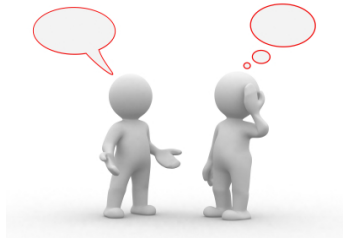


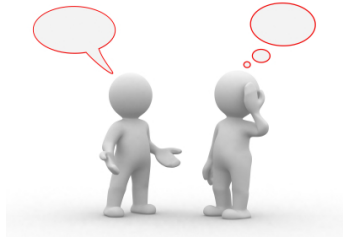
# Communications Essentials for Good Impressions





# Communications Essentials for Good Impressions

- Project image of confidence
- Demonstrate power or influence
- Express sincerity, interest or cooperativeness
- Create trust
- Recognize personal tension

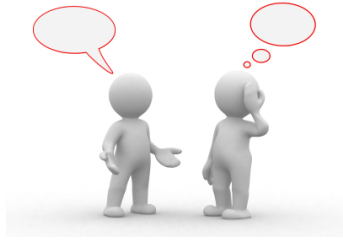


# Communications Essentials for Good Impressions

**What you do speaks so loud that  
I cannot hear what you say.**

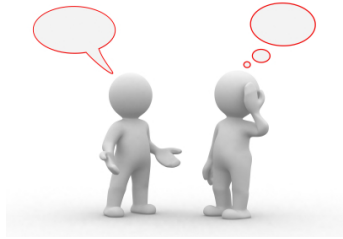


- Ralph Waldo Emerson,  
19<sup>th</sup> century American essayist & poet



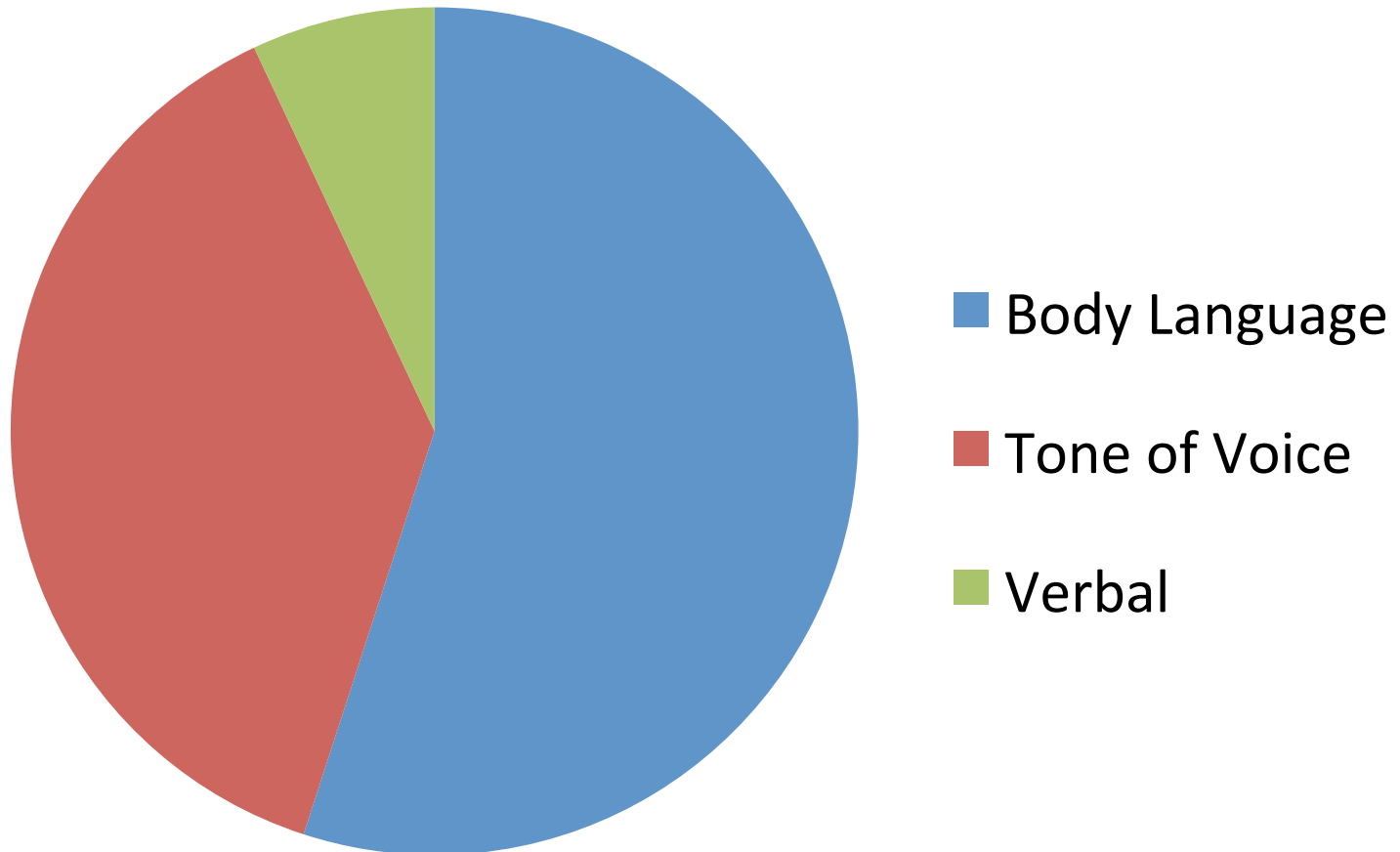
# Communications Essentials for Good Impressions

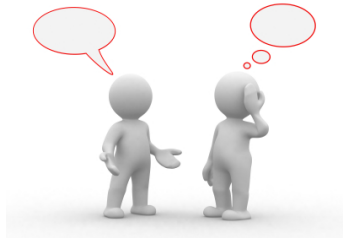
**What's wrong with this scenario?**



# Communications Essentials for Good Impressions

**93% of Communications is Non-Verbal**

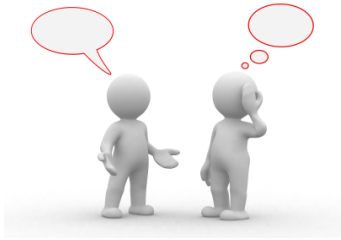




# Non-Verbal Communication

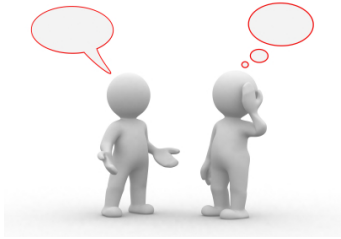
- Body Language
  - Powerless
  - Overpowering
  - Powerful





# Non-Verbal Communication

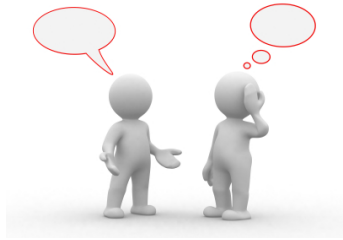




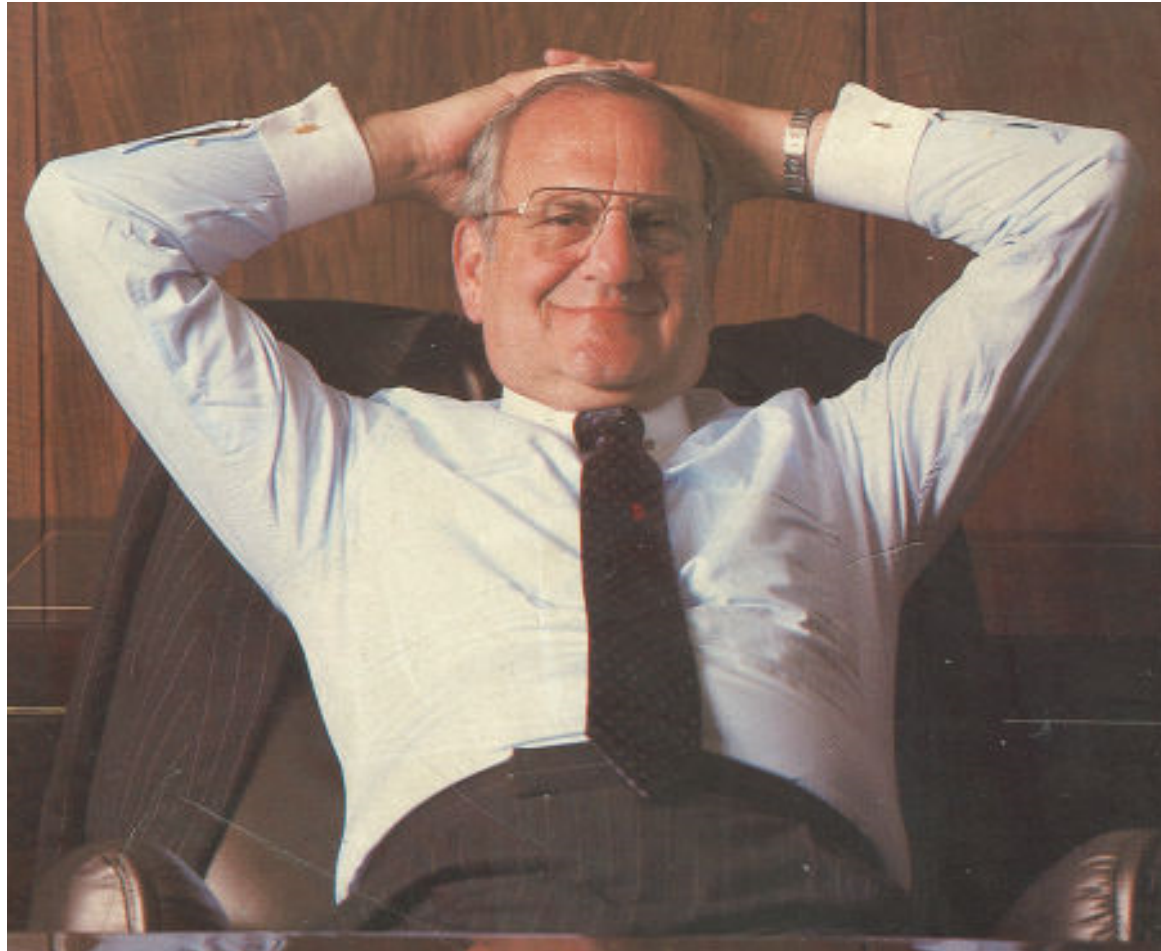
# Non-Verbal Communication

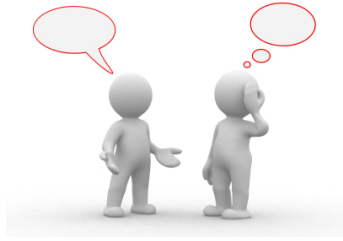






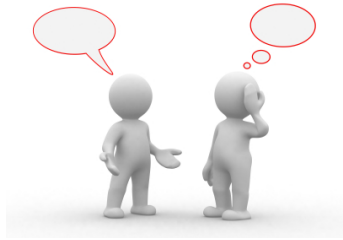
# Non-Verbal Communication





# Non-Verbal Communication

**Are you going to the store?**



# Non-Verbal Communication

- Tone of Voice
  - Powerless
  - Overpowering
  - Powerful

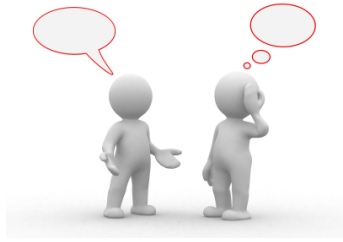




# Verbal Communication

- Effective speaking
  - One on one conversations
  - Speaking in front of groups

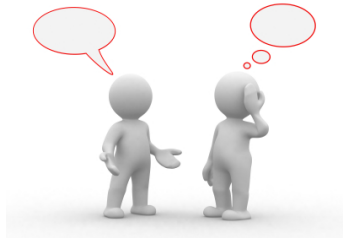




# Verbal Communication

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





# Verbal Communication

Visual	Auditory	Kinesthetic
Look	Hear	Grasp
Imagine	Tell	Feel
Clear	Resonate	Hard
Focused	Listen	Scrape
See how this works	That sounds right	Stay in touch
Get a different perspective	Clear as a bell	Catch your drift
Take a peak	Voiced an opinion	My gut is telling me

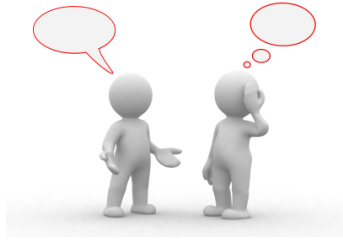
<http://blog.ernestsemerda.com/2010/03/26/primary-human-modes-list-words/>



# 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, 1<sup>st</sup> century AD Greek philosopher



# Listening Skills



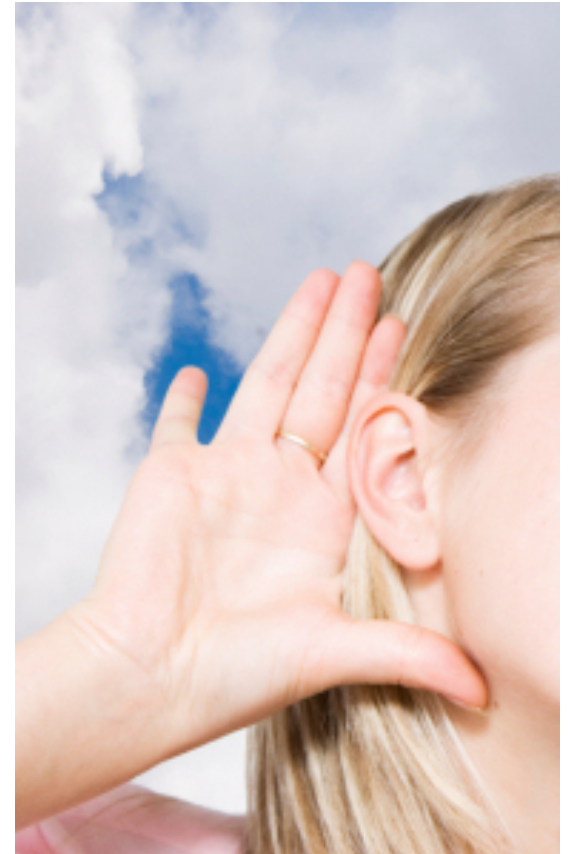
- Listening vs. hearing
- Effective communicator listens **THROUGH** words
- Requires preparation
  - Treat as mental task, practice
  - Recognize personal biases/paradigms
  - Avoid communication barriers
  - Accept responsibility for understanding





# Listening Skills (cont'd)

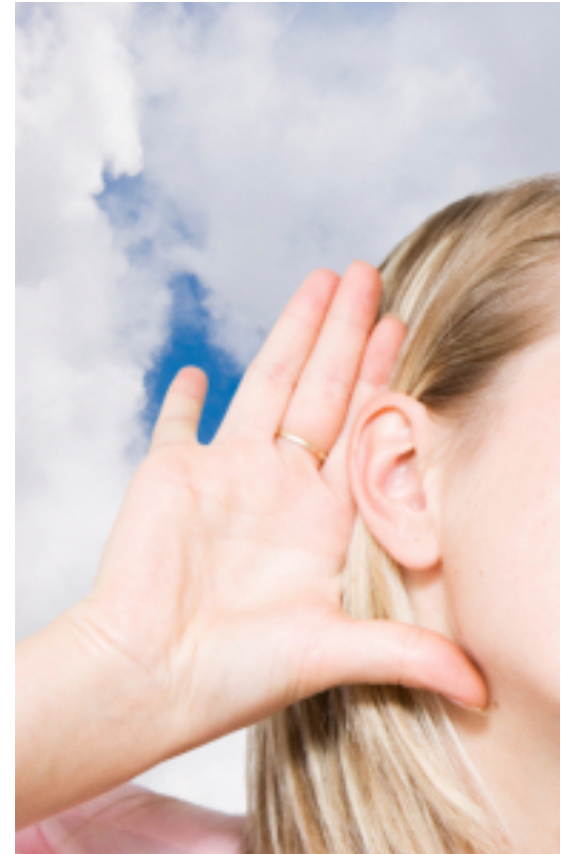
- Establish rapport
  - Physical actions
  - Show desire to listen
- Pay attention
  - Focus on main ideas
  - Take notes
  - Mentally evaluate and summarize
  - Avoid distractions

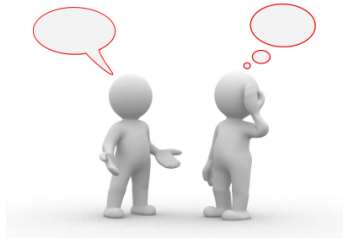




# Listening Skills (cont'd)

- Provide feedback
  - Reflect by paraphrasing
  - Ask questions to clarify
- Defer judgment
  - Allow speaker to finish
  - Remain open-minded
  - Finish listening before starting to speak





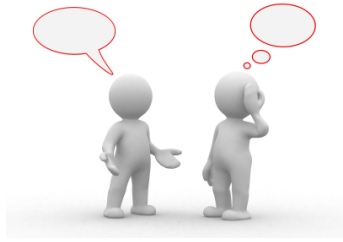
# Listening Skills (cont'd)

- 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