

COMMUNICATION

THE RELATABLE EXPERT QUICK GUIDE

Sound smart without sounding like a manual. Be the person people trust, understand, and actually want to talk to.

THE BIG IDEA

People do not need you to prove you are the smartest person in the room. They need you to make the room feel less confusing. That is what memorable expertise looks like.

FIVE MOVES THAT MAKE EXPERTISE FEEL HUMAN

1

Make them feel like they came to the right place

Respond to the human underneath the question. Price may really mean risk. Urgency may really mean panic. Confusion may mean, 'Please do not make me feel stupid.'

2

Translate. Do not lecture.

Use the words a normal person would use at dinner. If a technical term matters, explain it once, then move on. Nobody should need a decoder ring to buy from you.

3

Give a recommendation

People are not paying for a menu of everything you know. Tell them what you recommend, why it fits, and what tradeoff comes with it.

4

Own the handoff

If another person needs to help, stay connected. Say who is taking over, what they know, and when the customer should expect movement.

5

End with a real next step

Name the action, the owner, and the timing. 'Someone will reach out' is not a next step. It is a corporate bedtime story.

SAY THIS INSTEAD OF THAT

WHEN THEY ARE CONFUSED	
CORPORATE ROBOT	ACTUAL HUMAN
As stated in the documentation, the process requires three approvals.	There are three approvals. You only need to handle the first, and I can walk you through it.
WHEN YOU NEED TIME	
CORPORATE ROBOT	ACTUAL HUMAN
Your request has been escalated to the appropriate team.	I am checking with the person who can answer this. I will update you by 2:00, even if I am still waiting.
WHEN THE ANSWER IS NO	
CORPORATE ROBOT	ACTUAL HUMAN
Unfortunately, that is not something we can accommodate.	I cannot do that exact thing. I can give you two options that get close. Want the fastest one or the least expensive one?
WHEN SOMETHING WENT SIDEWAYS	
CORPORATE ROBOT	ACTUAL HUMAN
We apologize for any inconvenience this may have caused.	We missed the deadline we gave you. I know that created extra work. I am fixing it now and will update you by noon.

WATCH YOUR HUMOR

Personality is a trust-builder. Humor is a context sport. If the other person is worried, angry, or losing money, solve first. Be delightful later.

THE 60-SECOND GUT CHECK

Before you hit send, hang up, or walk away, check the boxes. Any blank box is your easiest improvement.

☐ They felt heard, not processed

☐ I owned my part

☐ I used words they would use

☐ I named the next step

☐ I gave a recommendation

☐ I gave a real time for follow-up

The one thing I want to improve next time

My go-to relatable expert sentence

STEAL THIS LINE

'Let me make this easier.' It works in sales, service, leadership, HR, project meetings, family group texts, and possibly international diplomacy.