



Interview ▶ Help to improve communication skills

## Ignasi Dalmases

Communication skills trainer

«A sense of humor is important if we want to get the message across effectively»



ALBA CLADELLAS  
ESCALDES-ENGORDANY

@PeriodicAND

Ignasi Dalmases is a trainer in communication skills and works with companies in the country to train people to communicate effectively. Before starting this job, he worked in a law firm and, when he began his career as an actor, he had the opportunity to teach a public speaking course. It was then that he realized that this was what he had to do.

**–Your job is to help other people improve their communication skills. How is this transmitted?**

–With communication skills [laughter]. Now seriously, it's about making it easy for the message to get through, so that the recipients of any of the training or advice I give take what I want to convey to them and, practically without effort, apply it. And the fact is, we can have a great time communicating! And if we have a good time, it will come. By the way, I really like the expression «helping other people». Yes, humbly it is, and you have no idea how happy it makes me. Thanks for reminding me.

**–How did you learn to communicate?**

–Like everyone else. Life, right? I was a lawyer. I practiced for 15 years as a criminal lawyer; I had my own office, with a wonderful partner and a more than competent team of lawyers and staff. Meanwhile, I was actively involved in public affairs, from civil society, I was a member of the Board of Governors of the Bar Association of Barcelona, a member of the Board of Directors of Alter Mutua and the Board of Directors of Iuristel, and I was entertained by many other stories, and by heart. It's clear that I had to communicate, and a lot, right? For all these things you have to win some elections and convince a lot of people, no doubt... But when I started to be aware of certain aspects of the human condition, it was by preparing myself, also by working even if it was incipiently, as an actor. And especially when a friend, given my background and my conditions as a speaker and apprentice actor, asked me to give a public speaking course. I refused three times! I had always thought that you are born with it. You don't know how wrong I was. All human beings are perfectly capable and suitable to get the message

across in the most extraordinarily effective way. We are all interesting, we have a lot to say and we can do it. That first course, now I think I remember 12 years ago, was a real revelation for me! And I began a journey that seems to have no end as a trainer, team builder and motivational–inspirational speaker, which open me up doors, put them in relation and generate a method that I like to say is innovative. I am now a Master in Emotional Ecology and I no longer only work with strictly speaking communication skills, verbal and non–verbal, but with emotional skills. And, obviously, no longer just to speak in public, but to lead and manage teams and people, deal with the client, with families or patients if we are in the hospital field, negotiate, etc... The art of convincing or, as I say: «the magic formula to convince».

**–When we communicate, one of the most difficult things is to capture the interest and attention of the person listening to us. What is the formula to achieve this?**

–A very effective way of getting the message across is, for example, using images. You know what a picture is worth a thousand words?

“

«We won't really convince anyone if we don't get their attention and interest, and we won't do it if we don't have enthusiasm»

«The four pillars of communication must be kept in mind: rigor, effectiveness, proximity and empathy»

Well that, images to remember. And what are images? Anecdotes, metaphors, analogies, examples, comparisons, quotes, easy-to-remember rules... Places to hold onto to get through life. And, by the way, also adding doses of a sense of humor. A sense of humor is important, in any situation, if what we want to achieve is to deliver the message effectively, capturing the interest and attention of the other. When the other river relaxes, and then it opens all those protective barriers that we all have when starting a meeting, speech or whatever. They open wide and then they are ready to listen to us 100%: «The message, with a sense of humor Enter!»

It is also very useful to keep in mind the four pillars of communication: rigor, effectiveness, proximity and... Empathy! Put ourselves in the other person's place in order to try to find out how he needs to listen to what we have to say so that he eventually makes it his own, or so that he does what we want and also how we want him to do it, that is, with desire! And, among other things, it needs us to break the monotony. «The taste is in the variety» they say, right? So that!

Indeed, we will not really convin-



pieces of good news: humility, listening, confidence and enthusiasm can be worked on and, moreover, everything is contagious... the good things too!

**-What do you like most about the world of communication?**

-It is one discovery after another. You discover and realize new things every day if you dedicate yourself to it. It's wonderful, there's no stopping! You communicate with people, wherever they are, and every day you encounter surprises and nuances. Without exaggerating, thousands of people have gone through my sessions by now, and I never get bored. As I always say, my method is constantly evolving. It's impossible to get bored! I am writing my book on communication skills and one of the problems I am running into is the amount of vibrant information and fast-paced anecdotes that I will have to discard because a single book... No way! You watch a film, listen to a song, climb a mountain, ride a bike, observe nature, see a debate, something that happens on the street, or in the elevator, listen to an



«Curiosity leads to being creative, communicating effectively and getting what we want»

«In training, a favorable climate is generated for people and teams to give their best»

interview... and everything is a discovery! You feel like Christopher Columbus discovering America, and I guess from a more comfortable place. And I like to travel, I have been to some of the most remote places on the planet. I'm curious. We all are, if we let ourselves be... And curiosity leads us to be creative, to evolve and, of course, also to communicate effectively, and achieve what we want. Behind communication, the essence of the human being is discovered. The world of communication has led me to delve deeper into authors, artists and disciplines that work no less than this, and it is an adventure: Erich Fromm, Aristotle, Confucius, Oscar Wilde, Piet Mondrian, Antonie de Saint-Exupéry, the Dr. Miguel Ruiz, Mark Everett, NLP... All the arts have a lot, and very good, to say! And science too.

**-Before entering the world of training you were an actor, after becoming a lawyer... What was the reason for this change?**

-That they insisted me three times to invent that public speaking course! With that course, a world open

ned up for me. I could clearly see that I enjoyed sharing what I could give from here even more than I did as an actor, and I knew for sure that I didn't as a lawyer either. The best decision, the one not made! I am often asked if I like being an actor, or if I liked being a lawyer, and I answer: the only thing I know for sure is that I always really like giving speeches, training and advising on skills communicative and emotional. The satisfaction of checking every day the usefulness it has for people... It is priceless. Well, yes it has, because on top of that it is well paid!

**-You also act as a team facilitator. That is?**

-All the trainings I give have an undeniable team building effect, and this is what the managers of the teams or groups I work with in organizations and companies of all types and various professions tell me. The favorable climate is generated there: trust, enthusiasm, listening and humility are ideal for people and teams to give the best of themselves and, moreover, to enjoy it! And the team buildings that I design are always based on dynamics and reflections with which we work on verbal and non-verbal communication and the management of those emotions, in addition to such «fun» techniques as detecting elusive attitudes and, even ... The lie!

**-Now you have come to Andorra to give various trainings. Tell us what they are.**

-Professional secret [laughter]. I often go up to Andorra to share what I can offer, fortunately, thanks to the person who opened the country's doors to me, one of those generous people you are lucky enough to meet along the way, Mercè Canals who, by the way, has a theater school that is a jewel of Andorra la Vella, «Entreacte», where children, young people and adults pass by and enjoy everything you can learn there and everything is a lesson. The theater is a great school. Mercè and I met while shooting a movie in Ordino. I have worked here in the most diverse areas, with private companies, professionals of all kinds, the health sector and also with political leaders, and I must say that I have always felt at home in this small but great country that is Andorra. I feel very well and tremendously welcome there from the first day. ≡

**Your leading real estate agency in Andorra.**

*Our experience guarantees results, realtors since 1988.*



📞 (+376) 353 424 / (+376) 379 769

📞 (+376) 747 747

✉️ laportella@andorra.ad

📍 Casa Nova Olivet 10 · Ordino

🌐 www.laportella.ad