



Words Can Change Your Brain: 12 Conversation Strategies to Build Trust, Resolve Conflict, and Increase Intimacy

By Andrew Newberg, Mark Robert Waldman

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In our default state, our brains constantly get in the way of effective communication. They are lazy, angry, immature, and distracted. They can make a difficult conversation impossible. But Andrew Newberg, M.D., and Mark Waldman have discovered a powerful strategy called Compassionate Communication that allows two brains to work together as one. Using brainscans as well as data collected from workshops given to MBA students at Loyola Marymount University, and clinical data from both couples in therapy and organizations helping caregivers cope with patient suffering, Newberg and Waldman have seen that Compassionate Communication can reposition a difficult conversation to lead to a satisfying conclusion. Whether you are negotiating with your boss or your spouse, the brain works the same way and responds to the same cues. The truth, though, is that you don't have to understand how Compassionate Communication works. You just have to do it. Some of the simple and effective takeaways in this book include:

- Make sure you are relaxed; yawning several times before (not during) the meeting will do the trick
- Never speak for more than 20-30 seconds at a time. After that the other person's window of attention closes.
- Use positive speech; you will need at least three positives to overcome the effect of every negative used
- Speak slowly; pause between words. This is critical, but really hard to do.
- Respond to the other person; do not shift the conversation.
- Remember that the brain can only hold onto about four ideas at one time

Highly effective across a wide range of settings, Compassionate Communication is an excellent tool for conflict resolution but also for simply getting your point across or delivering difficult news.

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Editorial Review

About the Author

Andrew Newberg, M.D., is the director of research at the Myrna Brind Center of Integrative Medicine at Thomas Jefferson University Hospital and Medical College. He is the author of several books, including the bestselling *Why God Won't Go Away*, and his research has been featured in *Time*; *Newsweek*; *O, The Oprah Magazine*; and on the Discovery Channel, the National Geographic Channel, the BBC, and NPR.

Mark Robert Waldman is adjunct faculty at Loyola Marymount University, Los Angeles, where he teaches Executive Communication in the EMBA program. He is a business and personal development coach and the author of twelve books, including the bestselling *How God Changes Your Brain* (coauthored with Newberg and named by Oprah as one of nine “must-read” books for 2012).

Users Review

From reader reviews:

Deborah Knight:

Spent a free a chance to be fun activity to complete! A lot of people spent their free time with their family, or their particular friends. Usually they carrying out activity like watching television, about to beach, or picnic inside park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your own personal free time/ holiday? Can be reading a book could be option to fill your no cost time/ holiday. The first thing that you'll ask may be what kinds of publication that you should read. If you want to test look for book, may be the e-book untitled *Words Can Change Your Brain: 12 Conversation Strategies to Build Trust, Resolve Conflict, and Increase Intimacy* can be fine book to read. May be it can be best activity to you.

Joseph Barnett:

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Roberta Swinton:

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