

FOREWORD BY PAUL MCGEE

Bestselling author of *S.U.M.O. (Shut Up. Move On)*



# THE POWER<sub>OF</sub> CONNECTION

How to become a master communicator in your workplace, your head space and at your place

**RIK RUSHTON**

WILEY



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*To the 'Beautiful One'. Thank you for walking into my life  
all those years ago, and, more importantly, thank you for  
walking back into the room after our first 'spirited  
debate'. As good as it has been since 1983, I know  
that the very best is yet to come.*





# CONTENTS

<i>About the author</i>	<i>ix</i>
<i>Acknowledgements</i>	<i>xi</i>
<i>Foreword</i>	<i>xv</i>
<i>Introduction</i>	<i>xvii</i>
1 Rules of engagement	1
2 Tune in before you broadcast	17
3 Adjust your personal programming	41
4 Become an active listener	65
5 Energy in motion	83
6 Building the reality bridge	99
7 Connect through courtesy and gratitude	117
<i>Conclusion</i>	<i>141</i>
<i>Index</i>	<i>147</i>



# ABOUT THE AUTHOR

Rik Rushton is an international speaker, life coach and high-performance sports coach who works with individuals, corporations and multinational companies, sharing his success drivers with audiences across Australasia and around the globe.

Rik is a recognised authority on communication, relationships, growth, leadership and peak performance. As an educator, he takes complex topics and concentrates the learnings into simple, empowering messages to generate instant improvement and lasting change in the lives of his students. His insightful programs stimulate, motivate and inspire his audiences.

Rik lives with his wife, Gai, and their three children in the pristine Dandenong Ranges in the outer east of Melbourne.

If you are looking for a powerful keynote presenter, conference emcee/host, workshop facilitator, retreat leader or coach, connect with Rik at [insightpd.com.au](http://insightpd.com.au).



# ACKNOWLEDGEMENTS

It's easy to trace the steps to this book coming to life, but it's much harder to acknowledge everybody that played a part in this journey. While the book took only a few months to write, it is based on many decades of connecting with others and gaining the real life experiences that are documented within these pages.

This was a project on my mental 'to do list' for more than twenty years but it was a twenty-minute conversation at a conference I was hosting in Hamilton Island, where it finally crystalised. Thank you to Matt Church for providing the missing piece of the puzzle, *S.A.M. I AM*, I still have the coaster you wrote that diagram on. From that moment, my business manager, Katie, ensured I kept the writing coming and challenged me to get the daily word count to her, as well as providing support and encouragement throughout the whole process.

Once the manuscript was completed, I sent a copy to my friend and celebrated UK author Paul McGee for his review. Two weeks later he contacted me to ask if I had actually written the book personally or if it had been written for me professionally. I took it from that curious line of questioning that it had surprised him in a positive way; a point he clarifies in his foreword. Without Paul's connection to this project, I doubt it would have gone much further, but his introduction to Wiley Australia proved the vital piece to this publishing puzzle.

I have been so fortunate to connect and collaborate with the creative team at Wiley. Thank you to Lucy Raymond for challenging me to take a *good book* and make it a **great read!** Thanks to Jem Bates, Ingrid Bond and Chris Shorten for tightening up the words and putting the real polish on the book, and to Theo Vassili for his astute and valuable marketing ideas. I owe a debt of gratitude and have a deeper appreciation for the power of publishing from working with this outstanding group.

So that's the short-term acknowledgements, but this book has its long-term roots dating back to my primary school years. I actually liked writing short stories and never struggled to find topics to pen! The disruption to our family unit back then and my journey through that painful time gave me more than enough inspiration and motivation to document the lessons learned today. To that end I have to thank my big brother for 'taking me in' after our mother re-married, and practically raising me and continuing to educate me on the important disciplines of life, with none more important than to always say please and thank you.

My brother was my hero growing up and in many ways he still is today, and together with Geoff Everett, I had the two most important male role models in my life at a time when I needed them the most. At this time, I also met my best friend Louis, who is my 'other brother'. He has always been one of my biggest cheerleaders, in partnership with my brother and Geoff. Whether that be professionally or personally, these three men know exactly what to say and do and exactly when to say and do it. I love our weekly chats and laughter.

My 'workplace' changed significantly in 1993 when I was asked to share my success strategies with our company's wider sales team. I prepared for these talks knowing I had only three years of experience while many of the professionals I was presenting to boasted three decades. That day started my professional speaking career and has allowed me to connect with like-minded professionals throughout Australasia and globally. Thank you to all of my professional connections, fellow business owners, trainers, speakers, collaborators and students that have made up my audiences over the journey, giving me the chance to share what I know, learn and do my most rewarding work!

To my mentors including my beautiful godmother Judy Parkinson, Pat Mulligan ('nothing is more important than family'), Chris Bell, George Hateley, Tony Robbins, Dr Denis Waitley, Dr Stephen Covey, David Knox, Bob Wolff, John McGrath and the late, great Jim Rohn, I wrote this book in part to honour you all and to continue to share your wisdom. For Jim Rohn in particular, he made me promise I would write at least one book when the time was right; knowing that would lead to follow up ones, and I hope Mr Rohn's prediction of a book series comes to fruition. According to Jim, 'The magic was that I wrote 5 books... the mystery was, why didn't I write 25?' He told me that sometimes the book and timing choose the author, and that was certainly the case for me.

Finally, I need to acknowledge the most important person in my life. This book accomplishment is no surprise to my beautiful wife, Gai, who tells me she knew I had a talent for writing from the very first letter I penned to her way back

in the early 1980s. She has kept every note, card and letter I wrote to her. We have also written a pretty special story together in the wider journey of life. Her contributions to our story continue to shine at 'our place' with our three amazing kids, Locky, Chris and Amelia. We could not love you three more and we are proud of the people you are and who you are becoming. I know there are more exciting chapters of love and laughter for us to write together. I will look forward to recording the magic moments that will happen at 'our place' in the years ahead. *The very best is yet to come.*



# FOREWORD

From the moment we take our first breath to the moment we die, we are in some way communicating with the world around us. For all the practice we get, though, not all of us are that good at it. Agreed?

But there are exceptions. You just happen to be reading a book written by one of those exceptions. Rik Rushton. He's an expert on the subject of communication.

Now having been to a few karaoke bars, I realise knowing the words to a song doesn't make you a great singer. Likewise, being an expert on your topic doesn't make you a great communicator. But you can relax. Rik is both an expert and someone who has the ability to communicate his expertise in an eloquent, enlightening and engaging way.

When Rik sent over the manuscript and asked me to write the foreword, I was honoured. I'll be honest with you though, I was also extremely busy. So I decided I would read most of the book and simply scan the rest.

But I didn't. I read it all. Every single word. You see, that's Rik's skill. Through his storytelling and his easy and accessible writing style he draws you into the subject.

As you'll discover, some of Rik's insights are not only profound, but also deeply personal. Trust me, if you don't know Rik when you start reading the book, you'll feel like you do by the time you finish.

Now, I'm fortunate. I know Rik both as a colleague and a friend. We've spoken at conferences together. I know his family. I've stayed at his home. I've even bonded with his dogs, Ted and Ferris! So can I let you in on a secret? He walks his talk. What you see is what you get. On stage or off, you'll meet the same man. And that's important to know. The insights and wisdom you'll gain from reading this book are born of character and experience—they're not just a bunch of untried or unproven ideas and techniques. Believe me, this guy practises what he preaches.

What's really exciting is that the ideas in this book have the potential to change lives. They have the power to change the quality of your relationships both in and outside the workplace. That means with your children, your partner, your family, your neighbours, as well as your colleagues and clients. But first you have to do something with what you learn here.

Rik has played his part in helping you on your journey. Now it's up to you. I dare you to take action on just one of the ideas you discover in the pages that follow. Trust me, it will make a positive difference on your road to success—whatever success looks like to you.

I sincerely hope you gain as much from reading this book as I did. Enjoy!

Paul McGee—The SUMO Guy  
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