Communications Essentials for Good Impressions
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• Project image of confidence
• Demonstrate power or influence
• Express sincerity, interest or cooperativeness
• Create trust
• Recognize personal tension
What you do speaks so loud that I cannot hear what you say.

- Ralph Waldo Emerson,
19th century American essayist & poet
Communications Essentials for Good Impressions

What’s wrong with this scenario?
Communications Essentials for Good Impressions

93% of Communications is Non-Verbal

- Body Language
- Tone of Voice
- Verbal
Non-Verbal Communication

- Body Language
  - Powerless
  - Overpowering
  - Powerful
Non-Verbal Communication
Non-Verbal Communication
Non-Verbal Communication
Non-Verbal Communication

Are you going to the store?
Non-Verbal Communication

• Tone of Voice
  – Powerless
  – Overpowering
  – Powerful
Verbal Communication

• Effective speaking
  – One on one conversations
  – Speaking in front of groups
Verbal Communication

• Building rapport
  – Small talk
  – Matching non-verbal signals
    • Body movements, facial expressions, gestures
  – Matching verbal signals
    • Rate of speech
    • Vocabulary
    • Language
Verbal Communication

<table>
<thead>
<tr>
<th>Visual</th>
<th>Auditory</th>
<th>Kinesthetic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Look</td>
<td>Hear</td>
<td>Grasp</td>
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<tr>
<td>Imagine</td>
<td>Tell</td>
<td>Feel</td>
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<tr>
<td>Clear</td>
<td>Resonate</td>
<td>Hard</td>
</tr>
<tr>
<td>Focused</td>
<td>Listen</td>
<td>Scrape</td>
</tr>
<tr>
<td>See how this works</td>
<td>That sounds right</td>
<td>Stay in touch</td>
</tr>
<tr>
<td>Get a different perspective</td>
<td>Clear as a bell</td>
<td>Catch your drift</td>
</tr>
<tr>
<td>Take a peak</td>
<td>Voiced an opinion</td>
<td>My gut is telling me</td>
</tr>
</tbody>
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http://blog.ernestsemerda.com/2010/03/26/primary-human-modes-list-words/
Verbal Communication

• Public speaking
  – Know audience
  – Know your surroundings
  – Be clear on objectives
  – Mix stories and data
  – Involve audience
  – Develop effective speaking style
  – Practice
Communications Essentials for Good Impressions

We have two ears and one mouth so that we can listen twice as much as we speak.

- Epictetus, 1st century AD Greek philosopher
Listening Skills

• Listening vs. hearing
• Effective communicator listens THROUGH words
• Requires preparation
  – Treat as mental task, practice
  – Recognize personal biases/paradigms
  – Avoid communication barriers
  – Accept responsibility for understanding
Listening Skills  (cont’d)

• Establish rapport
  – Physical actions
  – Show desire to listen

• Pay attention
  – Focus on main ideas
  – Take notes
  – Mentally evaluate and summarize
  – Avoid distractions
Listening Skills (cont’d)

• Provide feedback
  – Reflect by paraphrasing
  – Ask questions to clarify

• Defer judgment
  – Allow speaker to finish
  – Remain open-minded
  – Finish listening before starting to speak
Listening Skills (cont’d)

• Respond appropriately
  – Respond with candor and honesty
  – Assert comments respectfully
  – The Golden Rule

*To listen well is as powerful a means of communication and influence as to talk well.*

- John Marshall; Chief Justice, US Supreme Court, 1801-1835
Communications Essentials for Good Impressions

• Body language and tone of voice are as important as the content of what you say
• The way you speak has a powerful effect on people’s first impressions of you
• Communication is a two-way street, and you have to actively listen to hear, and understand what others have to say