

Book Review on
“The Million Dollar Toolbox” by Ty Boyd

(Review by Gary Tomlinson)

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Who will you talk to today? Your spouse, children, employees, boss, customers, friends, coworkers? You may not think of yourself as a communicator, but the truth is you spend countless hours everyday attempting to communicate. Do you do it well? Do you connect? Inspire? Create good will? Or do you miss the mark? Miss opportunities? Create confusion?

Everyday we’re required to share information, explanations, changes, ideas, directions, and viewpoints to others in our lives. Men and women who use the spoken word powerfully are the men and women who change the world – Our World! Who in a leadership role is exempt from the need to prompt others to think, feel, and act as they desire? We are all engaged in the effort of persuasion from the time we are born until we draw our last breath. In spite of the fact that causing others to think, feel, and act as we desire affects our lives more than any other single quality – only a few of us give this matter any great amount of steady consideration. For this reason, I have chosen Ty Boyd’s *The Million Dollar Toolbox* for this month’s book review.

Ty Boyd has spent a lifetime learning the tools of the powerful communicator, tools that have made him a successful broadcaster, consultant, teacher, and internationally-known professional speaker. In his book, Ty shares his million-dollar toolbox, stocked with all the essentials needed for powerful communication. He will introduce them to you one-by-one, with practical tips for putting them to work. For example, you’ll learn;

- The ten deadly distractions that make any speaker less effective, and the skills that shut down those distractions.
- The practice tools for discovering your own authentic style.
- How to find your common ground with any audience – of one or one thousand – as well as how to make quick connections under any circumstances.
- Ways to listen more effectively, how to tolerate – and put to work – silences, how to give clear signals that you’re listening.
- How to get comfortable with the actor’s tools of eye contact, smiles, varied facial expressions, purposeful movement, and effective gestures.
- How to expand your comfort zone so you can unleash the authentic you, no longer bound by false notions of professionalism.
- To play the voice you were born with, using the tools of breath, projection, diction, and vocal variety.
- How to organize an effective presentation, as well as how to create powerful opening and closing statements.
- The truth about fear, relaxation techniques for managing it, and how to turn fear into your ally.

When you've finished reading *The Million Dollar Toolbox* you'll possess the tools to be successful in any area of your life, because that's what the ability to communicate effectively can do for you. Believe it or not, every time you use one of your tools and see it work, you become a little taller. You become a little more confident, a little more powerful. Because as Ty says; "words well spoken make of us giants."

All of us – you and I – speak to the public every day. Some days, our public is our children, our spouse, our boss, our coworkers, our employees, our customers. Some days, the event that will demand the most of our skills is as simple as getting our point across to the car dealership mechanic. Every day, in every way, we communicate. Do it well. Do it effectively. Use your tools. And if you think these tools are only applicable when you're in front of an audience, you're missing about 90% of their value. Learning how to communicate effectively with others is the most important skill any of us can learn. Remember, there is a world of difference between talking to others and communicating with others. Effective communication is a million-dollar skill, a path to success in all areas of your life, both personal and professional. When we pay the price of learning to speak well, we have vaulted ahead of 95% of the people who would compete with us in the marketplace. Most of us will not pay the price. For those who do, the reward is enormous.

Enjoy this month's selection, *The Million Dollar Toolbox* and share it with others in your life because as Alvin Toffler says; "*The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.*"