

THE POWER OF USING

Names

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EFFECTIVE COMMUNICATION 101

01. Attention Getting

When people hear their name, heads automatically turn. This starts a conversation on the right foot and keeps their attention throughout.

02. Message perception

Simply hearing your own name sets the tone of how you will absorb a message. It creates a positive image of what you say before you even say it.

03. Message Retention

Hearing your name throughout a conversation can also increase how much of the message you actually remember. Each time your name is said, your brain is re-activated, increasing retention and comprehension.

04. Common Courtesy

Remembering someones name after meeting them makes them feel respected and can leave a lasting impression.