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Bridge Builders: How Superb Communicators Get What They Want in Business and in Life

Maria Keckler

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Foreword by New York Times Bestselling Author


Dr. David Jeremiah

Founder, Turning Point Radio and Turning Point Television Ministries,
Author of *What Are You Afraid Of?*

BRIDGE BUILDERS

How Superb Communicators
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MARIA KECKLER

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Maria Keckler : Bridge Builders: How Superb Communicators Get What They Want in Business and in Life before purchasing it in order to gage whether or not it would be worth my time, and all praised Bridge Builders: How Superb Communicators Get What They Want in Business and in Life:

2 of 2 people found the following review helpful. Communication Authenticates or Undermines Your MessageBy

Rhana Kozak Imagine a world where people listened. Imagine a workplace where people listened. One of my favorite quotes from Maria's book is this: "Listening means using not just ears, but also the eyes, the mind and the heart - with the undivided attention given to a king. Listening, then, communicates an act of empathy and respect." The last 1/3 of the book is packed with gems that can authenticate the best of what you offer the world. Maria Keckler has a free toolkit posted on line. It's a cool guide for exploring, developing and presenting your own "Bridge Builder Manifesto". For refining your idea or product pitch the ideas in Bridge Builders are key. 2 of 2 people found the following review helpful. Team-building, leadership training as well as professional growth development. By Jainie It is an easy read and almost feels cliché in the beginning. The characters are common and predictably described and I immediately started the book out sceptical. However, it was soon into the reading where I found myself asking important questions with how I conduct myself professionally. I began to find the disconnect between myself and colleagues and realized how much of my personal baggage is what continues to nurture obstacles that keep me from meeting personal and professional goals. The author kept firing simple, yet thought provoking concepts that are worth the time spent for self-evaluation or brainstorming with a group. I would highly recommend that this book be incorporated into team-building activities, leadership training as well as professional growth development. 2 of 2 people found the following review helpful. Immediate Impact By M. Sanchez My favorite books are literally the ones I can read today and see their impact tomorrow. This was my experience with my sisters book. I read it and had an opportunity to apply one of the principles right away. The day after I finished the book, I had a very difficult conversation with one of my co-workers. As I processed the situation, a guiding principle from the book echoed in my mind; "assume positive intentions." I followed the advice and turned a potential conflict into a bridge to my co-workers heart and mind. Since then almost all my personal interactions include some Bridge-Builders wisdom. Additionally, I've been greatly helped by Bridge-Builders when communicating to large audiences. It has become a great tool to assist me in the preparation and delivery of my weekly sermons. So whether you are an influencer, manager, leader, dreamer, innovator and/or simply someone who wants to master the art of connecting meaningfully with others, whether on a large or small scale, this book needs to be in your library! I have found this book extremely helpful and believe it will be helpful to anyone who reads it.

You have a story to tell. You have a product, service, idea, or vision to sell---at home, at school, at church, or at work. Your communication is the most powerful tool you possess---but do you know how to use it? How we choose to communicate determines the difference between success and failure---in all of our endeavors. "Bridge Builders" gives you the strategic tools you need to connect to the hearts and minds of your audiences and achieve the objectives that are important to you. "Bridge Builders" is a compelling fable of self-discovery about Daniel Reed's journey from ordinary communicator to inspirational Bridge Builder. It's about the power of crafting messages through the eyes of our audience. It's about learning to craft our message differently as others' needs become the impetus behind our message. No matter who you are or what you do, incorporating key Bridge Builder principles and best practices will revitalize your vision for the way you connect with people: Who is my audience? What do they care about? What obstacles will they present and why? How can I invite input?

About the Author Maria Keckler is president and founder of Superb Communication, a San Diego based firm specializing in strategic communication solutions, executive coaching, and training. Maria's experience spans almost 20 years, developing and coaching global leaders across the United States, Mexico and Eastern Europe. She's worked with executives, engineers, scientists, educators, and leaders in healthcare, pharmaceuticals, biotechnology, communication, technology, and education. Maria's articles have been featured in leadership and communication journals and publications. She's a regular radio guest. Excerpt. copy; Reprinted by permission. All rights reserved. An extraordinary desire drives you. You have a story to tell. You have a product, service, idea, or vision to sell---at home or at work. How you choose to communicate your message and connect with your target audience will make the difference between success and failure. When you make a decision to communicate your message like a Bridge Builder, you will achieve more of what you want. You'll be a Superb Communicator who is able to persuade audiences: To listen. To engage. To connect. To buy your products. To join your causes. To approve your initiatives. To fund your ideas. To believe in your vision. To let you lead. The premise of this book is simple: You already know how to be a Bridge Builder---although you may not realize it. Like most people, you've probably forgotten. But you've successfully built bridges before. Intention, not perfection, helped you achieve what you wanted. And intention, not perfection, will help you achieve what you want in the future. When you operate from the principles illustrated in the story and in the Approach that follows it, the results you achieve will amaze you. Getting the Most from the Story Stories are often used to communicate important principles. Why? Because we all relate to life through stories. We see aspects of ourselves in the characters, and we hope to gain new insights about business and life from the way they react and the things they learn in the story. The parable in this book is about a man named Daniel who, like us, has a problem (how to communicate effectively with others) but doesn't recognize the source of his problem or how to solve it. Daniel needs to become a Bridge Builder in order

to get what he truly wants, but he struggles to accept the solution to his problem because of past failure, preconceptions, and misunderstandings. He exemplifies the individuals I encounter every day in one-to-one coaching and the corporate consulting process. The characters in this story represent composites of real business professionals I've worked with, not anyone in particular. However, early feedback from readers that represent varied industries and cultures tells me that the characters and themes in the story will resonate with most readers in more ways than one. This story applies to business communication, but it also applies to communication at home, at school, at church, and in any organizational setting. Because the story deals with communication and leadership principles, anyone will benefit from reading it, whether or not they work in the corporate world. Organizations, large or small, will also reap the profits of intentionally nurturing a culture of Bridge Builder Communication and Bridge Builder Leadership and so will those inside those organizations, whether they're executives, scientists, engineers, sales reps, entrepreneurs, educators, pastors or Creatives. That has been my experience. I suggest that you first read and reflect on the story. Then take the time to ask questions that are naturally suggested in the narrative.