



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

Maria Keckler

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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?

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