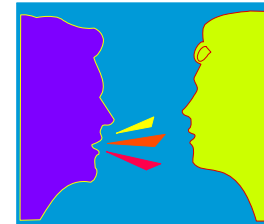




Presents

Seven Secrets of Effective Communication

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References**





Brain Benders

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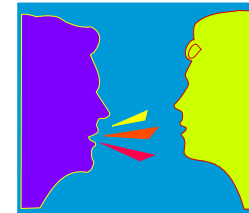
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The Same Language ...

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Everyone who speaks English speaks the same language, right?

After all, when you come right down to it, how many speak the same language even when they speak the same language? –Russell Hoban



We are a people divided by a common language. –Political Analyst

Your Brain

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**Already contains the secrets
for effective communication**



**Think of them as keys that allow
you to unlock secrets of success**

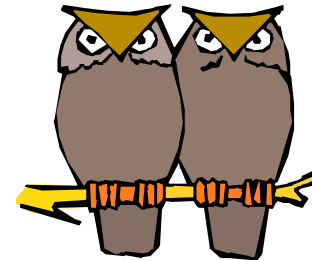
**Use them by design rather than
by default**

Study Estimates

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The average person spends about 80% of waking hours communicating

- **It behooves us to hone communication skills**
- **There is always room for improvement – something that can be done more effectively**

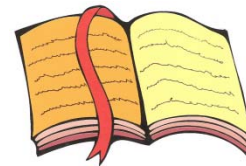


Communication

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Human beings *communicate* in a myriad of ways, including at least:

- Actual words – spoken / written
- Rate and amount of words
- Tonality and voice inflection
- Nonverbals / body language
- Electromagnetic energy
- Self-talk
- Silence...

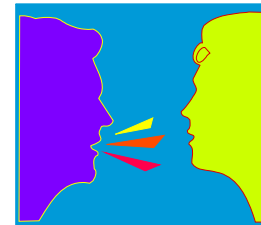


Content Transmission

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**Studies have shown the way in which
The message content is conveyed in
face-to-face communications**

- ✓ **Actual words: 7% to 10%**
- ✓ **Voice tonality: 15% to 38%**
- ✓ **Body language – 55% to 75%**



How to Improve

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You can enhance your communication skills by identifying effective role models and copying what they do well

They can serve as guides for developing desirable communication strategies and, perhaps equally important, to identify what to avoid

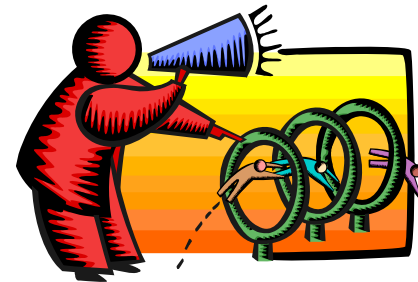


Caveats - 1

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**An effective communication style
mirrors an effective life**

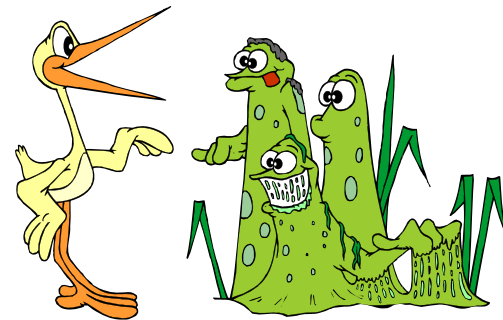
**One in which the
individual has low
needs to blame, or
be defensive, or even to be right**



Caveats - 2

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In general, you tend to communicate with others in the style you use with yourself and in the way in which you treat yourself



Caveats - 3

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When you overreact, especially in a cross-gender situation, it usually relates to your past and typically has little if anything to do with the present moment

The reason is never the reason

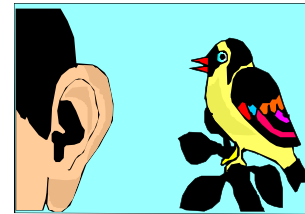


Caveats - 4

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What you *don't know you don't know* impacts your communication, especially in areas of bias and prejudice

- ✓ **The fastest decision the brain makes is to identify similarities versus differences (e.g., similars are perceived as safer or more comfortable), a form of built-in bias**
- ✓ **Moral or ethical judgments layered on top, along with resulting actions, are learned**

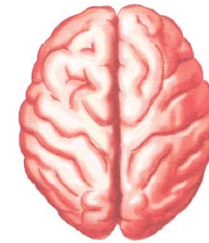


Secret # 1

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Speak affirmingly using short, positive, present tense words and phrases

- ✓ **Speak as if you are already realizing your goal: *I am, I can, I do, I will ...***
- ✓ **Say yes whenever possible, even if you include a qualifier: *yes if, yes when, yes after, yes until ...***



Secret # 2

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Whenever possible, used stories to convey information



Generally human brains love stories and tend to store and recall the information much more easily than facts and figures



When two sensory systems are stimulated and some emotion is involved the information tends to go from short-term into long-term memory more readily

Secret # 3

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Ask questions in an affirming and non-threatening / non-demeaning manner, which can:



- ✓ **Increase the listener's awareness**
- ✓ **Stimulate active mental picturing**
- ✓ **Trigger new thoughts**
- ✓ **Teach indirectly and wholistically**
- ✓ **Motivate healthier behaviors**

Secret # 4

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Minimize use of the word “why”

■ **PET Scan studies have shown:**

- ✓ **Individuals above age 21 tended to respond from the thinking brain layer**
- ✓ **Those below age 21 tended to respond from the emotional brain layer**



Secret # 5

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**State desired actions simply, directly,
and clearly**

- **Saves time for everyone**
- **Promotes clarity**
- **Avoids confusion / ambiguity**
- **Reduces miscommunication
and misunderstandings**
- **Increases the likelihood of
achieving desired outcomes**

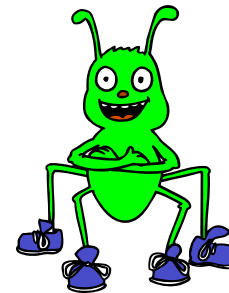


Secret # 6

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Avoid meaningless controversy and foolish arguments

- **Every human brain is unique and has it's own opinions**
- **Practice the “11th commandment” judiciously: *You shall not explain***

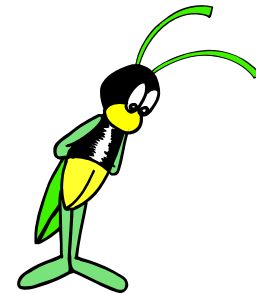


Secret # 7

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**Exhibit congruence with words, tonals,
and gestures all matching**

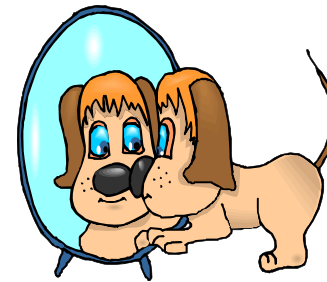
- ✓ **Avoids sending mixed messages**
- ✓ **Reduces potential for confusion
(others don't have to guess at
your meaning)**
- ✓ **Prevents nonverbals from outweighing
your actual words**



In Conclusion

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**Does your communication style
include these 7 secrets?**



Remember the old saying:

***You are always upstream from someone
and downstream from someone else...***

**You can learn from role models AND you
are always role modeling for others**