THE KEYS TO SUCCESS AND WEALTH

How to master success in your personal and professional life

BRIAN TRACY
The Elements of Effective Communication

Having the ability to communicate effectively is one of the most important skills to possess on the road to success. Fully 85 percent of your success in life will be determined by how you interact with other people. Communication is the master skill to powerful relationships. And here are the basic rules.

Your ability to communicate with others will account for most of your success and will open every door for you. Even people in technical fields such as programming and engineering spend as much as 75 percent of their time interacting with other people. All the successes in life come from good communication that causes people to like you, trust you, and want to be involved with you.

All top executives who have been interviewed have said that the ability to communicate well with others is more responsible for their success than anything else. And wonderfully enough communicating is a learned skill set. You can get better and better by learning what the best communicators do and practicing it until it becomes a regular part of your repertoire.

Fortunately, since communicating effectively is a learned skill, sharpening your ability will only lead you to greater and greater heights of success.