

**Ep #61: Game Changing Communication with George
Kansas and Tracey Trottenberg**



Full Episode Transcript

With Your Host

Allison Watts, DDS

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Welcome to *Practicing with the Masters* for dentists with your host, Dr. Allison Watts. Allison believes that there are four pillars for a successful, fulfilling dental practice: clear leadership, sound business principles, well-developed communication skills, and clinical excellence. Allison enjoys helping dentists and teams excel in all of these areas. Each episode she brings you an inspiring conversation with another leading expert. If you desire to learn and grow and in the process take your practice to the next level, then this is the show for you. Now, here's your host, Dr. Allison Watts.

Allison: Welcome to Practicing With the Masters podcast. I'm your host, Allison Watts, and I'm dedicated to bringing you masters in the field of dentistry, leadership, and practice management, to help you have a more fulfilling and successful practice and life.

Welcome, welcome, welcome to Practicing With the Masters. I'm Allison Watts, and I'm your host. I am so excited to have you all here. I'm very appreciative. I know how busy everybody is. I know that we have something in common just because you're here, so thank you for taking the time to be here. I love learning, and I'm so, so excited to have Tracey and George here tonight. I'll go ahead and share a little bit about them, and then we'll just jump right in. George and Tracey have been teaching for a combined 50 years onstage. They teach messenger training from the inside out. Together, they help men and women in business, speakers, authors, coaches, and entrepreneurs, step into their authentic voice and own any stage.

Tracey has over 22 years in corporate, and as an entrepreneur, keynote speaker, master trainer, feminine leadership and conscious communication expert, Tracey has spoken to, trained, and coached tens of thousands of

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people internationally. She's shared the stage with luminaries such as Les Brown, Lisa Nichols, Marianne Williamson, and more. She's the co-author, and I co-authored it with her, of the three-category Amazon bestseller, *Faces of the New Feminine Leadership*. Tracey was a top 10 finalist in North America's Next Greatest Speaker Competition. She is a founder of Amazing Women International.

George is a recognized coach to performers, athletes, and C-Suite executives and entrepreneurs for nearly three decades. George has shared the marquee with inspirational greats Zig Ziglar, Denis Waitley, and Brian Tracey. He's the author of nine books, a former lawyer, a single dad, and two-time cancer survivor, and advisor to some of America's most noted performers. Through it all, he's learned how to transcend challenging circumstances and find joy in the journey.

Through surviving cancer, George has seen, experienced, and taught the strategies behind the power to change your life with the words you choose, the thoughts you believe, and the feelings you maintain. In his groundbreaking leadership and communication training program, George sets the standard for 21st century man to fully occupy their space and hold space for their amazing women. George and Tracey have invested their lives in the intellectual and spiritual understanding of conscious communication. They've seen firsthand the power words can have. They've invested their lives in understanding how.

Whether exploring the depths of spirituality or discussing leadership strategies for the 21st century or both, George and Tracey provide valuable inspirational insight, because

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over their lives, they've done it. The programs offered by Amazing Women International have been called the Harvard MBA of conscious communication. Together, this dynamic duo guide messengers ready to create, embody, and lead transformational conversations in our world.

Tracey and George founded Voices for the Voiceless, a not for profit fund to support women, children, animals, cancer survivors, and Mother Earth. Together, they co-host live events, Own, Honor, and Unleash, and Speak with Soul, as well as the podcast The Deeper Conversation and Prosperity Playground, a daily prosperity meditation. I am super excited to share these two amazing people with you. I've been working with them for the last three years plus, going on my fourth year, and I don't see it stopping anytime, because I learn so much from them, and they're always doing their work to grow and learn more.

You know, I think how I want to start this is just by saying that I know I've read it, you know, in some places, and many of you probably know that some huge percent of our success as speakers is due to our ability to communicate and to lead ourselves and others, you know, influence and impact and that sort of thing. I think what I really got from George and Tracey that I'm so excited to share with you is, you know, I was, I've always been looking sort of outside myself for how to learn how to be a competent communicator, and I really didn't realize until I started working with them how much of my ability to communicate came from inside of me.

That's really what was creating the results, the patterns that I was, you know, the things that I was believing, the patterns that I was running from childhood, and just all

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sorts of unconscious things that they've helped me become conscious of. George and Tracey, I'm so excited to have you, and thank you for being my coaches, and thank you for agreeing to come and share your wisdom with my listeners.

- George: Thank you, Allison. We are thrilled to be here.
- Tracey: Thrilled to be here, and honor and celebrate you and your brilliance and how amazing you are, and the incredible work and leadership and trailblazing that you do. It's super fun, and our honor to be here with you, too, and everybody here, so thanks so much.
- George: Absolutely, and to acknowledge the whole group for gathering like this, well done, Allison.
- Allison: Thanks. I hope you guys will feel comfortable asking questions and stuff. George and Tracey, you would like that, correct, if they raise their hand?
- Tracey: Absolutely.
- George: Absolutely.
- Tracey: Oh, yeah.
- Allison: Okay.
- George: 100%.
- Allison: Okay, cool. I'll say one more time, if you have a question or comment, just push star-2, but I will just dive in by really asking you, you know, if we want to be more aware and conscious about our communication, which is why, you know, those of us here, most everybody on here knows what this is about, if we want to be more conscious

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about our communication, where do we even start? If that's not a great question, you guys can just dive in.

Tracey: Yeah.

George: Yeah, what a beautiful question. Where to start? Well, you know, you hinted at it when you talked about the importance of communication and it coming from inside of us. It's because it always starts inside of us. So many examples when you see somebody getting in trouble, they're usually trying to put the responsibility on somebody else, you know, that old expression, "If you're pointing to somebody else, you've got three fingers pointing back at you." The best place to start looking is right inside. We have a little sort of a neat way to look at that.

Tracey: Yes. Well, what we see and what we've learned and talked about is that there are three conversations that are happening all the time. I think this will give us a good starting point to dive in more with everybody here. The first conversation that's always going on, is always going on, is the one happening inside our head. If you, anybody here, if you have that voice inside your head that's talking to you and telling you what you should be doing, what you shouldn't be doing, what you did right, what you did wrong, what your dreams are, what your fears are, there's just a constant conversation going on internally.

Sometimes we're aware of it, and actually, sometimes, we're not aware of it, because it's so ingrained, and it's been there forever. That first conversation that's happening inside of us is really, really, really, like that grounds, it's like where, the most fertile place, actually, and where everything is, where everything started and

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where everything comes back to lead us to the second part. You want to jump into that?

George: Yeah. The second conversation, the first conversation is the one going on in your head. The second conversation is the conversation coming out of your mouth. What we know, of course, is that the words coming out of our mouths influence other people. We know that that's obvious, or, it might not be obvious, but that's a big part of what we're always trying to work on, is how we communicate with other people, how we get our ideas across, how we convince other people to behave a certain way, buy something, or take a course of action.

What we've also discovered, we've had personal experience with the concept that the words coming out of our mouth actually impact our cells. They impact our bodies and our cells. They impact our wellbeing and our health. Not only is it important to become aware and conscious of the words coming out of our mouth because they impact others, but because they actually have a profound impact on us, too.

Tracey: Yeah. Then the third part is the conversations that are happening around us. There's always conversations happening around you. If you sit at the dinner table, what's the conversation? If you are in your office, what's the conversation? If you are hanging out with your friends or your colleagues, what's the conversation? What is the topic? What is the flavor? Is it positive? Is it uplifting? Is it negative? Is it complaining? Is it filled with possibility, or is it rehashing challenges and what's negative and what's going wrong?

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It's really important, because often, we find that, like, you might think, for example, that you're somebody who tries to stay really optimistic, and has a real positive attitude, and then sometimes, without even realizing it, and we just had this conversation with someone in our community about this, actually, who's been doing incredible work and growing in her consciousness, and then she realized that when she was with one person in particular, before she knew it, the conversation turned into talking about other people.

On her own, she was doing her work and didn't want to be somebody, for example, who talks about other people, who says things, but just like a sheer habit of how the dynamics are amongst her and her friend and her colleague, suddenly the conversation goes in that direction. All of those conversations, the one happening inside, the one happening coming out, the one coming out of your mouth, and the one that goes on around you, all of those are real indicators to see where you are and what's really true for you.

Sometimes, the conversations happening around us can be the hardest to, when we see, "Wow, I didn't realize I was talking about that, but everybody's talking about that," and how come, and that's a great way to go back inside and do the inner work. Sometimes that's a great indicator for where we are consciously.

Allison: Yeah. I want you to say more about that. Like, just, I think, I get it, because I've been working with you guys. Yeah, like, so, what we're seeing around us is an indicator. I see it, one, as a, oh, like, it's feedback for ...

George: Exactly.

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Allison: Yeah. It's like feedback. Is that ... Okay.

George: Well, yeah, and we'll just invite people to, if they have any questions, to jump in, and if you have questions, of course. One of the things we're really passionate about sharing and teaching people is to, it's not just about watching what you say, which is part of it, of course, but also to be always on the lookout, like you said, for that feedback. For instance, if you notice that you, like for instance, everybody can probably relate to some point or another, tripping over something, and then saying something out loud, "Ugh, I'm so clumsy," or making some kind of general statement about their behavior, about who they are.

You've probably heard people say, "Oh, don't listen to me. I don't know what I'm talking about," or, "I'm so ..." fill in the blank. "Stupid, lazy, angry, frustrated," whatever. What happens is, when we put that vocabulary out there, our body hears that. More importantly, when we're really conditioned to behave a certain way, that kind of language just perpetuates that conditioning. What we're passionate about is when you find yourself, you hear those words come out of your mouth, if they're not constructive and they're not healthy, and they're not really describing the version of you you desire to be, then you look at that and you change that language to reflect what you desire.

That third conversation can also be an indicator of that. It could be noted that the people around you are talking about a particular thing, or talking about a particular way, and it's really not who you are, then that's an opportunity to what we call lead a different conversation.

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Allison: Am I ... Oh, I have a question. Am I correct in saying ... I'm hearing this, and every time I hear it, I hear something new, so am I, is it correct ... I think they all sort of are feedbacks for each other, but it feels like the, it comes back to always, almost like always comes back to yourself, to looking inside.

Tracey: It ...

Allison: Like ...

Tracey: Absolutely always comes ... Yeah, go ahead.

Allison: No, like, if you ... Okay, so the words coming out of your mouth. Like, I have had the experience where I say something and my intention is for it to be, to come across a certain way, or to say a certain thing, or to, you know, I want to convey a certain message, and it doesn't come out always the way that I want it to.

Then I'm thinking that the things around me, I mean, I can see it both ways, but I'm thinking the things around me are a way for me, I look over there, and I say, "Okay, what is happening inside of me that is either bringing that towards me," or, you know, both of those things, what's coming out of my mouth, and what's happening around me, are an opportunity to go back and look at what's happening inside of me that might be creating this or contributing to this, or ...

Tracey: Mm-hmm. Yeah, absolutely. Absolutely. The whole thing about this conversation, for everyone, for all of us, comes down to the fact that most of what we say, whether it's inside ourselves or outside, most of what we say, if it's about others or about ourselves, so much of it is automatic. So much of it is habitual, until we start to do

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the work to pay attention to these three conversations. What you're saying, for example, like, if you say something and it comes out wrong, it comes out not how you intended it to be, that is, and you know this, but in our world, we say that's gold. Right? Like, there's so much gold in that. That's where the learning starts.

Most people automatically will judge or criticize, or defend, or go down a certain path that sort of perpetuates or, it's okay to clean it up, of course, but apologizes, but without necessarily looking at, "What was going on inside of me that had me say that? Was I scared? Was I completely so angry that I couldn't even think straight? Was I triggered and just blurted it out? What was going on inside of me that had me say that?" Then, what can I do in order to shift those beliefs or that programming, or those habits, so that when I come back to say something different, I'm actually more congruent. I'm more aligned. I'm more aware. I'm able to have a different conversation. I'm able to create a different outcome or a different result, because I'm showing up to that conversation differently.

Allison: Yeah. Okay, thank you for going there, because that's what I was trying to get to. Yes, the habitual, the automatic, that's one of the gifts you guys have really given me, and one of the reasons I wanted to share this with my friends here is because becoming aware of those patterns, those unconscious beliefs that are below the surface that are actually, you know, they're not serving me. They're not serving me, and so, yeah, becoming aware of them has allowed me to change them and begin to show up different in my relationships, my relationships at work, my relationships with my family, you know, how I am with my patients, my team, all of it.

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Tracey: Yeah.

Allison: How I feel inside, like, there's a level of trust and confidence in that.

Tracey: I love that you just said that, because one of the things that's so incredible about you, and, I believe, inspiring and, for everybody here, especially if they know you, but just for everybody here to find this for yourself, is, but for you, Allison, you're always willing to look. The whole key about becoming more conscious about our communication, becoming leaders that make a difference, becoming people who are willing to grow ourselves to be more, to make a greater difference, you know, in our practice, out in the world, with our family, wherever that is, has to start with a willingness to look, a willingness to go within.

As you do that, I think you nailed it when you said feeling more trusting of yourself, more confident. Confidence, a lot of people talk about that from the outside in, like, "Oh, if you have an elevator pitch, or if you say this, or if you do that, or, you know, then you'll be more confident," but actually, if it doesn't have that connection to your sense of self, then your words might be saying one thing, it's a whole other area for us to talk about, but your words might be saying one thing, but actually, your body, your energy, could be saying something entirely different.

When there's a difference, it leaks out. People might hear you, but they don't really feel you, so that whole sense of being willing to do the inner work, become aware, recognize the impact of the communication, and then build that trust and confidence, that's all part of that. It's huge.

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Allison: Yeah.

George: Huge because the bulk of communication, not, the bulk of the information that is transferred by communication, is transferred by non-verbal means, which means that the words we choose, while important, actually play a relatively small role in the information we communicate. If you've ever seen somebody, for instance, on the news, a politician or something, for instance, talking about something that clearly they don't believe in, they may be speaking very passionately about something, and their head is shaking from side to side or something like that, which is really conveying how they feel about it.

The statistics vary, but about 92 to 94% of communication is actually non-verbal, the body, the tone, the inflection, the volume, all these things, and so, when you're really congruent, when you're really confident in the information you're conveying, all of that is in alignment, and so it lands on the person. The person receives it and gets it. That's our experience.

Allison: Yeah. Well, and one of the things you guys teach that I love, that I feel like contributes completely to confidence, I think, you know, we all, I know a lot of these people on here are dentists, and I can say, for me, I thought for, gosh, the first 10 years of my practice, I just kept going to continuing education and thinking that if I just got more competent at my skills, and then it turned into communication skills or whatever, but it was sort of that outside in approach where I thought I was going to get confidence from doing something differently, instead of being different.

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What I've learned from you guys is, at least for me, which I feel like all the women in the community, it's not just me, but confidence comes from also understanding how we're wired as human beings, how we work, how we tick, and then knowing how to be with our emotions and be with the emotions of others. One piece you probably won't talk about a lot tonight is the connection, you know, the spiritual connection to, for me, and for anybody, just having that spiritual connection and knowing that everything's okay. God's got our back. Whatever you want to call it, God, you know, has our back, and we're safe and cared for.

To me, the things we're all chasing to feel good about ourselves, for me, that turned up an empty, that turned out not to be very fulfilling, just continuing to say certain things on the outside.

George: Well, I love that you made reference to that, Allison, because especially in the medical, dental field, where you're really dealing with the whole person, you know, you're dealing with, obviously, the physical condition that the person is coming to you for, but you're also dealing with the emotion and the emotional experience of what that person's going through in that moment. What we really have found is that a doctor, in this case a dentist, a dentist's ability to really be and connect with that patient is going to be dependent upon and really in direct proportion to that doctor's ability to be with his or her own emotions, at some level.

The doctor who has some facility with his or her own emotions and his or her own ability to communicate those, is really going to have an advantage in communicating with a patient, is going to be better at

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communicating with compassion the best course of action to take when presenting a care plan, for instance, or presenting why such an investment, part of a care plan is the best thing for this person. When the doctor makes that, when the dentist makes that proposal from that place, it's much more likely to land on a receptive ear, the patient's in this case.

Tracey: Yeah. I love that you just said that, because this is so, so huge when we talk about conscious communication and leadership. I don't know what, like if we were to try to put a percentage to it, but what I would say is like the importance of knowing yourself, of knowing, you said it earlier, like how you tick, like how people, what really is the experience of you. What's the experience that you create for others, and what's the experience that you have with yourself? Are you, do you beat yourself up? Are you patient? Are you tolerant? Are you self critical? Are you willing to really do the kind of exploration that we're talking about?

All of these factors that are often invisible to us. We all have blind spots. We have, you know this, we have the saying, somebody dear said this to us years ago, "You can't see your own eyebrows." None of us can see our own eyebrows. We all have blind spots. The ways that we show up, the ways that we communicate, the ways that we impact, aren't visible to us, often, but mostly, they're also a direct reflection of how we are with ourself.

The capacity to be with ourselves, as you just said, George, the capacity to know how we tolerate our stuff, and what life brings us, and then what we do with it, which is what you said, Allison, which was right on, and a huge part of what we talk about, which is that spiritual

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connection and knowing that, ultimately, we're okay, and so, how we navigate the circumstances of our lives really have more, we have more possibilities with that. We're not at the effect of it.

We have more choice, but when we really do that, and we know ourself, and we see what capacity, and we learn how to expand our capacity to be with ourselves, to feel, to connect, to understand, to love, to grow ourself, the more we can be that and be with that with others, so it's huge.

George: What's really exciting about that, Allison, is that, and it's cool that they're dentists, because so, I remember reading somewhere that people are, there's a sort of pretty high fear level when people go into the dentist, because they think it's going to be really painful, or they don't really understand how the oral hygiene works, or whatever, or they think they're going to be judged because they don't take really good care of their mouth, or whatever reason, I remember reading it a while ago.

What's really important about that is, well, when someone isn't willing to explore their own pain, they're almost certain to somehow inflict it on other people. Of course, that's never anyone's intention, or at least hopefully it's not anyone's intention, but what's cool to think about is, what, how much better you could be at easing someone's discomfort by understanding your own emotions. You could actually get better at that client care or patient care conversation, or, I think you call them care plan conversations, or whatever that version is for you.

You get better at having that conversation, better at putting patients at ease, better at leading people to make

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better care decisions, by simply exploring your own experience. When people get that, and they get that that actually affects their ability to make money ...

Tracey: Game changer.

George: Their ability to have a successful practice, their ability to grow their business, it's a game changer.

Tracey: Game changer. Yeah.

Allison: Well, and I love what you guys are saying, and for me, working with you guys, you know, like I've heard some of this before. Some of us in dentistry, you know, do go to workshops about, they call it behavioral dentistry or patient centered dentistry, and with you guys, you go so much deeper, and it's so, like, there's something about you guys that's, you teach the how. I don't even know how much we can get into this on this call, but I would love, like, you know, this idea of becoming more aware and more conscious of what we're saying, like, what, can we share some things that people could start to do, to start to notice and make some changes? I know you guys have other things available. Oh, we have a hand raised, too, so let me come back to that.

Tracey: Okay.

Allison: Hold on just a second. Okay. Your hand is rai- actually, I'm going to unmute you. I just ... There you go. Okay. Somebody from Louisiana, you're unmuted.

Ryan: Some guy named Ryan from Louisiana. Hey, Allison.

Allison: Oh, I thought it might be Ryan. Hi.

George: Some guy named Ryan.

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Ryan: Hey Tracey and George. How are y'all?

Tracey: Hi.

Ryan: Good to hear your voice.

Tracey: Yeah.

Ryan: My question may get muddled, and if so, I'll try to get it back on track. Before we get to the how, which I think how is awesome, I'm still a little bit stuck in the why does this work, because so much of what you guys talk about, I resonate with, and I think it's true, and it feels really good, and I watch it work every day, and I'm just curious if, with all the new stuff in neuroscience and the brain mapping and the things that are going on, if you guys have done any looking at what, in other words, this has been primarily an experiential science up to this point.

It's now getting to the point where it could be potentially more hard science with what we're able to do. In some of these categories, I'm curious, like, if you had to dumb it down for me, why do you think this stuff works? Why does focusing on yourself and, you know, I really like the idea of leadership as a process of being rather than doing. Why is that so much more effective from a science perspective, or just from a logical perspective? I'm just curious if y'all can help me tie that together.

George: Yeah. Wow, that's an awesome question, and a big question. We probably could, I think if we took it apart one word at a time, it would probably take a day to answer, but the short answer is, Ryan, I think it, and it works because we are creatures of habit. By that I mean we come up learning how to be treated, and we learn, therefore, how to treat others. If that, those habits are

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ingrained and if we could go down the neuroscience of that, how that happens.

Information follows particular neural pathways, just a rudimentary neuroscience overview would be that the information follows neural pathways. Neural pathways that are followed over time become sort of hardwired. They say neurons that play together stay together, so information that follows certain neurons over and over and over again, like hearing a parent say something that isn't exactly encouraging, and, "You're no good. You did it wrong. How come you're so slow? How come you didn't ..."

Tracey: Be seen, not heard.

George: "Be seen, not heard." Think of something ...

Tracey: You want something to cry about? I'll give it to you.

George: Right. Money doesn't grow on trees. All of these different things that we hear that ...

Tracey: Or, "You're great," or ...

George: Or ...

Tracey: Yeah.

George: The flip side, "You're awesome."

Tracey: Yeah. Keep going.

George: You've got it. Don't quit. These things, we're, we get conditioned to behave and respond in a particular way. Why it's important to be aware of that is because, whether you're aware of it or not, it's working its way into the way

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you communicate with your patients. The dentist who is going to have an advantage in that conversation is the dentist who understands, who has gone through the work to understand, "What am I bringing with me into this conversation? My whole history of baggage, if you will, is coming into this conversation with me."

When you really understand that, the influence of that, then you can start making conscious choices about, "Oh, okay, I see that the influence of my father, my mother," whatever that conversation, or that teacher who told me, or the dentist who told me at a particularly sensitive time in my life that I was broken. Number one, you can make decisions to avoid doing certain things, and you can make certain decisions to intentionally include certain language in your conversation.

Tracey: Yeah. I'm going to add a second part. Does that, Ryan ...? Yeah, go for it.

Ryan: Yeah, and George, wouldn't y'all agree that all these things that our parents have told us or have said over time, they're really gross over-simplifications of something that's much more complex? I think, from a human perspective, the reason I find people really oversimplify something that's super complex is to find some way to control it or grab it or take action on it, as opposed to saying, "Wow, that's really complex," and then just being able to use a higher part of your brain to sort through, there's probably six or seven right answers. There are probably six or seven right things to say. We don't have to just have the right answer, the good or the bad.

To me, they all seem like this idea of oversimplification of a really complex problem, which, to me, the risk of

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oversimplifying something that's actually much more complex is a term that psychologists use called cognitive bias, whereby which we start kind of failing to look at the evidence of what it's actually doing, and just start relying on just something that we can grasp and hold and attain and control a little bit. I just, I've seen that all come together, and I'm glad y'all kind of brought that up, because I think that's exactly what's going on there.

Tracey: Go ahead, now.

George: Well, part of it is what we refer to as over simplification, for sure, and part of it is a practical, just a way of getting through the day. If you broke down every single day and reevaluated the route you drive to work on a daily basis, you'd never get to work, because every day, it would take you, you know, you'd get your compass out and your map, and you'd calculate it, and you'd do that, but you don't have to do that every day.

Even in the context of this conversation, we're not getting into the detail, the detail, the detail of how the nervous system works. We don't need to, for the context of this conversation. Some of it, sometimes, you do, you get into the detail, and sometimes an oversimplification or a simplification is just kind of necessary for the practical, you know, the situation. Does that make sense?

Ryan: Yep. Thank you very much.

Tracey: Well, and I'm going to add a little point to this question, because I think it's really juicy when you're talking about the science, Ryan, because I know that that's like a, that's big for you. The other part that I want to add in here also is the human part, which is actually the part of us that, you know, the human part and then who we are in our

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highest self, our divine nature, which is that we have choice, and that we are, there is so much automaticity. There's so much automatic behavior.

Often the way that we're wired and what we've been talking about in this conversation about science and understanding that, there's a lot of things that are happening. At any given moment, at any given moment, at any given moment, we have an opportunity to choose. The only way the choice ever happens, really, is because we become aware of something. It's in the awareness of saying, "Oh my God, I've done that 500 times. I'm not going to do that this time," or, "Oh my goodness, I can't believe I just said that again. I'm going to try something different."

The human part of this, and why we're so passionate about this as well, is because most people, many people, I mean, obviously, present company excluded, because you're here, but you're here for a conversation because Allison's leading a conversation to say, "Let's learn together. Let's grow together," and Ryan, your question's awesome. You have such a passion and proficiency at this. Many, many people aren't. Right? A lot of people are just going through the day, going through the motions, apathetic to what's going on, just, "This is the way it is," but we have choice. We have free will. We have options. We have ways.

At any moment, we can say, "Wait a second. Is this how I want to communicate? Is this how I want to leave someone after I've had this conversation? Is this the way I want to leave my team? Is this the way I want to leave my spouse? Is this the way I want to leave my kids? Is this the way I want to leave my patient? Is this the way I want

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to leave an audience?" The gift of all of this is to recognize, in addition to the science, the spirit of it, if you will, like the heart of it that, as we learn about ourselves, as we learn about how we tick and what motivates people and what drives them to us and pushes them away, and what creates an experience that people want more and take action, or what they say, "You know what? I hear you, but not today. I'm not doing that today."

There's a place where that human, that element of heart to heart, you know what's at the core? We're all the same. Our details and our circumstances might be different, but our basic desires, our basic needs, to be seen, to be understood, to be loved, to contribute, to make a difference, so from a, I love this question, from a neuroscience and from a scientific standpoint, a communication standpoint, and both are true. You know? Both are true.

We hear, in this conversation, talking about consciousness, talking about communication, talking about leadership, talking about being messengers, and really being able to help wake people up, because I think when you, for example, walk into a room, and you come with your passion and you're clear in your purpose, and you're, I mean, people listen to you. You help shake them up. I know, because we have great conversations. I know that's true.

That's at the core of all of this, too, is like, when we really connect with people in our hearts, when we really choose for ourselves to just say, "You know, today I'm going to drop the mask, and I'm going to find a new way to have a deeper connection and communicate in a way that perhaps will leave someone feeling more seen and more

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valued, and how do I do that?" I love the question, and we get to cover all of it. Does that make sense? That give you anything?

Ryan: Yes. It kind of makes me think of the art and the science which is in a lot of what we do. I like the idea of art for that part, because it's the heart, the soul, the spirit and all that part, the human part. There's not ...

Tracey: Yeah.

Ryan: Necessarily a hard science with that piece, so, cool.

Tracey: That's awesome. It's the dance between both. It's the dance, you know? Like, and that's what we all get to do here as we continue to grow and learn and really evolve in this. That's awesome. Thank you. It's great to hear your voice.

Allison: Yeah. All right, Ryan, I'm going to put your hand down and mute you, so if you have another question, you can raise your hand again. I might have just, I just muted George and Tracey. Here we go. Okay. Yeah, that was awesome. I love that idea, the art and science, and to me, I was thinking the wiring is kind of the science part, like the, well, and I guess the human part could be the art, too, but it feels like the art is in the making choices. You know?

Tracey: Mm-hmm.

Allison: Like, we actually get to create an experience for ourselves and for other people in our, in how we, if we can just be more aware and not just react to our wiring. Ryan, you were talking about our parents. I feel like this is probably what you were saying in a nutshell, but like our

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parents teach us what they think we need to know to keep us safe almost, like what they think we need to know to be successful and safe. Then we spend our whole lives either running in that programming, or trying to get away from it, or, yeah, it's amazing. Go ahead, George.

George: Well, yeah, and they did so within the limits of their understanding and their perception of the world, which of course ...

Tracey: And carrying on what they were ...

George: Yeah, which ...

Tracey: Right.

George: Of course is what was taught to them. What's interesting about this whole conversation about the art and the science is that, you know, it's really a question of probability of something happening, like for instance, if you understand, from a thorough history, with a patient conversation, for instance, if you understand from a thorough history everything there is to know about a patient's history, how they see the world, how their body has behaved over the years, you could predict with absolute specificity what they would say or how they would respond to a particular plan or anything, but because there are so many variables in that conversation, you couldn't possibly know every detail, and so we call that an art. If it was ... You know what I'm saying? If ...

Allison: Totally.

George: We could possibly, yeah, if we could possibly know every variable, we could call it a science, but we can't, because we're humans. That's why the conversation is so juicy.

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Allison: Well, and then, you know, okay, so there's them over there, and then there's us and how we're impacting how they, like, what they're feeling from us, what they're hearing from us, how we're triggering them, or, you know, there's a whole dance going on there.

George: Yes, and that's why it's so exciting for you as a dentist to be in the inquiry. You're constantly asking, you're constantly checking, "How am I influencing this person? How am I being received? How am I expressing this?" What's cool about that is the patient experience evolves too, because as you're getting more fine-tuned to how you're expressing, how you're communicating, how you're sharing ideas, your patient's experience is evolving right along with you. Those results could actually be measurable. You know?

Allison: Absolutely. Oh, I think there ...

George: The way your ...

Allison: Could be, at some point, George and Tracey, there could be a whole program that we could put together about case presentation and case acceptance, how ...

Tracey: Yep.

Allison: To help patients say yes to themselves and ...

Tracey: Yeah.

George: Oh, yeah. Of course.

Allison: It's funny, we were talking about ... Yeah. We're talking about dentistry, but you know, I had this experience with my son yesterday, and I really was grateful. I didn't catch myself in the moment, but I was grateful afterwards, and

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George, you also helped me and I appreciate that very much, but I was grateful afterwards to be able to see how it could be different next time, because my son and I get in this little loop where we trigger each other, and I'm sure many people on this call can relate, either to a family member or a staff member, or you know, spouse or something, where we run this pattern.

I say something and then he reacts to it in a certain way, and then I get my feelings hurt, and then he gets upset and leaves, and whatever, this thing, and I can now see, because I believe that, in the moment, next time it happens, I'm going to be aware of it, and then I'm going to be able to ask him to stop and really look, and let's figure out what happened, like what's happening, like sort of almost slow the whole thing down and, you guys always talk about the layers, like look at the layers and how, you know, his certain body language created a feeling of not feeling safe in me, and dadada.

It reminds me of my mother. For us, not that we're going to have that conversation, but we could have a conversation about how we could be different together, because that's a painful thing to walk through with my kid. You know?

Tracey: Yes.

Allison: I appreciate the conversation about patience, and I would love to do something about patience. Today it's really fresh, the conversation with my son, and I really appreciate this whole learning because of that. I think it will, I know it's changed my relationship with my husband, and I think, I believe that I'll be able to change my communication with my son because of it.

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Tracey: Absolutely.

George: That's awesome. Yeah.

Tracey: Yeah.

George: That's where the rubber meets the road. That's where the rubber meets the road in our relationships, because it's the version of you that you bring to these relationships that change it. When you're aware that one particular thing said, or one particular thing said a particular way, when you know it just presses your buttons, and you know how your body reacts to that, when you know that ahead of time, and become aware of it, which takes time and takes practice and takes a lot of support, you know, and when you become aware of those things, like Tracey said before so beautifully, we have a choice.

Until, but without the awareness, there can be no choice. We don't have the opportunity to choose. It's just so automatic, so conditioned, so habitual, that you don't have that opportunity.

Allison: Yep. Yeah, and I think then ...

Tracey: You said something ...

Allison: Well, I think that's how we end up divorced and like not speaking to our family members, and blaming, like it's really easy just to say, "Well, we just don't get along, or we don't," you know, that's just, "We're never going to be able to communicate," or, "He just doesn't get me," or, you know, put it over there like it's not something that I have control over, but if I can actually, it's just that awareness, and not just the awareness like right now, saying, "Oh, we had a difficult conversation," but in that

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moment, to be able to stop and say, "Okay, what is happening right now? Here we are again, so what can I do different," and just really stopping, changing something in the moment. That does take work.

Tracey: Yes.

Allison: It takes work, yeah.

Tracey: It takes work, and it takes a commitment. It takes a commitment to have support, because doing that, first of all, none of us, we all have to take the steps on our own, but none of us is meant to do this alone, because that would just be, I mean, how could we? You know? It takes support to be able to see with those blind spots. You said something that was really important about the dynamics with your son, and suddenly he did something and then it reminded you of your mother, and then it was this, and then it was that. Is that actually so important?

This is relevant whether it's with your child, your spouse, in front of an audience, with your patients, with your team, with the bank teller. It doesn't matter who. It's so important for anybody here that is really serious about making a positive difference, because the awareness, Allison, that you said, of, like, that just reminded me of my mother, just that little piece, you know, where you're talking about where relationships end and people, whether they end a relationship with a marriage or a dentist, or whatever, is because they don't realize that the person in front of them, the situations, are actually triggering all kinds of stuff that's in, like, unconscious, and yet, the communication patterns automatically kick in.

Survival strategy, being defensive, being offensive, communicating in a certain way. "I did that, I didn't do

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that," and so, rather than really getting to a place of understanding and communication, just to bring it back to that, and then consciousness, but rather than really getting to a place of understanding and evolving, it's just like, you know, completely missing, like, if you could see I'm putting my hands like, they're just shooting past each other. You know? That's what happens a lot.

Then, but you see, without doing the work of reflecting, you asked how, so that we're covering some of the how's, but like, without looking at, "Okay, what just happened? What just happened, and what did that remind me of," and not, you know, I feel the need to say this. It's not like we're talking about therapy for communication, although that has a lot of merit.

It's really about having that level of self awareness, you know, we call it self awareness to self mastery, self awareness enough to see, like, when that happened, I was so triggered that my defenses kicked in, and so even if I wanted to say something different, I was just, I was like a machine at that point. There are so many layers to this, and from a communication standpoint, from a leadership standpoint, from an effectiveness standpoint, from a financial standpoint, and remuneration, like all of it, and just a sense of fulfillment and purpose and impact.

What we're talking about is huge, because to come full circle, when you know yourself, wow, that is reminding me of when I was a kid, and this is how I communicated then, and it's not really effective right now, because I want to create love and connection and openness and trust, and a confidence and an open dialogue, not just shut it down, for example. You know? It's really important when you talk, you were asking about the how, and you're giving a

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beautiful example that I can relate to, and I'm sure everybody here can relate to, to whatever extent, like, the people that are closest to us.

The reason that things end up in divorce or in, you know, ending relationships of whatever kind is because a lot of people aren't willing to really look, really look within and really do the work, and then really make the changes. When you do, that's when life becomes, and work, and relationships become so extraordinary.

George: I think, also, it might not only be that they're not willing to. They might now realize that that's what's required.

Tracey: Yeah.

George: They might just ...

Tracey: Think it's the way it is.

George: Be completely intimidated. Yeah, that's the way it is, and ...

Tracey: Yeah.

George: We're done. You know? It may be ...

Allison: Yeah.

Tracey: Not yet.

George: There's greater opportunity than most people ever see, because they don't really realize all of the power, really, that is in that kind of looking inward.

Tracey: One more thing is that, and for everybody here, because you're here because you're willing to listen, at least, and

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learn and grow, is that when you become the kind of communicator that knows how to take what you've been learning about yourself, because it's not just about that, and then, we call it the lens of a messenger, that everything that you learn and that you experience and that you explore about yourself, absolutely can have an impact on others, and it comes through in your communication.

Maybe you'll realize, "Okay, when I was a kid, this happened, and this impacted me, and dadada," and maybe you'll tell the story, or maybe you'll never tell the story, but you'll have more facility, you'll have more insight, you'll have more presence. You'll be more persuasive like you'll have more potency. You'll be more compelling when at least you have more range to be with people and to communicate with people because you understand, you're doing the work to understand how we are, how you are, and then offer that up to other people.

That may be exactly what they need to, just that way of being, or perhaps something you say, or just the way that you say it, or the fact that you make more eye contact, you're a little more present, you're, right, you're available. All of those things can actually make a difference for someone. It's huge.

Allison: It's huge. Then, on top of that, earlier you were talking about the, you know, just becoming self aware instead of being like a machine, and one of the things we do so often inside of our machines is judge ourself. I know that, you know, if we're already afraid, or we're already nervous, or we're already feeling whatever, and then we start judging ourselves on top of that, that just makes it that much worse. That's one of the huge gifts you guys

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talk about and teach, is that compassionate curiosity and just no judgment ever. Nothing's ever really wrong. That sounds like a great concept, but you guys actually really teach it beautifully. I was looking at the time, and I'm like, "Oh my God."

Okay, so, before we get off, I just want to say, if any of you would like to hear more from these amazing people, there are ways to do that. One of them happens to be a workshop that I mentioned at the beginning that they are leading in November, that is actually a three day intensive communication workshop. It's called Speak with Soul. It's for people who want to speak or not want to speak on stages. It's really about just being conscious in your communication. You'll see the masterful way these two people show you yourself and help you see your impact and how you're really coming across in your communication. I just want to invite you all.

If you're interested, get ahold of me, and I'd be happy to share that with you. George and Tracey, do you want to ...? You can go to www.speakwithsoul.com and look at the website. What else? Is there anything you guys want to say about that? I want to make sure I mention that.

George:

Well, that's beautiful. Thank you, Allison, for the opportunity. Yeah, absolutely visit speakwithsoul.com. There's a great video there that gives people a little peek in the room. It's a lot of fun, and I give you a peek in the room. We'd love to have you check that out. There's so much that is also included in the preparation of the events.

There's a lot of training that happens virtually before the event, the doors even open, which is really cool and a

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really new way. We're excited about sharing the information so that you get all this training before we open the doors, and then you come in and we get to play with all that wonderful information, and get to play and practice and really pour into you in the room. Take a look at that.

Tracey: Yeah. I'll just jump in to add one thing, because it feels important here, is that we keep that, with the work that we do goes deeper. In fact, a lot of people say that our work starts where other people stop. What's very special about this event and this live immersion is that we keep it intimate so that there's a lot of personal support and personal coaching and guidance for you, if you come. What that means is that whatever it is that's relevant to you, because Allison, you said, you know, if you want to speak and do more of that, and if you don't, and if you're really clear on your purpose, then if you're still sorting that out. The way that that works, actually, is because we get to know you.

When we get to know you, like, as soon as you register you get an intake form, we go through it, very detailed, and we have these calls before that are training and coaching calls. It's just George and myself that are leading. We're not, it's not like a multi-speaker. It's really, we roll up our sleeves and get to work on you. If you're wondering about that, I just want to make a point of that, that we are, our greatest passion and purpose is not to put anybody in a box and say, "Here's the system, here's the cookie cutter way, so this is what you've got to do."

It's much the opposite. There's a unique message and a unique purpose inside each one of us, we believe, that is truly, truly uniquely meant in essence for you. That's what

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this whole experience is designed to bring that out. I want to add that in.

Allison: That's true. That is awesome. That's one of my favorite things, too. It's not just a big room full of 300 people where you're just going and getting an information doc. Anything I've ever done with you guys has been experiential and personal, and I appreciate that.

Tracey: And fun.

Allison: And fun, yes, always fun.

Tracey: And fun. I'm too serious We're going to go there.

Allison: Yep. Oh my goodness. Thank you so much. I feel like, oh, I want to do this again.

George: Thank you, Allison. Well done.

Allison: Yeah.

Tracey: Yeah, thank you.

George: Good questions. Yeah. We'd love to do it again. Yeah. Wonderful, wonderful questions.

Allison: I will open up the line so you guys can say goodbye to Tracey and George, or if you have any quick questions you can jump on, but I'm just going to open up the line so you can say goodbye. Thank you all for being here again. It's been wonderful to have you, and again, I just always appreciate like minded people coming and spending an hour of their time to learn and grow and have some fun.

Allen Stern: Allison, it's Allen Stern in New Jersey.

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Allison: Hi, Allen.

Allen Stern: Hey.

Allison: Thanks for being here.

Allen Stern: Hey as well. Yeah. I jumped in after you guys had started. George and Tracey, you've given me a lot to keep me from sleeping tonight. That was absolutely awesome.

Allen Stern: I'm very thankful. I hope to meet you guys sometime soon.

George: Well ...

Tracey: Oh, absolutely. Thank you so much.

George: Thanks for jumping on.

Allen Stern: Thank you.

Allison: Thanks, Allen.

Allen Stern: Hey, have a good evening, everybody.

Allison: You, too. Thanks for being here.

Allen Stern: Thanks, everyone.

George: See you, Allen.

Allen Stern: Bye bye.

George: Bye.

Allison: Bye, thank you.

Tracey: Bye.

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- Speaker 7: Bye.
- Speaker 8: Bye, goodnight.
- Speaker 9: Bye.
- Speaker 8: Goodnight.
- Allison: Goodnight.
- George: Goodnight.
- Speaker 10: Thanks.

Thanks for listening to *Practicing with the Masters* for dentists, with your host, Dr. Allison Watts. For more about how Allison Watts and Transformational Practices can help you create a successful and fulfilling practice and life, visit transformationalpractices.com.