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Personal Impact
Tracy Sinclair

15 October 2013

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Personal Impact

The importance of words, voice tone
and body language

15 October 2013

Session overview

- Understand what is Non-Verbal Intelligence

- "Cats & Dogs" – an analogy

- How to use your eyes, hands and voice patterns to ensure that what you say is in line with what people see

- Giving feedback and handling "difficult" conversations

- *Looking* "Intelligent"

- Behavioural Range – conveying credibility & approachability.

- Knowing and satisfying your audience.
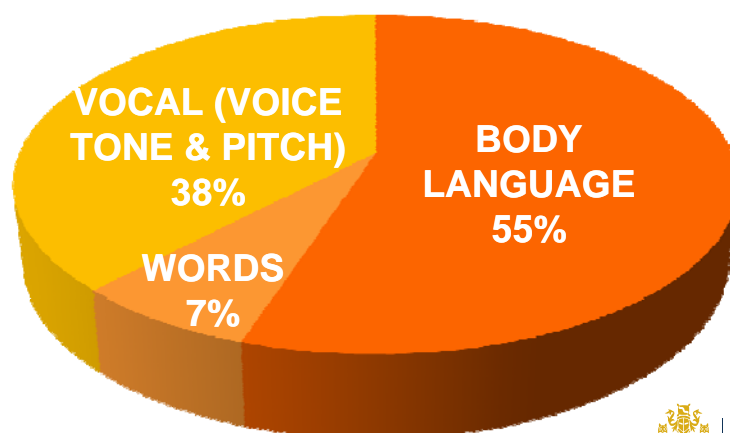
- Standing and sitting postures

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The impact of non-verbal communication

VOCAL (VOICE TONE & PITCH) 38%

BODY LANGUAGE 55%

WORDS 7%

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What is non-verbal intelligence?

**NON-VERBAL INTELLIGENCE IS NOT ABOUT THE INFLUENCE OF POWER...
...IT IS ABOUT THE POWER OF INFLUENCE**

- Unconscious activity

- Awareness

- Credible vs. Approachable

- 10-20% of the time

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Conveying credibility & intelligence

When talking...

| TALK | PAUSE | TALK | PAUSE | TALK | PAUSE |

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Cats and dogs

Approachable

Credible

Developing range!

Approachable:

Credible:

✓Flexible
✓Friendly
✓Rapport

X Minimising
X Please People
X Try Hard
X "Pushover"

✓Intelligent
✓Authoritative
✓Leadership

X Be Perfect
X Hurry Up
X Be Strong
X Arrogant

Standing postures (dog)

POCKETS   FIGLEAF   BACK

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Standing postures (cat)

HANDS ON HIPS   ARMS CROSSED

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Conveying credibility & intelligence

When not talking...

| AT SIDE | FOREARMS | COMBINATION | OBJECT IN HAND (PEN) | OBJECT IN HAND (PAPER) |

I AM INTELLIGENT... AND SO ARE YOU!

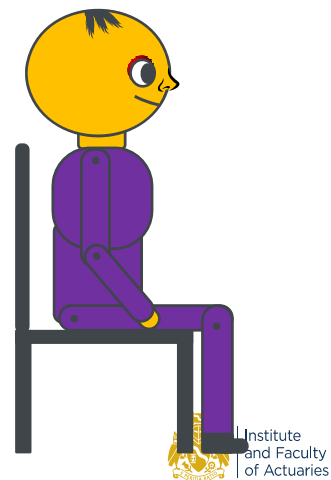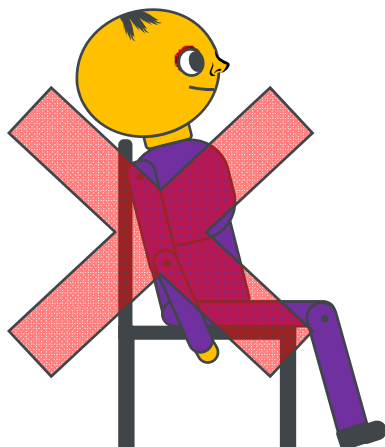15 October 2013   ©Tracy Sinclair Limited 2013   11
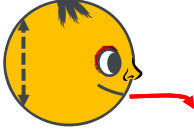
Sitting posture

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Voice patterns

SPEAKING	CREDIBLE (CAT)	APPROACHABLE (DOG)
Head	Still	Bobs
Voice	Flat	Rhythmic
Intonation	Curls Down	Curls Up
Style	Soliloquy	Includes Others

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Palms

PALM UP
(Approachable - Dog)

PALM DOWN
(Credible - Cat)

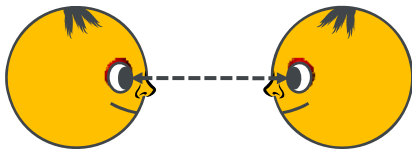Institute
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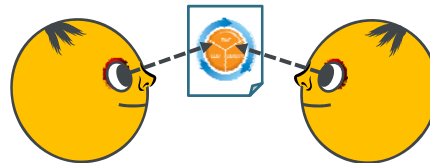15 October 2013   ©Tracy Sinclair Limited 2013   14

2 point vs. 3 point communication

2-POINT
LOOKING AT OTHER PERSON; EYE CONTACT

3-POINT
LOOKING AT SOMETHING CLOSE BY; SUCH AS A PAPER

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Who do I want to influence?

Dogs

Cats

✓ Accommodate

✓ Want to please me & others

✓ Independent

✓ "What's in it for me"

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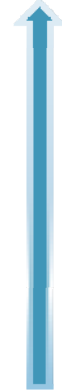
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Who do I want to influence?

The Corporate Ladder…

CATS

DOGS

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Who do I want to influence?

DOGS   **CATS**

✓Nodding   ✓Still
✓Leaning Forward   ✓Sitting Back
✓Engaged   ✓Dis-Engaged

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How do I satisfy my audience?

DOG AUDIENCE	CAT AUDIENCE

DOG AUDIENCE
- Approachable
- Smiling and nodding
- Joking / Humour
- Stories
- Mingle, network
- Be friendly

CAT AUDIENCE
- High credibility
- Get to the content quickly
- Clearly state:
  - ➤ Inputs / agenda
  - ➤ Deliverables
  - ➤ Benefits
- Drawn to intelligence

In a mixed audience...?

Satisfy the Cats first!

*"They have more influence over the others
- If the cats are happy, the dogs will be too"*

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Thank you

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