

**W**e all know people who seem capable of connecting with almost anyone. They're the ones we love talking to, who we turn to for advice, who *hear* what we are trying to say and make us feel seen.

What do they know about conversation that makes them so special?

Supercommunicators, Charles Duhigg argues, understand that whenever we speak, we're actually participating in one of three conversations: practical (*What's this really about?*), emotional (*How do we feel?*), and social (*Who are we?*). If you don't know what kind of conversation you're having, connection is hard.

Skilled communicators know the importance of recognizing—and then matching—each kind of conversation, and how to hear the complex emotions, subtle negotiations, and hidden beliefs that color so much of what we say and how we listen. Our experiences, our values, our emotional lives, and how we see ourselves and others shape every discussion from who will pick up the kids to how we want to be treated at work.

Duhigg tells listeners how to recognize these three conversations—and teaches us the skills we need to navigate them more successfully. By bringing listeners into jury deliberations and fraught CIA recruitments, into Netflix's company-wide conversations about equity and the writers' room of *The Big Bang Theory*, Duhigg uncovers why some people are able to make themselves heard—and to hear others—so clearly. In the end, we learn a simple but powerful lesson: With the right tools, we can connect with anyone.

**Charles Duhigg** is a Pulitzer Prize-winning investigative journalist and the author of *The Power of Habit* and *Smarter Faster Better*. A graduate of Harvard Business School and Yale College, he is a winner of the National Academies of Sciences, National Journalism, and George Polk awards. He writes for *The New Yorker* and other publications, was previously a senior editor at *The New York Times*, and occasionally hosts the podcast *How To!*

**READ BY THE AUTHOR**



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