



**Communication:
What Makes Sense
& Works**

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Communication: What Makes Sense & Works

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Communication. As you are aware each one of us is here in order to learn to become more effective in our own communication. A question for you. What makes communication more effective? Anyone?...OK...thank you for your contributions.

I have here a handout about what makes sense and works in communication. And my purpose right now is simply to share it and to ask you to let me know the next time we meet what you think about the content. As an introduction to this I need to tell you a short story which some of you may well have heard parts of before.

When I was age 6 I lost total trust in use of words to communicate. All of a sudden no word, phrase or sentence worked for me. From that moment on I couldn't get through to my fellow human being and they couldn't get through to me. All I knew was that I had been and still was fundamentally OK, that my new condition was the result of a traumatic experience, and that to re-create my natural self somehow I needed to find and have an experience of communication that made sense and works.

Over the next 18 years my confusion intensified literally regardless of whatever help I sought and got. Then in 1978 at the age of 24 I found and had the experience that I'd been looking for. A training seminar called **The Exegesis Programme**. It was simply the most amazing, terrifying, and wonderful 3.5 days of my life and through which I turned the course of my life 180° around.

As a natural consequence of the experience I finally had a foundation of trust literally. Trust in those words, phrases and sentences that had made sense and worked for me during the seminar. And immediately I had begun an agonisingly incremental process of trial and error in order to learn what makes sense and works amongst all the other words, phrases, and sentences stored in my 24 year old memory, as well as all new ones that I was going to come across and use in the course of my life.

Now real, especially active support for this activity was scarce and extremely difficult to find. And completion of the process eventually took place some 4 decades later in my mid-60s. Right now in my early 70s my intention here is simply to validate and affirm the end result of the process in a written form by sharing this handout with you.

Before I do so however I'm going to give you some background information about the origin of **The Exegesis Programme** which I put together from various sources. Exegesis began running their seminars in the mid-1970s. They were a more UK-friendly remodelling of the EST seminars that had begun running in the early 1970s in San Francisco, USA.

EST, short for **Erhard Seminar Training**, was a consciousness training that was founded on the nature of being and the world of possibility. It was the beginning of something new. The beginning of people getting what is and what isn't, and choosing to be responsible for their own lives and making them work.

EST ran their seminars up until 1985 when in order to continue growth they transformed their organisation into the now internationally recognized personal and professional growth, training and development company called **Landmark Worldwide**. To date more than 3.5 million people have received their training.

Exegesis took a different path. They ran their seminars up until the mid-1980s and in order to continue growth gradually transformed their organisation into a telemarketing business called Programmes Training. By 1985 it was the largest in the UK and by 1990 had an annual turnover of around £6.5 million. Over time it expanded its services and eventually became The Merchants Group a leading customer management partner specialising in business process outsourcing that delivered customer experience and customer interactions. Since then they've been sold and then later taken over and are currently trading as **MerchantsCX** with headquarters based in South Africa.

Now the key technology of the descendant businesses of both EST and Exegesis is also founded on the nature of being and the world of possibility. And for the sake of clarity back in 1986 at Programmes Training, the Exegesis founder reduced what makes sense and works in communication to the words, phrases and sentences on this handout which is entitled simply '**Communication**'.

To get a copy of the handout you first need to make an agreement with me that the next time we meet you tell me whether or not the handout content works for you as well as what you think about it. To make that agreement with me simply put your hand up now...OK...that's everybody...I'm going to walk around the room and give each of you a copy of the handout.

COMMUNICATION

COMMUNICATION:

The sending of an idea, across space/distance, to a receiving point.

Communication is made up of 8 elements. Actively including them increases the possibility of the communication having the desired effect. These same elements apply regardless of the type of content of the communication.

THE 8 ELEMENTS

1. IDEA

Ideas are like solid objects. The more clearly, concisely and well defined the idea, the easier it is to send and receive. If you become attached to your ideas, then conflict is inevitable.

2. PERSON

A person is an individual human being, not a 'thing' e.g., a 'punter', a 'prospect', 'the wife'. If you are impersonal in communication, the receiver will be far less open to your ideas.

3. INTENTION

Having your idea received is your responsibility. Intention has 4 constituents: VOLUME, PROJECTION, ENERGY/INTEREST and SINGLE MESSAGE (NO VIAS). Vias are habitual and unconscious additional messages that deflect or even contradict the content of the communication. They are conveyed through vocal tones and inflections, body postures and gestures (especially facial).

4. ATTENTION

Nobody owes you their attention, you must earn it through using INTENTION. Using a name and making eye contact (being PERSONAL) also assists. Attention should be two way, you must gain it, retain it, and give it.

5. DUPLICATION

Is the receiving of an idea without changing or interpreting it. It is impossible to make a genuine response without first duplicating an idea. Duplication is not dependent upon agreement/disagreement, like/dislike, and it is the only thing that leads to real understanding.

6. UNDERSTANDING

Understanding happens as the natural consequence of fully duplicating an idea. It makes an intelligent and appropriate response possible. Without duplication, only partial understanding is possible.

7. ACKNOWLEDGEMENT

Is a verbal or physical signal which indicates that an idea has been received, and which therefore allows space for another idea to be sent across, in either direction. Acknowledgement signals and creates cooperation. Without acknowledgement, it is impossible to contain disagreement.

8. SPACE

This must be present in communication. It comes from acting out of respect for the person that you are communicating with. You create space by making communication easy between you, and this is your responsibility.

ESSENCE OF COMMUNICATION: The experience of the self being validated and affirmed.

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