



*Just*  
**SAYING**

Just Saying - A podcast by Joe McCormack

Season 5 - episodes 174 through 218

- Episode 174**    **Be my guest: Simon Bureau on culture and communications**  
Charley Thornton interviews author and international business leader Simon Bureau about how different cultures view brevity. They dig into email, the importance of context and what elements of communication are universal.
- Episode 175**    **Phone calls**  
Sometimes we fire off a text or send an email, when we should have just picked up the phone. In this episode, I talk about the value of a phone conversation to make a better connection.
- Episode 176**    **FAQ: Tackling the issue of quiet time**  
In our new FAQ segment, Charley addresses a series of questions surrounding how to lower the noise during quiet time and some of the inherent challenges this precious time presents.
- Episode 177**    **The morass of time management**  
There's no shortage of technical advice on how to manage your time better. In this episode, I keep it super simple: lowering the noise frees up lots of time.
- Episode 178**    **Be my guest: Aaron Weber, Comedian**  
Charley interviews popular comedian Aaron Weber on the importance of preparation, how to grab the audience's attention quickly, and the power of laughter in all communications.
- Episode 179**    **Daily headlines: 1st and last thought of the day**  
One way to lower the noise is to start and end every day with a short and powerful headline. In this episode, I share some ways to set the tone from your very first thought and end the day more intentionally the same way.
- Episode 180**    **FAQ: Better headlines build a bridge**  
Charley digs into why headlines are disproportionately important, how to avoid becoming clickbait and when you should take the time to prepare a good headline.
- Episode 181**    **The big moment**  
Every day, there is something really important we have to do. Sometimes it's obvious, but most times it's not. If we are unprepared for these big moments, we are most susceptible to the noise all around us.
- Episode 182**    **Stepping away for a minute (from digital devices)**  
What would work (or life) look like if we could frequently and intentionally step away from technology for a moment or two? In this episode, I explore how giving yourself a break can strengthen your focus and help you gain some self-mastery.

- Episode 183**    **Being brief on the spot, away from work**  
In our new FAQ segment, I address a series of questions surrounding how to take the principles of the books BRIEF and NOISE and make them work at home and in social situations.
- Episode 184**    **Getting to no faster**  
We can engage in lengthy, thoughtful and endless discussions to the point where we are incapable of ever making a decision. We need to be more deliberate and decisive so we hear the word no quicker and we can move on with our lives.
- Episode 185**    **Be my guest: Dr. Hans Breiter, Professor of Psychiatry**  
Charley sits down with Dr. Breiter from the Northwestern University School of Medicine to discuss addiction, technology and why our brains desperately need quiet time.
- Episode 186**    **A distorted view**  
Our audience isn't always seeing the person that we are. They are frequently seeing the person that we are not. In this episode, I talk about the importance of cleaning up your communication to show the world who you really are.
- Episode 187**    **FAQ: Understanding your audience**  
What do you do when you have a mixed audience and everyone needs different info? Charley fields this question and several others on one of the most foundational communications skills: knowing who you are talking to.
- Episode 188**    **DRAFT cards**  
In this episode, I dive deeper into knowing your audience by sharing a proprietary tool we have developed to help you define who they are and how you want to engage them in much more concrete, realistic terms.
- Episode 189**    **Be My Guest - Malachy Walsh Interview**  
Charley sits down with Malachy Walsh, author of *Socratic Scribbling*. Malachy spent some 25 years at J. Walter Thompson working directly with some of the world's favorite brands. His new book reveals how he was able to leave his mark in advertising, namely through classical rhetoric and a deep appreciation of the Great Books.
- Episode 190**    **Speak up, or shut up**  
To be a better communicator, you need to know when it's time to speak up and when it's time to shut up. In this episode, I provide some counsel on how to be much more aware when it's time to throttle up or throttle down.
- Episode 191**    **FAQ: Managing your mindset**  
Our mindset affects how we use our attention. In this episode, Charley answers questions about how to develop mindsets that help us positively frame situations and turn obstacles into opportunities.

- Episode 192**    **A primer on “Primer” (my new podcast)**  
“Primer” is my newly released podcast that provides brief summaries to get you primed on a variety of subjects that matter personally to me. In each episode, I give my own quick take on people, books, events, issues, arts & entertainment, etc. More information can be found at [PersonalPrimer.com](http://PersonalPrimer.com).
- Episode 193**    **Be my guest: Hellene Garcia (Neat) on post-pandemic communication**  
What is work going to look like post-pandemic? Charley sits down with Hellene Garcia from Neat, a company dedicated to providing advanced Zoom collaboration. The duo discusses hybrid work, finding work-life balance, and rebalancing communication in a post-pandemic world.
- Episode 194**    **I’ve gotta pee**  
Sometimes it’s impossible to connect with someone because of an all-consuming distraction happening in their life. We need to recognize those moments where it’s time to cut our audience loose and call a break.
- Episode 195**    **FAQ: Sharing the BRIEF method**  
No one wants to hear that they are being long-winded. In this episode, Charley answers questions about how to provide feedback and share the BRIEF method in business and personal relationships.
- Episode 196**    **Just three words**  
The power of threes has this magical ability to center people. In just three simple words, you can be impactful, memorable, and finished. Test it out.
- Episode 197**    **By my guest: Cameron Cruse, R.Riveter Co-Founder**  
Charley interviews Cameron Cruse— military wife, entrepreneur, and successful Shark Tank contestant. R. Riveter’s line of American-made bags and accessories are all constructed by military spouses stationed throughout the country, providing mobile, flexible income to these modern-day Rosie the Riveters. Cameron shares her business journey and core insights as to how she prepared to give a clear executive pitch on Shark Tank.
- Episode 198**    **BRIEF meeting prep cards**  
I developed a tool that will help you avoid a lot of the issues that make meetings bad in the first place— a lack of advanced planning and organization. The BRIEF Meeting Prep Cards are a visual mapping tool to prepare for and run effective meetings.
- Episode 199**    **FAQ: How do I build the discipline of brevity on my own?**  
Charley tackles questions about how to learn BRIEF principles outside of a team setting...and how to make them stick.
- Episode 200**    **A time to celebrate**  
For our 200th episode, I take a moment to celebrate, consider and reflect on key learnings over the years both in doing this podcast and in 15 years of business.

- Episode 201**    **Creating a better, SMART BRIEF resolution**  
Making resolutions are hard. In this episode, I'm talking about making better, smarter BRIEF resolutions.
- Episode 202**    **Leaving the complaining club**  
What starts as constructive criticism can often devolve into useless complaining. I talk about different ways to break the cycle of negativity and change the conversation.
- Episode 203**    **Misunderstandings**  
Why are people misunderstood? In the first installment of this series, I talk about how to lower the level and frequencies of misunderstandings that happens in our personal and professional lives.
- Episode 204**    **Misunderstandings Part 2**  
Why are people misunderstood? In the second installment of this series, I talk about what to do if the misunderstanding is not at all your fault and how to handle it calmly and confidently
- Episode 205**    **Misunderstandings Part 3**  
Why are people misunderstood? In the third installment of this series, I talk about what to do if the misunderstanding is really your fault and how to be open to that possibility and reflect honestly on what went wrong.
- Episode 206**    **Writing a solid e-mail, part 1**  
Do you ever think why people hate getting e-mails and delete them so quickly? In this multi-part series, I get to the root of writing e-mails that are easy to open, read and respond to in a timely manner.
- Episode 207**    **Writing a solid e-mail, part 2**  
E-mails can be incredibly beneficial or simply a brutal part of our day. In this multi-part series, I discuss the value of stepping away and editing with a more critical eye before hitting send.
- Episode 208**    **Talk isn't cheap**  
Do you frequently think of the cost of poor communication? As it is getting easier to spread the word, it also is getting more expensive in variety of areas. In this episode, I share some considerations of the range of real risks we face when we should have said nothing at all.
- Episode 209**    **Tech timeouts**  
When you are always on, that means you're never off. Living in a 24/7 world of pervasive connectivity, we are challenged to find rewarding moments during the day to disconnect.

## Episode 210 **Scattered**

When you drop a precious item, it breaks into tiny pieces. Similarly, as communicators, we risk to create noise and confusion to those around us. In this episode, I tackle the hard reality of us being all over the place and how we can find simple ways to manage being so scattered internally and externally.

## Episode 211 **Interesting or essential**

Many topics, tasks or even people are carelessly brushed aside because they are deemed dispensable, unimportant and trivial. While some things are considered “nice to know,” others are solidly seen as “need to know”? In this episode, I share ways to shift mindsets to help you and your ideas be taken more seriously.

## Episode 212 **Wrap it up**

Imagine being stuck in a meandering conversation with no end in sight. In this week’s podcast, I suggest practical ways to plan when and how to stop talking that will not only give people relief but also a simple way to respond.

## Episode 213 **The Quiet Workplace (an essay)**

In this episode, I share with you a brief essay I wrote about how the workplace needs to change. We are all hoping for fundamental improvements that will help make where and how we work much more purposeful and fulfilling, not so noisy, mindless and tiring.

## Episode 214 **Thanksgiving: notes of gratitude**

Thanksgiving Day is a wonderful time to gather and celebrate with family and friends. This time of year (all the time, for that matter) is a great time to quietly contemplate – and take note of – all the things in our lives that we are grateful for, from the simple to the profound.

## Episode 215 **Silent meeting starts**

Setting the right tone at the beginning of a meeting may require you to say nothing at all. In this episode, I share a different way to kick off meetings by giving participants quiet time to prepare.

## Episode 216 **Entrepreneurial lessons**

Over the years, I have succeeded and failed as an entrepreneur. The lessons I learned might help you either as you start a new business or lead a new program, venture or initiative within an existing organization.

## Episode 217 **What’s in a name?**

In this episode, I talk about some important considerations if you need to come up with a name for a business, product, program or key initiative. If you get it mildly right, you can make the name serve as a force for clarity.

## Episode 218 Year in a review

Over the past year, we continue to witness substantial changes in our world, both broadly and personally. After spending some quiet time to reflect personally, I share a brief perspective on what's transpired in the past 12 months and what lies ahead.

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