

Rise Up as a Super Communicator





Sarah rode in the dirty, old, noisy bus for three hours. She felt bone-tired. "I wonder what Mom cooked for dinner. I can't wait to eat," she thought to herself.

When Sarah finally opened the door, she smelled fresh bread. Her mother sang while stirring a pot of pasta. "Mom, I'm home," Sarah said. "Hi Sweetie," sang Mom. "Did you have a good week at school?"

"Oh..." Sarah moaned. "Teachers talk forever. Their thinking feels old. It always rains." Sarah listed up more complaints. Mom listened as she stirred the pasta. Then she said, "Why don't you just take notes on key points? Or sit with friends and help each other?"

But Sarah's face turned red. The heavy stress of school fell on her head. And she shouted, "Just listen! I don't want advice!" Mom looked surprised. "I am listening, sweetie. I'm trying to help." But Sarah sighed, "I don't need your ideas! Why don't you just hear me?!" And with that, Sarah left the kitchen and went to her room.

Why did this conversation break down? It's simple. Sarah and Mom were locked into different conversations. Sarah spoke **emotionally**. But Mom spoke **practically**.



In fact, we all face this problem. So, how can we fix it? Thankfully, a good book holds the answers. It's called "[*Super Communicators*](#)." The author, Charles Duhigg, sums up top research on communication. And he shows us how to power up conversation.

First, super communicators match their partner's conversation type. And we all shape conversations into three types.

- **Practical Conversation.** Like Sarah's mom, speakers want to solve problems. They speak about plans, decisions, and solutions.
- **Emotional Conversation.** Like Sarah, speakers share feelings. They don't want solutions. They want to release stress. They want understanding.
- **Social Conversation.** In a social conversation, speakers talk about who they are. They share identity. "I'm Japanese. I love cooking." They share backgrounds. "I grew up in Tokyo. My family runs a coffee shop." They share experiences. "I played soccer in high school. I lived in Spain."

In practical conversation, we solve problems. In emotional conversation, we understand feelings. In social conversation, we connect by sharing common ground. Remember the key. ***Super communicators match the conversation type of their partner.***

What happens when people match conversation types? Their breathing patterns match up. Their hearts beat closer together. Their eyes open wider in the same way. Their brain waves sing together. They feel the same emotions. And they feel connected.

So, how can we match conversation types? Ask many questions. Super communicators ask 10 to 20 times more questions than others! Ask deep questions. Deep questions show people's stories. We can ask three types of deep questions.

- **Questions About Beliefs.** Ask what people believe. Ask them to tell their stories about important topics. "What makes a good friend?" "You live in Tokyo? What's special about Tokyo?" "You love dance? Tell me more about it."
- **Questions About Experiences.** Ask about events, moments, successes, and challenges. "You work at City Hall? How does your job challenge you?" "You live in London! What memories stick with you from London?" "You play guitar? How often do you jam?"
- **Questions About Values.** Ask what people care about. "You work in sales! Why did you decide to do sales?" "You're from Singapore?! What do you like about it?" "You've traveled to Egypt? What memories stand out?" "You studied marketing? What interests you about marketing?"

Deep questions reveal your partner's story. Ask about beliefs, values, and experiences, and you'll go deep. Follow these three easy steps to take charge as a super communicator.

1. **Match conversation types.** Ask yourself: is this a practical, emotional, or social (PES) conversation? Then match the type with your partner.
2. **Ask more questions.** Ask 10 to 20 times more questions than the average. Master the art of asking many good questions!
3. **Make questions deep.** Ask about beliefs, experiences, and values (BEV). And match your questions to the conversation type.

When you do this, you'll hear and feel your partner's story. You'll connect on a deeper level. And you'll rise up as a super communicator.

Q/A – Try to answer without looking back at the story!

1. **What are the 3 conversation types? For each type, what do we talk about?**
2. **What are the 3 kinds of deep questions? Give examples for each one.**
3. **List up three steps to take charge as a super communicator.**

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