

# *Be heard,* **LOUD AND CLEAR**

*Life coach, TONY J SELIMI talks about the importance of communication and how best to express yourself*

**L**iving a fast-paced life involves change, new ways of doing things and the constant adapting of our communication skills, according to the environment in which we are present at any moment in time. We use it to get through the day and to express opinions and emotions. We would be lost without it, yet sometimes communication goes astray.

We've probably all experienced more breakdowns in this area than we would have liked. For many, projecting their authentic selves is a big challenge, as some struggle to express their truth and others don't know how to be heard. Not everyone has the confidence to ask for what they want, and many people struggle to say no through fear of being judged or offending.

Often these difficulties are exacerbated when it comes to communicating with ourselves, our friends, family, partners, and work colleagues - in turn impacting our energy. At times our interactions with the outside world may seem constrained, limited and superficial.

We all know that communication is about more than the words we speak, but do we truly know about who we are, how we express ourselves and how we relate to the world? Do we fully understand the impact of the messages we deliver through verbal and non-verbal means?

## **CHANGING TIMES**

We cannot ignore the fact that we live in an era where advancement in technology and digital communication has opened up many new ways for us to connect, share knowledge and express ourselves. The full impact on the way we communicate is just starting to be felt. The way we participate and express ourselves is becoming a central issue of our time and the key to

our survival - both require effective and clear communication.

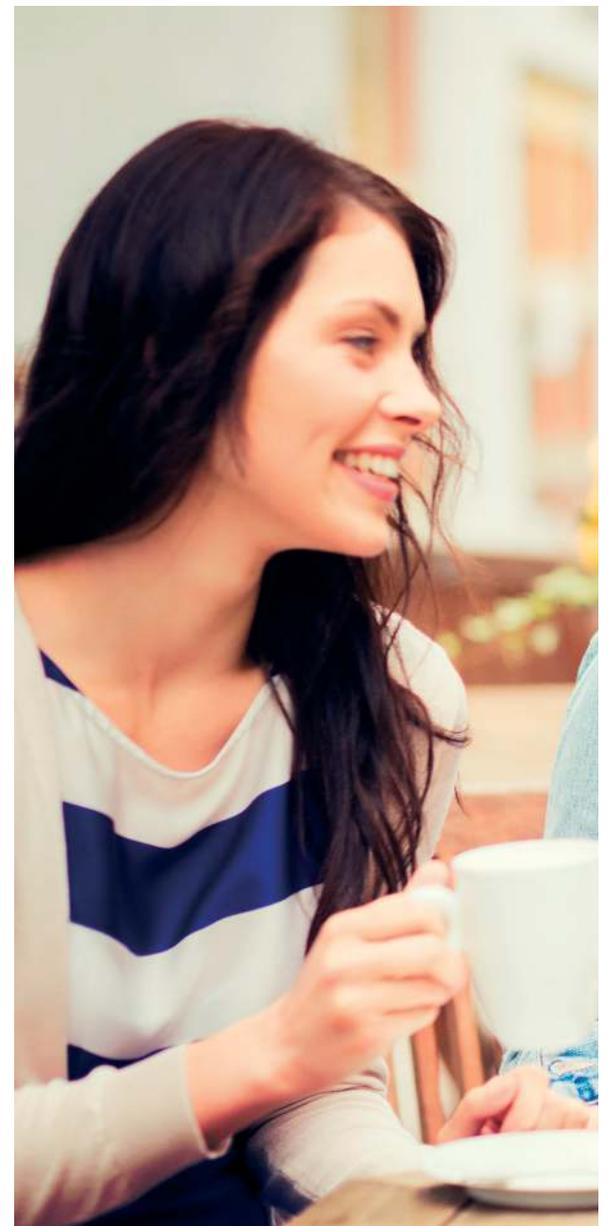
To realise our full potential, knowledge and technology must be shared effectively and used as tools to empower, motivate and enable the learning of new ways to interact with one another. Unless we are the driving force behind our own personal development, no amount of investment or provision of technology and inputs will bring about any lasting improvements in the way we communicate.

Although we have been taught to talk, often many have not been taught how to communicate, be authentic, and express themselves in a way that is well received by others. The various elements we use to communicate all depend on what culture

we were born into, the society we live in, the way our families have brought us up, our values, the beliefs we have, the schools we went to and everything we have experienced in life. Together they all work in a very complex way which allows us to express ourselves to others. Therefore, it is important to learn how this process actually works.

## **SPEAK AND BE HEARD**

Years back, when I was studying to become a certified life coach, I came across the work of Dr. Eric Berne, the originator of Transactional Analysis (TA). His work plays significant importance on



**“When you find yourself in a situation that you need to argue, no matter how big or small the problem is, it always seems to start with bad communication. Someone isn't listening”**

personality and psychotherapy for personal growth and effective communication.

Dr. Berne understood that three distinct states exist in all people; the parent ego, the adult ego, and the child ego. People change from one state to another, and this change can be easily noticed by their manners, appearances, words, gestures and tones.

Life coaching, cognitive behavioural therapy, NLP and other therapies can be very powerful tools to help people bring the subconscious behaviours that impact their communication with themselves and others, into conscious awareness. Many of my client's work under