE
AN OVERARCHING
NEED TO BE RIGHT
AND FOR OTHERS TO BE WRONG



TO JUSTIFY OUR OWN REALITY



AND NOT GIVE CREDENCE
TO OTHER PEOPLE'S OPINIONS OR IDEAS



SO HOW DO WE
MOVE FORWARD TOGETHER?



TO MAKE THE CHANGES,
LARGE AND SMALL,
THAT ARE SO DESPERATELY NEEDED
IN THE WORLD TODAY?



TO CREATE UNDERSTANDING
AND COMMON GROUND



TO SEE PROBLEMS AS THE ENEMY
AND NOT PEOPLE



TO DO THIS, WE NEED TO REALIZE AND ADMIT
THAT THE WORLD IS NOT BLACK AND WHITE

Checklist



Yes



No

THAT THERE ARE VERY FEW THINGS
THAT ARE ABSOLUTELY RIGHT OR WRONG



AND FOCUS
ON THE NUANCES



AND BELIEVE THAT JUST BECAUSE PEOPLE
THINK, ACT AND REACT
DIFFERENTLY FROM YOU



THEY ARE NOT NECESSARILY WRONG



BUT RATHER INTERPRET THE WORLD BASED
UPON THEIR OWN BELIEFS, WANTS, NEEDS,
FEARS AND DESIRES



WHEN WE UNDERSTAND WHERE PEOPLE COME
FROM, WHAT THEY BELIEVE
AND WHAT THEY NEED



WE CAN FORM
A COMMON POINT OF DIALOGUE



THIS IS HOW WE CHANGE THE WORLD AND
MAKE IT A BETTER PLACE FOR ALL



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