Personal Impact
Tracy Sinclair

The importance of words, voice tone and body language
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

The impact of non-verbal communication

- Vocal (voice tone & pitch) 38%
- Body language 55%
- Words 7%
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

Conveying credibility & intelligence

When talking...

TALK  PAUSE  TALK  PAUSE  TALK  PAUSE
Cats and dogs

Approachable

Credible

Developing range!

Approachable:
- Flexible
- Friendly
- Rapport
- Minimising
- Please People
- Try Hard
- “Pushover”

Credible:
- Intelligent
- Authoritative
- Leadership
- Be Perfect
- Hurry Up
- Be Strong
- Arrogant
Standing postures (dog)

POCKETS  FIGLEAF  BACK

Standing postures (cat)

HANDS ON HIPS  ARMS CROSSED
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!

Sitting posture
## Voice patterns

<table>
<thead>
<tr>
<th>SPEAKING</th>
<th>CREDIBLE (CAT)</th>
<th>APPROACHABLE (DOG)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Voice</td>
<td>Still</td>
<td>Bobs</td>
</tr>
<tr>
<td>Intonation</td>
<td>Flat</td>
<td>Rhythmic</td>
</tr>
<tr>
<td>Style</td>
<td>Curls Down</td>
<td>Curls Up</td>
</tr>
<tr>
<td></td>
<td>Soliloquy</td>
<td>Includes Others</td>
</tr>
</tbody>
</table>

Palms

- **PALM UP (Approachable - Dog)**
- **PALM DOWN (Credible - Cat)**
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

Who do I want to influence?

**Dogs**
- Accommodate
- Want to please me & others

**Cats**
- Independent
- “What's in it for me”
Who do I want to influence?

The Corporate Ladder...

CATS

DOGS

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

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How do I satisfy my 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”