# The Good, The Bad, and The Ugly: the Ethics of Influence and Persuasion

# https://www.youtube.com/watch/V6yNgVVCAl8

00:00:00.719 before we get into the detail of

00:00:03.040 techniques for influencing and

00:00:04.799 persuading it's important to acknowledge

00:00:08.160 that there is an ethical dimension to

00:00:11.120 how we influence and how we persuade

00:00:14.160 these techniques can be used for good

00:00:16.960 or for ill

00:00:25.359 the influencing skills that we will look

00:00:27.359 at in this course are enormously

00:00:29.439 powerful

00:00:30.720 so it is important

00:00:32.640 that you feel good about the way that

00:00:34.399 you use them and that you use them with

00:00:37.120 integrity

00:00:39.120 however there are three approaches that

00:00:41.520 you could take

00:00:43.200 which i refer to as the good

00:00:45.680 the bad and the ugly

00:00:48.800 more accurately

00:00:50.320 they're all about integrity

00:00:53.039 coercion

00:00:54.320 and manipulation

00:00:56.320 let's start with the good

00:00:58.719 using your influencing and persuading

00:01:01.120 skills with integrity

00:01:03.280 integrity is all about how well your

00:01:06.720 words and your actions are aligned with

00:01:09.439 one another

00:01:10.880 it's clearly therefore related to things

00:01:13.200 like honesty

00:01:15.280 morality and ethics

00:01:17.920 as a result

00:01:19.439 integrity is in itself influential

00:01:23.040 most people will want to do business

00:01:25.439 with and be influenced by someone with

00:01:28.320 integrity

00:01:29.920 integrity will win you trust it will win

00:01:32.960 you liking people like people with

00:01:34.880 integrity and therefore as a minimum

00:01:38.320 if people believe you have integrity

00:01:40.880 they are more likely

00:01:42.560 to entertain your points of view and

00:01:44.320 your arguments

00:01:46.079 and may therefore be influenced by them

00:01:49.200 people may even be tempted to accept

00:01:52.479 what you say as true

00:01:54.640 without evaluating it for themselves

00:01:56.960 not because they believe your arguments

00:01:59.520 but because they believe in you

00:02:02.880 therefore you can choose to use the

00:02:04.880 techniques of influence and persuasion

00:02:07.600 with integrity

00:02:09.440 to put forward arguments that you know

00:02:11.840 are in the interests of people around

00:02:14.400 you

00:02:15.120 and to be honest and candid when they're

00:02:17.760 not

00:02:19.360 however

00:02:20.640 you can also use these techniques

00:02:22.800 without integrity

00:02:25.200 the first way is what i call the bad

00:02:28.160 it's coercion

00:02:30.080 because we do what we are forced to do

00:02:34.160 if someone has a big enough stick and is

00:02:37.120 prepared to use it

00:02:38.959 then they can make us do or even believe

00:02:42.000 almost anything

00:02:43.920 whilst everyone can resist coercion up

00:02:45.760 to a certain point

00:02:47.599 we do all have a breaking point

00:02:50.800 so coercion occurs wherever there's

00:02:53.280 intimidation or the threat of violence

00:02:56.959 compelling acquiescence can only ever be

00:02:59.440 appropriate in the direst of emergencies

00:03:03.040 if you know there is a fire and people

00:03:04.959 don't have much time to escape it

00:03:07.599 then telling people what to do and

00:03:09.680 physically pushing them in the right

00:03:11.280 direction

00:03:12.319 of course is appropriate

00:03:15.280 but outside those sorts of contingencies

00:03:18.560 outside emergencies and possibly warfare

00:03:22.319 is it ever appropriate to use coercion

00:03:25.599 i don't think so

00:03:27.440 and therefore this course will never

00:03:29.840 consider it beyond this statement

00:03:33.599 the other way to use the techniques of

00:03:35.440 influence and persuasion without

00:03:37.200 integrity

00:03:38.400 is the ugly it's manipulation

00:03:42.000 when your intention is to compel

00:03:45.040 but you hide that intention behind the

00:03:48.239 appearance of giving choice

00:03:50.480 that is manipulation

00:03:52.560 it's deceitful

00:03:54.799 here are four examples that will

00:03:56.799 illustrate

00:03:58.000 different types of manipulation

00:04:00.400 the first is using guilt

00:04:02.879 or emotional blackmail

00:04:05.200 if you don't help out on this one then

00:04:07.599 chris and sam are going to have to stay

00:04:09.920 late

00:04:11.519 the second is appealing to their ego

00:04:14.959 i've always thought that you are the

00:04:16.798 smartest one here and i'm sure we'd have

00:04:19.279 a much better chance if you did it

00:04:22.800 the third is creating fear

00:04:25.919 if you don't offer me that extra

00:04:28.160 discount then i'll go online

00:04:30.960 and tell everybody about how bad your

00:04:33.120 company is

00:04:34.880 and the fourth is playing on people's

00:04:37.040 desire to be included

00:04:39.120 to be liked

00:04:40.720 or to be loved

00:04:42.880 you surely wouldn't let us all down

00:04:45.919 we wouldn't appreciate that

00:04:49.120 if you don't use integrity

00:04:52.000 in your dealings with other people they

00:04:54.160 will come to distrust you they will come

00:04:56.320 to see your attempts to influence them

00:04:58.240 or to persuade them as nothing more than

00:05:00.880 manipulation

00:05:02.560 integrity on the other hand

00:05:04.560 will always win you trust

00:05:07.199 it'll make you respected and it will

00:05:09.199 make you more influential and persuasive

00:05:12.880 the difficulty here

00:05:14.960 is finding the boundaries

00:05:17.520 in some of the messy real world

00:05:19.919 situations that we find ourselves in

00:05:22.840 ultimately there's only one answer

00:05:26.560 it's down to your choice

00:05:31.520 please do give a thumbs up if you like

00:05:34.000 this video there'll be loads more great

00:05:36.320 management courses content for you

00:05:38.560 so please subscribe to the channel and

00:05:41.280 hit the notification bell so you don't

00:05:43.520 miss any of it

00:05:44.960 i look forward to seeing you in the next

00:05:46.639 video and in the meantime

00:05:48.800 keep learning

00:05:52.800 you

# 15 Psychological Mind Tricks To Get People To Do What You Want

# https://www.youtube.com/watch/ld7KtnULvVc

00:00:06.230 The art of persuasion is a subtle complex discipline which requires skill but lucky for all our viewers out there

00:00:12.550 We are gonna let you in on 15 useful tricks hidden in the enormous wealth of psychological knowledge

00:00:18.680 Millions of people all over the world have been swindling manipulating and persuading people with great success, but how do they do it?

00:00:25.200 well

00:00:26.020 If you understand how the human brain works and what makes people tick

00:00:29.260 You too can learn how to make people do pretty much whatever you want

00:00:32.840 The only question is whether you'll use this power for good or for evil

00:00:38.120 1.The Reciprocity Norm

00:00:40.520 The Reciprocity norm is a pretty simple concept and one of the most powerful ways to convince others to do something for you

00:00:46.900 What it all boils down to is you scratch my back, I'll scratch yours.

00:00:50.920 Once you do a favor for someone else

00:00:52.720 They'll be more likely to help you in return with whatever you ask them

00:00:57.000 2. The Chameleon Effect

00:00:59.200 Research has also shown that mimicking someone will make them more agreeable towards you. It's called the chameleon effect

00:01:05.180 Try copying their posture or body language and they might be more likely to help you out

00:01:10.700 3. Don't get caught rambling

00:01:13.700 when it comes to the art of persuasion, less is more

00:01:17.060 Instead of listing all the various reasons why you're right and they're wrong

00:01:20.980 focus on one or two main points of the most. One good reason is ideal

00:01:26.140 4. Start small. This is known as the foot in the door technique

00:01:30.860 Basically what this means is that if you ask someone for a small favor such as borrowing a quarter

00:01:35.439 They're more likely to continue doing favors for you, even big ones!

00:01:39.340 But if you just start off with asking to borrow their car, you might have less success

00:01:44.960 5. Status

00:01:47.080 Status is important when asking people for favors

00:01:49.960 Use their official titles such as doctor mister professor

00:01:53.530 And don't forget to use their name

00:01:55.940 People love to hear their own name and they like to feel respected

00:02:00.360 6. Speak faster. Are you a fast talker?

00:02:04.460 Well, if you want to convince people that you're right, quickly getting your point across can be an advantage according to research

00:02:11.060 Speaking quickly overwhelms their brains and doesn't give them a chance to form a rebuttal

00:02:15.960 7. Contrasting

00:02:18.280 Every salesman knows this technique.

00:02:20.480 Start big and back down, but the key here is to ask for more than what you actually want

00:02:26.140 Eventually, you can scale back your demands and you'll be left with what you originally wanted in the first place

00:02:31.800 8. Repetition Bias

00:02:34.080 This is also known as the Goebbels effect

00:02:37.040 Repeating the same lie often enough will eventually convince people

00:02:40.030 If you continue to repeat your opinion, even if it's wrong people will be more likely to accept it

00:02:46.400 9. Wait till they're tired. If you're trying to convince someone, wait till they're tired

00:02:52.780 Research has shown that critical thinking goes out of the window when people are tired

00:02:56.940 and they're more likely to agree with whatever you're saying

00:03:00.540 10. Remind them of the benefits

00:03:03.019 When trying to convince someone to do something or to take a particular opinion always phrase your argument in terms of how they benefit

00:03:10.660 Always mention what you're offering them before you talk about what you want from them?

00:03:15.400 11. Priming

00:03:17.480 A very interesting method is priming. There are many ways to do this and you can really get creative

00:03:23.020 What it really boils down to is substantially reminding people or encouraging people to do something or take a particular opinion

00:03:30.440 The classic example is if you want someone to write you a check make sure there's a checkbook nearby when you ask

00:03:36.460 But that's just scratching the surface when it comes to priming and there are plenty more examples of how this can work

00:03:42.920 12. Sensationalism. Get excited about whatever you're selling even if that's an opinion

00:03:49.120 Make sure the person thinks that the time is running out

00:03:51.760 There's a limited supply if they don't act now the opportunity will go away. You've probably seen this a lot in commercials

00:03:59.860 13. Make sure people are watching. This one only works if you're trying to convince someone to do the right thing and

00:04:07.040 Why wouldn't you be doing that? Anyway, when people are watching

00:04:11.120 Individuals feel like they're being judged by society at large. So they're more likely to do the right thing

00:04:17.300 14. Choose your words carefully

00:04:20.060 Words have incredible power over people say please and thank you. Don't use big complicated words

00:04:26.080 It insults their intelligence. Nouns have more convincing power than Verbs. "Help her" instead of "Help".

00:04:32.620 There are countless examples of beneficial words and once to stay away from

00:04:37.300 15. Get your friends to agree with you. This is also known as the bandwagon effect

00:04:42.920 Make sure that people who you're trying to convince know that a lot of other people agree with you

00:04:47.680 Social media can be a huge help in this case.

00:04:50.240 If everyone agrees with your opinion online more tend to jump on the bandwagon

00:04:55.000 So there you have it, 15 tried-and-true methods to persuade others

00:05:00.100 What did you think of this video? Did you like it or the points too generic?

00:05:04.180 Do you want us to cover another list with different tone? Leave your comments below?

00:05:09.140 Also...

00:05:10.250 Psych2Go mission is to make psychology accessible for everyone. That's our number one goal

00:05:15.460 We know the power of psychology and we want to help everyone else harness that. However doing this comes at a huge expense

00:05:22.600 We're hoping you could check out our patreon below and consider being a supporter

# How to have a difficult conversation | Mel Robbins

# https://www.youtube.com/watch/GeZU5JgomiE

00:00:00.080 there are four techniques that i use

00:00:02.080 whenever i'm gonna have

00:00:03.760 a difficult conversation that help me

00:00:06.799 stay focused on what i need to talk

00:00:08.320 about instead of getting hijacked by

00:00:10.559 my emotions number one i always start

00:00:13.519 the conversation by acknowledging

00:00:15.759 my responsibility in the mess that we

00:00:18.080 have to talk about

00:00:19.359 whether it's the fact that i've avoided

00:00:21.439 dealing with this

00:00:22.640 sooner or whether there's something that

00:00:24.800 i've done that's contributed to the

00:00:26.320 situation

00:00:27.359 i acknowledge it right up front and one

00:00:29.359 of the reasons why that's so important

00:00:31.279 is because by accepting some

00:00:33.440 responsibility

00:00:34.880 you're diffusing the other person's

00:00:36.800 emotion you're also

00:00:38.719 honoring them a little bit and it sets a

00:00:41.520 much more level playing field for when

00:00:43.760 you get into the difficult things that

00:00:45.760 you need

00:00:46.480 to talk about it's also going to put the

00:00:48.480 person that you're speaking to

00:00:50.320 a little at ease so they're going to be

00:00:52.000 able to listen number two

00:00:53.520 you want to have a goal never go into a

00:00:55.920 difficult conversation

00:00:57.280 without an outcome defined before you go

00:01:00.719 into it

00:01:01.600 the reason why the outcome is so

00:01:03.680 important is because this conversation

00:01:06.000 is going to be a roller coaster

00:01:07.520 the person that you're talking to might

00:01:09.280 get upset you yourself might feel

00:01:11.360 emotional

00:01:12.000 at some point whether you're angry or

00:01:14.240 you're triggered or you get sad

00:01:16.560 and so when you ride the roller coaster

00:01:18.720 of emotion the thing that is going to

00:01:20.720 stabilize your thoughts

00:01:22.560 is the outcome that you're causing

00:01:24.560 you're having this conversation because

00:01:26.080 you're committed to making the

00:01:27.280 relationship better

00:01:28.479 you're having this conversation because

00:01:30.400 this isn't working

00:01:32.079 and so we need to end it powerfully

00:01:34.079 you're having this conversation

00:01:35.920 because you want to give somebody some

00:01:37.600 feedback that's not so fun to tell them

00:01:40.000 but you're giving it to them because

00:01:41.600 you're committed to their success

00:01:43.759 okay so that goal you feel yourself

00:01:46.079 getting emotional you come back to it

00:01:47.920 you come back to it you come back to it

00:01:50.479 third thing you're going to do a lot in

00:01:52.479 this conversation

00:01:53.759 you're going to listen and you're going

00:01:55.280 to validate so you're going to say what

00:01:57.360 you need to say

00:01:58.399 and then the other person's going to

00:01:59.680 react and instead of arguing or debating

00:02:03.040 i want you to listen and i want you to

00:02:04.960 validate what the person is saying

00:02:07.119 may sound counterintuitive but honestly

00:02:09.598 one of the most powerful things you can

00:02:11.120 do in any conversation

00:02:12.720 whether you're fighting with your kids

00:02:14.319 over curfew or

00:02:15.840 you're arguing with somebody at work

00:02:17.760 over workloads whatever it may be

00:02:19.520 is here where the person's at the moment

00:02:22.720 you say wow

00:02:24.640 that must be really tough what you're

00:02:26.959 dealing with

00:02:27.840 or oh i totally get why you now were

00:02:31.519 avoiding

00:02:32.480 me if i felt the way that you felt i'd

00:02:35.440 probably do the same thing

00:02:37.519 the second you validate somebody they

00:02:40.000 immediately stop defending themselves

00:02:42.000 it's unbelievable actually

00:02:44.640 unbelievable you've got to try it

00:02:46.480 validate validate validate it is the

00:02:48.319 most powerful thing and then once of

00:02:49.920 course they feel validated that you've

00:02:51.599 heard them

00:02:52.560 now they can listen and that's when you

00:02:54.640 come back to the final thing which is

00:02:56.000 you're going to restate

00:02:57.200 always the outcome keep coming back to

00:02:59.680 it keep coming back to it

00:03:01.680 and yeah it's not going to be fun it's

00:03:04.400 not going to be easy

00:03:05.920 you're going to have all kinds of

00:03:07.040 emotions come up because you've been

00:03:08.239 avoiding this conversation

00:03:10.159 but i'm telling you right now if you

00:03:12.800 find the confidence and the courage

00:03:14.560 to go and to start this thing knowledge

00:03:17.040 your responsibility

00:03:18.400 have an outcome in mind validate the

00:03:20.319 other person validate validate validate

00:03:22.400 and

00:03:22.879 keep talking until you hit that outcome

00:03:25.599 you're going to be really really amazed

00:03:27.440 at how much easier these things become

00:03:29.920 and if you want to make it even easier

00:03:31.599 on yourself rehearse it with another

00:03:33.599 friend first

00:03:34.480 somebody that's not involved in the

00:03:35.760 situation because again

00:03:38.159 difficult conversations comes down to

00:03:40.400 one important

00:03:41.840 thing the ability for you

00:03:45.200 to separate your emotion about doing it

00:03:47.680 from the things you actually need to

00:03:49.040 talk about and the outcome that you want

00:03:50.879 to cause

00:03:53.260 [Music]

00:03:55.439 hey it's mel thank you so much for being

00:03:57.599 here if you enjoyed that video bye god

00:04:00.319 please

00:04:01.439 subscribe because i don't want you to

00:04:02.879 miss a thing thank you so much for being

00:04:04.959 here we've got so much amazing stuff

00:04:06.640 coming

00:04:07.439 thank you so much for sending this stuff

00:04:09.040 to your friends and your family

00:04:10.879 i love you we create these videos for

00:04:13.280 you so make sure

00:04:15.040 you subscribe

# Three Tips for Encouraging Dialogue in a Crucial Conversation

# https://www.youtube.com/watch/bYaWg-gGZA4

00:04:52.800 when you give up the goal of trying to

00:04:56.170 convince and compel you become more

00:05:00.150 convincing and what that means is that

00:05:05.020 you confidently and humbly commit to

00:05:08.500 speaking up in a way that encourages

00:05:09.730 others to speak up now I want to call

00:05:11.830 out two words here confident and humble

00:05:14.350 so when I said we want to give up the

00:05:17.350 goal of trying to convince I'm not

00:05:19.360 saying we give up we can still step up

00:05:22.060 and speak up confidently we this is not

00:05:25.390 about being nice or beating around the

00:05:27.130 bush this is about speaking up with

00:05:29.590 confidence but we've got to balance that

00:05:32.650 confidence with humility if I'm all

00:05:36.160 confidence no one's going to hear my

00:05:37.510 message and so how can I have the

00:05:40.030 humility and bring that to the table

00:05:42.960 well the way we demonstrate humility in

00:05:46.180 this opening is really in that

00:05:48.340 open-ended question at the end of that

00:05:50.770 thirty Seconds what that question does

00:05:52.780 is it's basically saying I have the

00:05:55.060 humility to admit I might be missing

00:05:57.880 something and so I ask what am I missing

00:06:00.900 or I have the humility to admit that

00:06:04.480 this is only my limited perspective and

00:06:06.820 so I ask what's your perspective this

00:06:10.240 question is really key for our

00:06:12.400 effectiveness in this opening and it's

00:06:13.930 so important I want to give you three

00:06:15.040 other tips three other pitfalls to be

00:06:18.070 aware of to make sure this question is

00:06:20.890 leveraged as best it can

00:06:22.770 first we often mistakenly think of this

00:06:26.800 question as a problem-solving question

00:06:28.900 and so we do this wonderful opening and

00:06:31.390 then we say how are you going to fix

00:06:32.680 this what are we going to do to solve

00:06:34.450 this problem what are you going to do to

00:06:36.280 make sure that never happens again

00:06:38.199 and what that does is it communicates I

00:06:40.270 don't care about your meaning I don't

00:06:42.009 care about your point of view I've

00:06:42.999 already judged the situation from my

00:06:44.949 limited point of view and all I care

00:06:46.629 about solving the problem if I want to

00:06:49.300 be effective I can make sure I'm seeing

00:06:51.550 this problem accurately I don't want to

00:06:53.529 solve the wrong problem maybe there's

00:06:55.779 not a problem and I won't know that

00:06:57.370 unless we talk and so I want to make

00:07:00.580 sure that I'm getting their meaning into

00:07:02.830 the pool and a problem solving question

00:07:04.389 doesn't do that in the opening second we

00:07:07.330 want to make sure that the question is

00:07:08.620 open-ended

00:07:09.460 we often mistakenly ask closed-ended

00:07:11.830 questions like you agree with that right

00:07:13.689 you're not going to do that again right

00:07:16.770 the third is that we want a question

00:07:19.990 that's not judgmental let me give you an

00:07:23.800 example so it's training some nurses and

00:07:25.900 I was getting to this point in the class

00:07:26.979 and the nurses got really emotional and

00:07:29.139 they said wait a minute

00:07:30.099 our doctors think they're using these

00:07:32.259 skills but they're not they walk around

00:07:35.379 the hallways thinking they're using new

00:07:36.969 skills and they're doing just the

00:07:39.189 opposite they said that doctors will

00:07:41.289 take them aside and they'll say I

00:07:42.870 noticed that you did this

00:07:45.039 that affects patient care why'd you do

00:07:47.409 that and they said it puts us on the

00:07:49.360 defensive it makes us feel disrespected

00:07:52.779 I don't want to talk and I feel judged

00:07:55.120 and so instead of a judgmental question

00:07:57.939 how can you bring in humility and so

00:08:01.120 instead how could you say something like

00:08:02.919 I don't want to come to an unfair

00:08:05.500 conclusion so I wanted to come and talk

00:08:07.509 to you in person first can you help me

00:08:09.639 understand your perspective what's your

00:08:11.080 view

00:08:13.050 blending confidence and humility is

00:08:15.939 critical one more tip for adding some

00:08:19.389 final polish to your crucial

00:08:20.949 conversation opening and that is to be

00:08:23.770 concise I mentioned earlier that these

00:08:26.500 conversations are about 30 seconds are

00:08:28.539 these sorry about the conversation but

00:08:30.129 the conversation opener initiating 30

00:08:32.799 seconds that's a good target to shoot

00:08:35.620 for another target that I shoot for is a

00:08:39.309 rough target and it's one to two

00:08:41.860 sentences of fact one sentence of story

00:08:44.620 and one question and then I zip it the

00:08:49.209 state skills are a gift

00:08:51.730 framework for us to be more effective in

00:08:55.540 our openings they teach us that we

00:08:58.810 should share our facts sure why those

00:09:01.990 facts are a concern and end with an

00:09:04.690 open-ended question that invites someone

00:09:06.760 into dialogue that's not problem-solving

00:09:09.130 question and not judgmental

00:09:10.600 it teaches us to shift our goal from

00:09:13.810 trying to convince and compel to

00:09:16.839 speaking up in a way that encourages

00:09:18.610 others to speak up it teaches us to

00:09:22.180 balance confidence and humility and it

00:09:26.649 teaches us to be concise how we initiate

00:09:31.300 Crucial Conversations matters

00:09:41.830 you

# How miscommunication happens (and how to avoid it) - Katherine Hampsten

# https://www.youtube.com/watch/gCfzeONu3Mo

00:00:06.631 Have you ever talked with a friendabout a problem only to realize

00:00:09.863 that he just doesn't seem to graspwhy the issue is so important to you?

00:00:14.540 Have you ever presented an idea toa group and it's met with utter confusion?

00:00:18.783 Or maybe you've been in an argument

00:00:20.482 when the other person suddenly accuses you

00:00:22.640 of not listening to what they're saying at all?

00:00:26.507 What's going on here?

00:00:27.950 The answer is miscommunication,

00:00:30.017 and in some form or another,

00:00:31.490 we've all experienced it.

00:00:33.230 It can lead to confusion,

00:00:34.578 animosity,

00:00:35.682 misunderstanding,

00:00:36.874 or even crashing a multimilliondollar probe into the surface of Mars.

00:00:41.573 The fact is even when face-to-facewith another person,

00:00:44.823 in the very same room,

00:00:46.308 and speaking the same language,

00:00:48.074 human communication is incredibly complex.

00:00:51.489 But the good news is that a basic understanding

00:00:54.637 of what happens when we communicate

00:00:56.406 can help us prevent miscommunication.

00:00:59.275 For decades, researchers have asked,"What happens when we communicate?"

00:01:04.227 One interpretation,called the transmission model,

00:01:06.935 views communication as a message thatmoves directly from one person to another,

00:01:11.766 similar to someone tossing a balland walking away.

00:01:15.622 But in reality,

00:01:16.753 this simplistic model doesn't accountfor communication's complexity.

00:01:20.680 Enter the transactional model,

00:01:22.671 which acknowledges the many added challenges of communicating.

00:01:26.675 With this model, it's more accurateto think of communication between people

00:01:30.465 as a game of catch.

00:01:32.272 As we communicate our message,we receive feedback from the other party.

00:01:36.000 Through the transaction,we create meaning together.

00:01:39.674 But from this exchange,further complications arise.

00:01:43.307 It's not like the Star Trek universe,

00:01:45.273 where some characters can Vulcan mind meld,

00:01:47.393 fully sharing thoughts and feelings.

00:01:49.523 As humans, we can't help but sendand receive messages

00:01:52.807 through our own subjective lenses.

00:01:55.695 When communicating, one person expressesher interpretation of a message,

00:01:59.688 and the person she's communicating with

00:02:01.719 hears his own interpretation of that message.

00:02:04.521 Our perceptual filters continually shiftmeanings and interpretations.

00:02:09.928 Remember that game of catch?

00:02:11.570 Imagine it with a lump of clay.

00:02:13.722 As each person touches it,

00:02:15.529 they shape it to fit their own unique perceptions

00:02:18.356 based on any number of variables,

00:02:20.710 like knowledge or past experience, age, race, gender,

00:02:25.056 ethnicity, religion, or family background.

00:02:28.785 Simultaneously, every person interpretsthe message they receive

00:02:32.448 based on their relationship with the other person,

00:02:35.396 and their unique understanding

00:02:36.838 of the semantics and connotations of the exact words being used.

00:02:41.759 They could also be distractedby other stimuli,

00:02:44.562 such as traffic

00:02:45.719 or a growling stomach.

00:02:47.470 Even emotion might cloud their understanding,

00:02:49.649 and by adding more peopleinto a conversation,

00:02:52.508 each with their own subjectivities,

00:02:54.508 the complexity of communicationgrows exponentially.

00:02:58.601 So as the lump of clay goes back and forthfrom one person to another,

00:03:02.937 reworked, reshaped, and always changing,

00:03:06.033 it's no wonder our messages sometimesturn into a mush of miscommunication.

00:03:11.284 But, luckily, there are some simple practices

00:03:13.535 that can help us all navigate our dailyinteractions for better communication.

00:03:18.456 One:

00:03:19.586 recognize that passive hearingand active listening are not the same.

00:03:24.041 Engage actively with the verbaland nonverbal feedback of others,

00:03:28.374 and adjust your message to facilitategreater understanding.

00:03:32.389 Two:

00:03:33.286 listen with your eyes and ears,as well as with your gut.

00:03:37.317 Remember that communication is more than just words.

00:03:40.276 Three:

00:03:41.434 take time to understand as you tryto be understood.

00:03:45.036 In the rush to express ourselves,

00:03:47.131 it's easy to forget that communicationis a two-way street.

00:03:50.227 Be open to what the other person might say.

00:03:52.960 And finally, four:

00:03:54.613 Be aware of your personal perceptual filters.

00:03:57.849 Elements of your experience,

00:03:59.402 including your culture, community, and family,

00:04:01.967 influence how you see the world.

00:04:04.451 Say, "This is how I see the problem,but how do you see it?"

00:04:07.968 Don't assume that your perceptionis the objective truth.

00:04:11.385 That'll help you work toward sharinga dialogue with others

00:04:14.177 to reach a common understanding together.

# How to Build Rapport | Tony Robbins

# https://www.youtube.com/watch/-9uHBEGpJm4

00:00:00.040 [Music]

00:00:05.960 there is something that always works to

00:00:07.680 get report and it's something called

00:00:09.320 matching and mirroring the person who

00:00:12.120 pointed out was Milton Erikson he

00:00:14.280 understood that you have both a

00:00:15.519 conscious mind and a subconscious mind

00:00:18.199 and he knew the subconscious is more

00:00:19.680 powerful it's the make part that makes

00:00:20.960 your heartbeat a 100 thousand times a

00:00:22.279 day without having to think about it and

00:00:23.840 he began to notice something about human

00:00:25.480 beings that when human beings got

00:00:27.240 together if they got in Rapport a

00:00:29.160 relationship over responsiveness they

00:00:31.439 became like each other in a variety of

00:00:33.719 ways what he called they mirrored each

00:00:35.960 other but here's the basis of it people

00:00:38.280 like people who are like

00:00:40.360 whom themselves and people don't like

00:00:43.320 people who are not like themselves to be

00:00:45.200 more specific write this down people

00:00:46.760 like people who are like themselves or

00:00:49.840 who are like how they would like to

00:00:53.239 be now if you want to be effective then

00:00:56.239 mirroring is so easy we do it naturally

00:00:59.399 but here's the problem most people wait

00:01:01.480 till they have enough words in common

00:01:03.559 that then they put the voice in common

00:01:05.239 and the body in common but words are

00:01:07.119 only 7% they don't work all the time

00:01:09.720 breathing breathing is very powerful one

00:01:11.640 of the most powerful if you breathe at

00:01:14.000 the exact same Pace as another person

00:01:16.320 you will feel what they are feeling

00:01:18.640 period but you got to breathing from the

00:01:20.520 same location the same tempo and

00:01:22.600 breathing is magnificent because it

00:01:24.439 really hooks you to this person you

00:01:26.119 don't have to mirror everything someone

00:01:27.400 does to have Rapport it's not like they

00:01:30.079 lift their leg you lift your leg they

00:01:31.720 lean forward you lean forward they sit

00:01:33.280 back then you sit back you don't have to

00:01:34.600 do that although believe it or not you

00:01:35.880 can do it a lot and people not even

00:01:37.200 notice but for example you can get

00:01:39.280 Rapport just with a leg position and

00:01:41.479 maybe the tone of voice because

00:01:43.479 physiology is 55% of communication if

00:01:46.439 you're sitting there let's say let's say

00:01:47.799 you cross your leg like this can I cross

00:01:50.079 my leg like this while we're talking yes

00:01:51.479 or no it'll feel comfortable to you so

00:01:54.200 you start bouncing your foot like this

00:01:55.840 back and forth can I bounce my foot at

00:01:58.479 the same tempo if I do you'll feel

00:02:00.119 totally connected to

00:02:01.240 [Music]

00:02:06.200 me

# How to Build Trust and Relationships

# https://www.youtube.com/watch/wtNOq1Bwtt4

00:00:00.269 a team without trust isn't really a team

00:00:03.360 it's just a group of individuals working

00:00:05.279 together often making disappointing

00:00:07.319 progress they may not share information

00:00:09.870 they might battle over rights and

00:00:11.429 responsibilities and they may not

00:00:13.170 cooperate with one another it doesn't

00:00:15.570 matter how capable or talented you are

00:00:17.400 if you can't build relationships fast

00:00:19.590 then you may never reach your full

00:00:21.420 potential one of the best-selling books

00:00:24.480 on the subject of building relationships

00:00:26.730 and Trust is how to win friends and

00:00:28.859 influence people Dale Carnegie's 1936

00:00:32.820 classic has sold over 15 million copies

00:00:35.520 worldwide the book has stood the test of

00:00:37.860 time and includes advice which is still

00:00:40.170 relevant today

00:00:41.030 Carnegie's book covers some very simple

00:00:44.040 concepts but it claims to bring about

00:00:46.020 some drastic results take for example

00:00:48.989 his advice on showing a genuine interest

00:00:51.090 in other people

00:00:51.870 Carnegie believed that you can make more

00:00:54.510 friends in two months

00:00:55.559 by becoming genuinely interested in

00:00:57.629 other people than you can in two years

00:00:59.820 spent trying to get people interested in

00:01:02.190 you when you find yourself meeting new

00:01:05.220 people try to become genuinely

00:01:06.960 interested in the other person even if

00:01:09.150 you think you have nothing in common the

00:01:10.890 road to a person's friendship is to talk

00:01:12.869 about the things he or she treasures the

00:01:14.700 most Carnegie considers this to be a

00:01:16.950 skill which can be practiced and

00:01:18.420 improved as you improve you also

00:01:20.759 increase your network and your ability

00:01:22.950 to influence what Carnegie was basically

00:01:25.619 saying is being a great

00:01:27.299 conversationalist is about being a good

00:01:29.250 listener

00:01:30.030 the trick is to ask questions that

00:01:32.040 people will enjoy answering and

00:01:33.600 encouraging them to talk about

00:01:35.070 themselves and their interests mastering

00:01:37.619 the skill will help you build trust and

00:01:39.840 stronger relationships in no time

00:01:41.990 Carnegie also stressed great importance

00:01:45.060 on remembering and frequently using the

00:01:47.040 other person's name he believed that a

00:01:48.990 person's name is the sweetest and most

00:01:50.960 important sound in any language to that

00:01:53.369 person never underestimate the amount to

00:01:56.219 which people value their own name so

00:01:58.110 next time you meet somebody new make a

00:02:00.149 special effort to remember their name

00:02:01.979 and of course if you ever find yourself

00:02:03.719 having to put their name in writing be

00:02:05.880 sure to use the correct spelling another

00:02:08.848 useful piece of advice from Carnegie's

00:02:10.500 work is the guidance he offered on

00:02:12.390 giving criticism

00:02:13.770 there is one sure way of upsetting other

00:02:15.630 members of your team and that is by

00:02:17.340 telling somebody very directly that

00:02:18.750 they're wrong telling somebody this and

00:02:20.910 this regarding their opinion is a direct

00:02:23.040 attack on their intelligence and pride

00:02:25.310 their immediate response will be to

00:02:27.420 strike back an argue their point instead

00:02:29.820 try asking a question which will force

00:02:32.010 them to think about a different point of

00:02:33.360 view and challenge their own idea being

00:02:36.930 able to deliver criticism in a

00:02:38.550 constructive way is a key skill for

00:02:40.890 being a great team player

00:02:42.480 it's also worth looking at how well we

00:02:45.180 take criticism to be a good team player

00:02:47.550 you need to respect other people's

00:02:49.830 opinions and not take criticism

00:02:51.420 personally just understand that other

00:02:54.060 people have a different perspective and

00:02:55.920 it's their weakness if they can't be

00:02:58.200 constructive

00:03:02.010 you

# 4 things all great listeners know

# https://www.youtube.com/watch/i3ku5nx4tMU

00:00:07.086 It's easy to tell when someone'snot paying attention,

00:00:10.381 but it can be surprisingly tricky to knowwhat truly excellent listening looks like.

00:00:15.720 Behavioral scientists have foundthat good listening

00:00:19.057 is one of the most important things we can do to improve our relationships,

00:00:23.770 develop our worldview, and potentiallyeven change people's minds.

00:00:28.983 So, what can we do to becomebetter listeners?

00:00:34.405 At its core, listening in a one-on-oneconversation is about taking an interest

00:00:39.702 in another person and making them feel understood.

00:00:43.247 There’s no universally agreed upon definition of high-quality listening,

00:00:47.460 but some recurring features includeattentiveness, conveying understanding,

00:00:52.090 and showing a positive intentiontowards the speaker.

00:00:55.593 This doesn’t mean you can simplygo through the motions—

00:00:58.221 researchers have foundthat merely smiling and nodding

00:01:00.973 at set intervals doesn’t quite work.

00:01:03.768 However, there is something slightlyperformative about listening

00:01:07.230 in that it’s important to show you’re doing it.

00:01:10.441 So, in addition to actively attendingto a speaker’s words,

00:01:14.070 good listeners also use questionsand body language

00:01:17.615 that indicate their understandingand their desire to understand.

00:01:22.995 This might feel awkward at first,

00:01:25.289 and what’s most effective might dependon your relationship with the speaker.

00:01:29.335 But with time and practice you caninternalize these basic behaviors.

00:01:35.591 So let’s say a good friend wantsto tell you about an issue

00:01:38.761 they’re having with their partner.

00:01:40.763 Before even starting your conversation,

00:01:43.474 remove any distractions in the environment.

00:01:46.269 Turn off the TV, take off your headphones and put your phone away— far away.

00:01:52.900 One study showed that eventhe visible presence of a phone

00:01:56.195 made conversations feel lessintimate and fulfilling to those involved.

00:02:01.993 Once the conversation begins,

00:02:03.911 one of the most important things you can do is also the most obvious—

00:02:09.041 try not to interrupt.

00:02:11.294 This doesn’t meanyou need to stay completely silent.

00:02:13.963 But if you do interject, look for natural pauses

00:02:17.091 to ask open-ended questionsthat benefit the speaker,

00:02:20.011 not just your curiosity.

00:02:22.096 Questions like “What happened next?”or “How did that make you feel?”

00:02:26.767 confirm that you’re followingthe story while also helping the speaker

00:02:30.521 dive deeper into their own thoughts.

00:02:33.399 Another great way to show yourunderstanding is by summarizing

00:02:36.736 what you just heard and asking if you’ve missed anything.

00:02:41.407 Summaries like this show the speaker thatyou're truly trying to understand them

00:02:45.703 rather than just waitingfor your turn to talk.

00:02:48.706 Speaking of which, while a goodconversation requires back and forth,

00:02:53.044 planning out your response while the speaker is talking

00:02:56.297 is a common way to miss what’s being said.

00:02:59.675 So try to stay present and if you lose focus,

00:03:02.637 don't be shy about asking the speakerto repeat what you missed.

00:03:06.015 This might feel embarrassing,

00:03:07.558 but asking for clarification actuallyshows that you’re committed

00:03:11.646 to understanding.

00:03:13.439 Finally, don’t be afraid of silence.

00:03:16.984 It’s okay to ask for a moment to formulateyour response

00:03:20.112 and taking a beat to think can help speakers reflect on their speech as well.

00:03:26.410 These might seem like small changes, but together they make a big difference.

00:03:31.499 And when people feel heard, they report more satisfaction,

00:03:35.253 trust, and connection in their relationships.

00:03:38.673 In the workplace, employees who feel heardgenerally experience less burnout,

00:03:43.761 and perceive the managers who listenedto them more favorably.

00:03:47.640 Unfortunately, while it might beeasy to listen to some people,

00:03:51.310 it can be hard to muster allthis focus and attention

00:03:54.855 if you disagree with or dislike the speaker.

00:03:58.609 But these situations might actuallybenefit most from your efforts

00:04:02.321 to listen openly.

00:04:04.490 The theory of psychological reactancesuggests that trying to force someone

00:04:08.953 to change their mind makes themmore likely to defend their point of view.

00:04:13.833 However, recent studies suggest that high-quality listening fosters

00:04:18.796 open-mindedness by creating a non-judgmental

00:04:22.508 and psychologically safe environment.

00:04:26.053 Of course, truly open-minded listeningisn’t about changing people’s minds.

00:04:31.225 Good listening is not the same as agreeing,

00:04:34.020 and conversations don’t have to end with a happy resolution.

00:04:38.024 But even during a disagreement,

00:04:40.234 sometimes being heard is enough to start a deeper conversation.

# The Ultimate Guide to Expert Interpersonal Skills

# https://www.youtube.com/watch/Ib09GqWP5rY

00:00:00.030 interpersonal skills are one of the most

00:00:02.340 overlooked and essential career

00:00:04.380 development tools whether you're an

00:00:06.120 entrepreneur manager or looking for work

00:00:08.360 interpersonal skills are critical for

00:00:10.800 communication and relationship success

00:00:12.780 in this video I will list out the most

00:00:15.179 essential interpersonal skills you need

00:00:17.070 to know first what are interpersonal

00:00:31.590 skills interpersonal skills also known

00:00:34.050 as people skills or soft skills are how

00:00:36.510 well you communicate interact and relate

00:00:38.550 to others

00:00:39.300 someone with exceptional interpersonal

00:00:41.460 skills might be said to have high PQ or

00:00:44.280 interpersonal intelligence what's

00:00:46.350 interesting is that there are many types

00:00:48.270 of interpersonal skills someone with

00:00:50.489 great interpersonal skills might be able

00:00:52.469 to speak so people listen to code body

00:00:55.530 language negotiate easily be highly

00:00:58.739 charismatic have high empathy be

00:01:01.530 socially assertive read facial

00:01:03.570 expressions be more likeable the big

00:01:06.840 question is can you actually improve

00:01:09.450 your interpersonal skills and if so how

00:01:12.240 quick answer yes absolutely you can

00:01:15.689 greatly improve your PQ long answer

00:01:18.299 unlike IQ P Q can be developed you don't

00:01:21.750 have to be born with exceptional

00:01:23.100 interpersonal skills to have high

00:01:24.689 interpersonal intelligence I have taught

00:01:27.090 interpersonal skills for more than a

00:01:28.740 decade and I've found that the best way

00:01:30.930 to improve your interpersonal skills is

00:01:32.729 by breaking them up into three buckets

00:01:35.189 first bucket verbal communication the

00:01:38.400 first and most important interpersonal

00:01:40.079 bucket is how we communicate with our

00:01:42.630 words from negotiations to interviews to

00:01:45.420 chit chat in the break room being able

00:01:47.280 to communicate effectively is essential

00:01:49.500 there are two aspects to verbal

00:01:51.420 communication knowing what to say and

00:01:53.850 knowing how to say it people with high

00:01:56.310 interpersonal intelligence are verbally

00:01:58.380 talented they can calm someone down

00:02:00.899 answer a difficult interview question or

00:02:03.090 ask for a raise with ease and confidence

00:02:05.310 they also know how to phrase their words

00:02:08.160 so people listen let's do a little self

00:02:10.500 test on a scale of 1 to 5

00:02:12.970 being horrible and five being incredible

00:02:15.730 how would you rate your verbal

00:02:17.530 communication are you a verbal ninja

00:02:19.600 rate yourself now second bucket is

00:02:22.510 nonverbal communication body language is

00:02:25.090 an essential interpersonal skill and

00:02:26.800 makes up the unspoken aspect of our

00:02:29.470 communication nonverbal communication is

00:02:31.990 not just how we move our body it's also

00:02:34.690 our facial expressions and voice tone

00:02:36.760 people who are very gifted non-verbally

00:02:39.280 are able to both control their own body

00:02:41.620 language cues and decode other people's

00:02:44.110 cues often times were better at one than

00:02:47.260 the other let's rate your nonverbal

00:02:49.180 skills on a scale from one to five one

00:02:51.700 being horrible five being incredible how

00:02:54.130 would you rate your nonverbal

00:02:55.660 intelligence are you great at decoding

00:02:57.880 nonverbal cues can you spot tells on the

00:03:01.060 other hand how are you at controlling

00:03:03.040 your body language communication rate

00:03:05.110 yourself now third bucket is

00:03:07.390 relationship management the last bucket

00:03:09.850 of interpersonal skills is relationship

00:03:11.680 management relationships are a two-way

00:03:13.690 street you must be able to set up

00:03:16.120 boundaries communicate your needs and be

00:03:18.190 socially assertive that's where high

00:03:20.410 emotional intelligence comes in while at

00:03:22.750 the same time you also must be

00:03:24.310 empathetic read other people's needs and

00:03:26.709 respond with authenticity on a scale of

00:03:29.410 one to five one being horrible five

00:03:31.630 being incredible how would you rate your

00:03:33.730 relationship management are you happy

00:03:36.400 with your current relationships are you

00:03:38.110 able to express yourself set boundaries

00:03:40.180 rate yourself now now total up your

00:03:43.269 ratings if you excel at all three

00:03:45.070 interpersonal skills you would have a

00:03:46.660 total of 12 to 15 points this is the

00:03:49.209 highest score you could get and if you

00:03:51.370 gave yourself 12 to 15 points I would

00:03:53.769 say your interpersonal skills are

00:03:55.209 excellent you are a pro and should

00:03:57.580 consider mentoring others if you add up

00:04:00.100 your total and got 9 to 11 points then

00:04:02.860 your interpersonal skills need a little

00:04:04.570 work try to target one bucket that is

00:04:07.450 most important for your day-to-day

00:04:08.769 success and start there if you scored

00:04:11.650 less than 8 points than your

00:04:13.209 interpersonal skills desperately need

00:04:15.340 some help in fact you have the most room

00:04:17.649 for transformational success investing

00:04:20.380 in your people skills could be the

00:04:21.850 greatest step you will take in your

00:04:23.380 career here's where to start

00:04:25.240 I

00:04:25.790 want you to tackle your most urgent

00:04:27.530 bucket when I went through each of the

00:04:29.660 three interpersonal buckets which one

00:04:31.760 was the most in need of help

00:04:33.500 verbal communication nonverbal

00:04:35.600 communication or relationship management

00:04:37.580 which bucket do you use most on a

00:04:40.040 day-to-day basis

00:04:41.060 pick one and then start with these steps

00:04:43.310 if you want to improve your verbal

00:04:45.590 communication I would check out these

00:04:47.510 resources that we have prepared for you

00:04:49.640 you can search our YouTube channel for

00:04:51.560 them click the link to watch the video

00:04:53.030 or get the full written tutorial at our

00:04:55.700 website science of people comm first let

00:04:58.610 me give you our favorite verbal guide I

00:05:00.560 want to teach you how to talk to anyone

00:05:02.630 to colleagues making chitchat at a party

00:05:04.970 or getting to know a new friend

00:05:06.380 what about nonverbal communication start

00:05:08.930 with our seven hand gestures you should

00:05:10.940 be using do you use your hands maybe you

00:05:13.880 should I walk you through why hand

00:05:15.830 gestures are the most important starting

00:05:17.990 nonverbal skill then check out the body

00:05:20.360 language of leaders if you want to

00:05:22.190 master your nonverbal we have to learn

00:05:24.200 from the Masters I dive into seven

00:05:26.630 thought leaders and what you can learn

00:05:28.040 from their nonverbal lastly learn how to

00:05:30.920 decode the face reading facial

00:05:32.780 expressions is one of the most essential

00:05:34.790 nonverbal skills be sure to check out

00:05:37.070 the full micro expression guide at

00:05:38.750 science at people.com slash micro

00:05:41.330 expression okay last bucket here is

00:05:43.940 relationship management first learn my

00:05:46.760 six steps to stop people-pleasing and

00:05:48.860 start doing what's right for you setting

00:05:51.410 boundaries can be one of the most

00:05:52.760 difficult parts of relationship

00:05:54.560 management no worries I got your back

00:05:57.140 with six steps to help next learn how to

00:06:00.170 speed read someone's personality I think

00:06:02.840 speed reading people is a skill most

00:06:05.420 people have never even heard of it will

00:06:07.850 blow your mind and your relationships

00:06:10.220 use our free personality test at science

00:06:13.070 at people.com slash personality to test

00:06:16.010 your personality and send it to your

00:06:18.170 friends and lastly make sure you're up

00:06:20.660 to date on the 10 master level people

00:06:23.090 skills every professional should know

00:06:24.920 visit science of people calm / people

00:06:27.710 skills and learn my 10 essentials to

00:06:30.140 test yourself I have one final challenge

00:06:32.630 for you if you really want to level up

00:06:34.760 your interpersonal skills I encourage

00:06:36.650 you to check out the only science backed

00:06:38.780 soft skills

00:06:39.569 training for high achieving

00:06:40.409 professionals it's called people school

00:06:42.569 and our next class is opening up soon

00:06:44.520 get on the waitlist and find out more at

00:06:46.710 science at people.com

00:06:47.999 slash p school are you living up to your

00:06:50.789 full potential do you want more I would

00:06:54.719 love to help you get started with my

00:06:57.029 free training and learn more about

00:06:58.499 people school today visit science of

00:07:01.050 people comm slash P school you are

00:07:04.770 amazing you're fantastic I'm so grateful

00:07:07.860 for you how's that for managing our

00:07:10.169 relationship that's my favorite bucket

00:07:12.180 check out more from us and be sure to

00:07:14.159 subscribe to our channel and like this

00:07:15.959 video

# How to Analyze an Audience for Public Speaking

# https://www.youtube.com/watch/hYLo4xcBy6c

00:00:00.200 One of the best things you can do

00:00:02.040 for any public speakingis to tailor your message

00:00:05.550 to the specific interests of the audience

00:00:07.500 that's right in front of you.

00:00:08.940 The more you customize your message

00:00:11.100 to the specific people right there,

00:00:13.270 the more likely your messagewill hit that target.

00:00:16.370 And to do that, you have to know as much

00:00:18.450 about your audience as possible.

00:00:20.700 So let's talk about howto analyze your audience

00:00:23.110 for public speaking.

00:00:24.140 Be sure to download the free PDF

00:00:26.440 that will give you seven instant tips

00:00:28.740 to become a more confident speaker.

00:00:30.570 You can find that link

00:00:31.730 in the expandabledescription below the video.

00:00:33.990 The old public speaking triangle

00:00:36.440 has a lot of wisdom built into it.

00:00:38.039 In any situation you havethe speaker, that's you,

00:00:41.170 you have the message,

00:00:42.320 and then the audience.

00:00:43.840 A lot of new presenters make the mistake

00:00:46.220 of thinking that it's mainlyabout them as the speaker.

00:00:49.340 They want to make the audiencelike them for example,

00:00:52.220 or they wanna focus mostly

00:00:53.420 on what's on their mind personally.

00:00:55.830 They think of listenersas a captive audience

00:00:58.590 and it's their opportunityas a speaker to shine.

00:01:01.789 Well, I have some news for you.

00:01:04.480 The audience is probablynot there for that.

00:01:07.580 They're there for their own benefits.

00:01:09.840 Every single listener in your audience,

00:01:11.860 whether they realize it or not,

00:01:13.090 is asking themselves someversion of the same question.

00:01:17.140 Why should I care?

00:01:18.590 What's in it for me?

00:01:19.510 What do I get out of this?

00:01:21.430 And on the surface, those may sound

00:01:23.320 like self-centered questions,

00:01:25.620 but I think it's entirelyfair and appropriate

00:01:28.810 to answer those questionsfor your audience.

00:01:30.880 What's in it for them.

00:01:31.713 In fact, you are askingyourself those questions

00:01:35.100 anytime you're watching a speaker.

00:01:36.930 People are trading their timefor what you may have to say.

00:01:40.810 So I think it's important to make sure

00:01:42.760 your message speaks to them personally.

00:01:45.590 I recommend that you take anaudience-centered approach.

00:01:48.630 Let's talk about some ways you can get

00:01:50.600 to know your audience beforehand.

00:01:52.390 There's some really obviousways to get a quick glance

00:01:55.030 at your listeners, like the general age

00:01:56.871 of your audience, gender, andother demographic factors.

00:02:00.910 This information is usuallyright on the surface

00:02:03.370 and easy to learn about,

00:02:04.830 and it can certainly helpyou tailor your message

00:02:06.920 to that particular audience.

00:02:08.380 Maybe you're speaking to aspecific and official group.

00:02:11.900 You can tell a lot about your listeners

00:02:13.940 based upon their group affiliation

00:02:15.520 because they joined that group.

00:02:17.060 They're part of that groupfor a set of reasons.

00:02:19.770 I spoke to a group of about 40 nurses

00:02:22.180 in a hospital once,

00:02:23.320 and that instantly told me a lot

00:02:25.610 about what they cared about.

00:02:26.780 And so I customized my message

00:02:28.620 so it spoke directly to them.

00:02:30.640 Once you get past the basics,you get into more specifics

00:02:33.930 about the listeners'disposition toward the topic.

00:02:36.820 This is a phrase I pulled

00:02:37.870 from "The Art of PublicSpeaking" by Stephen Lucas.

00:02:40.730 It's a classic book.

00:02:42.480 The audience's dispositiontoward the topic,

00:02:44.880 include their interest,knowledge and attitude.

00:02:48.180 So what's their interest level?

00:02:49.820 Are they showing up for your presentation

00:02:51.840 because they want to be there

00:02:53.300 or because it's part of their jobs

00:02:54.880 and they have to be there?

00:02:56.210 That will shape how youtailor your message to them.

00:02:59.170 You may wanna spend a little time

00:03:00.680 in your message directlyexplaining the value

00:03:03.410 of what you're saying

00:03:04.680 to get them more interested, for example.

00:03:07.100 Next is knowledge.

00:03:08.490 What do they alreadyknow about your subject?

00:03:11.660 Are they just hearing aboutthis for the first time?

00:03:14.090 Or are they already experts on it?

00:03:15.850 That's gonna shape theway you prepare in advance

00:03:18.017 and and deliver yourmessage in the moment.

00:03:20.550 And what's their attitude?

00:03:21.870 This is especially important.

00:03:23.430 If there's any kind of persuasiveelement to your message,

00:03:26.390 you have to know wheretheir attitude is currently.

00:03:29.350 We'll call that point A.

00:03:30.780 So you have a startingplace to convince them

00:03:33.200 to your point of view.

00:03:34.310 Point B, I had to learn theinterest knowledge level

00:03:38.090 and attitude about that groupof nurses I was speaking to

00:03:41.520 to make sure my messagehit the right target.

00:03:43.690 The challenge is interestlevel, knowledge,

00:03:47.310 and their attitude mightnot be right on the surface.

00:03:50.000 That means you have togather this information

00:03:52.340 about your audience ahead of times.

00:03:54.000 And there are two key ways to do this.

00:03:56.190 One way, which I have sometime seen used

00:03:59.040 in profess settings

00:04:00.090 and I've done this myself,

00:04:01.220 is to give your audiencequestionnaires or surveys

00:04:04.100 maybe a few weeks in advance.

00:04:06.070 You can ask them anything you want

00:04:08.050 that would help you adjust your message.

00:04:10.290 But the second way to gather information

00:04:12.720 is the one I have seen use the most

00:04:14.700 in professional settings.

00:04:16.410 You have a long and detailed conversation

00:04:19.220 with the person who is tryingto book you for the event,

00:04:21.829 the person inviting you tospeak in the first place.

00:04:24.860 Essentially, if someone hasalready asked you to speak,

00:04:28.070 they know the information

00:04:30.110 and will usually be happyto share that with you.

00:04:32.900 They want your workshop, your presentation

00:04:35.330 or whatever it is to go well

00:04:37.450 because they invited you to speak

00:04:38.850 and that reflects on them.

00:04:40.540 I was asked to speak

00:04:41.980 to a group of emergingleaders a while back.

00:04:44.210 This was for a government client

00:04:46.100 and I spent about two hours worth

00:04:48.210 maybe more with the personwho invited me to speak.

00:04:52.150 They told me everything Ineeded to know to tailor

00:04:56.000 and customize almost everysingle part of that presentation.

00:04:59.970 Sometimes this point person

00:05:02.320 is the one who is organizingthe overall event.

00:05:04.910 And other times this willjust be the supervisor

00:05:07.250 of the team that you might be speaking to.

00:05:09.490 I always make it a point totalk to the team supervisor.

00:05:13.040 They are probably the very best person

00:05:15.830 to give you any kind of information

00:05:17.900 that might help you tailor your message.

00:05:19.710 And then the last step isto go back to your message

00:05:22.410 and adjust it in every possible way

00:05:25.320 so that everything speaks directly

00:05:27.210 to that particular audience.

00:05:28.930 You don't want your messageto sound ordinary and generic.

00:05:32.740 You want your examples, illustrations,

00:05:35.380 even the specific research that you cite,

00:05:37.490 and advice you give to hitthe center of that target.

00:05:41.030 When I was working with government client,

00:05:43.090 I mentioned this point person was amazing.

00:05:45.940 He offered to look atall the early versions

00:05:48.530 of my notes and slides

00:05:49.830 and the small workbook I wascreating specifically for them.

00:05:53.040 We went through every single page together

00:05:56.050 in detail to make sure thatworkshop was a big hit.

00:05:59.480 And it went really well.

00:06:00.670 If we look at this publicspeaking triangle, one more time.

00:06:03.760 Yes, you're still the speaker.

00:06:05.050 And that includes all ofyour knowledge, expertise

00:06:08.180 and any kind of special experience

00:06:09.740 that you bring to the table.

00:06:11.110 And you're still delivering amessage that you care about.

00:06:14.900 I never give talks unless Ialready care about a subject.

00:06:18.860 And I never say anythingthat I don't really believe

00:06:21.710 but the key is to take anaudience-centered approach,

00:06:24.710 take everything youknow about your audience

00:06:27.270 and then customize thatmessage and your approach

00:06:30.880 so the audience gets the most value

00:06:33.420 out of spending that time with you.

00:06:35.160 The more you customize your message,

00:06:37.490 the more likely it'llbe to hit the target.

00:06:40.110 Be sure to download that free PDF

00:06:41.900 on these seven instant tips

00:06:43.360 to make you a more confident speaker.

00:06:45.060 And I would love to hear

00:06:46.290 about your public speakingexperiences below.

00:06:48.890 What are you working on?

00:06:50.280 What are you struggling with?

00:06:51.690 What are some of your successes?

00:06:53.290 I look forward to reading your comments.

00:06:55.360 Until next time God bless,

00:06:56.640 and I will see you soon.

# What is a Stakeholder Map?

# https://www.youtube.com/watch/HP2MZscvFl8

00:00:01.250 in this video we'll talk about

00:00:03.050 stakeholder maps you can use stakeholder

00:00:05.450 mapping when developing new initiatives

00:00:07.480 they are especially helpful when

00:00:09.889 projects span multiple groups or you are

00:00:12.260 collaborating with people external to

00:00:13.880 your organization from this map you'll

00:00:16.730 learn how to appropriately manage and

00:00:18.440 inform your stakeholders when you create

00:00:21.050 a stakeholder map you should facilitate

00:00:22.490 a workshop to identify and organize key

00:00:24.980 stakeholders you should select

00:00:26.779 stakeholders who are experts in their

00:00:28.430 area or dependent on the project in some

00:00:30.710 way a stakeholder map has two dimensions

00:00:33.980 the level of interest and the level of

00:00:36.559 influence the level of influence depends

00:00:39.290 on how much influence the stakeholder

00:00:40.820 has on the project through funding legal

00:00:43.250 process support etc while the level of

00:00:46.250 interest is how engaged is stakeholder

00:00:48.500 is about the outcome of the project will

00:00:50.960 the project help or hurt them or neither

00:00:53.110 let's take a look at the matrix

00:00:55.570 stakeholders who fall in the high

00:00:57.320 influence and high interest category are

00:00:59.690 people you should manage closely these

00:01:01.789 are people who have the ability to make

00:01:03.350 or break your project so it's important

00:01:05.390 to give them regular updates and see if

00:01:07.310 they need anything from you now let's

00:01:09.830 move into the low interest low influence

00:01:11.930 quadrant there are stakeholders that you

00:01:14.150 should send updates to and monitor for

00:01:16.010 changes in influence and interest but

00:01:18.350 don't worry too much about them next we

00:01:21.409 have high influence low interest they're

00:01:24.049 people you want to keep satisfied since

00:01:26.090 they have a lot of influence and they

00:01:27.799 have large implications for your project

00:01:29.799 try to read their preferences early on

00:01:32.180 since they have low interest they may

00:01:34.670 not care about the project enough to

00:01:36.439 receive regular updates so handle them

00:01:38.659 delicately finally we have low influence

00:01:42.049 high interest these are people who care

00:01:44.329 about the outcome of the project but

00:01:46.070 don't have much control over its success

00:01:47.720 you should keep these people informed

00:01:49.759 with updates in the description I've

00:01:51.799 added a link to a stakeholder map

00:01:53.750 template so check it out when you create

00:01:56.720 a stakeholder map you should facilitate

00:01:58.460 a workshop to identify and organize key

00:02:00.469 stakeholders you should select

00:02:02.210 stakeholders who are experts in their

00:02:03.799 area or are dependent on the project in

00:02:06.049 some way make sure to be very specific

00:02:08.030 when defining stakeholders remember you

00:02:11.300 should constantly update the stakeholder

00:02:12.920 map because stakeholders may change the

00:02:14.870 route

00:02:15.110 the duration of the project thanks for

00:02:17.360 watching if you like this video

00:02:18.860 subscribe to the PlayBook UX channel for

00:02:21.050 weekly whiteboard videos

# Five Data Storytelling Tips to Improve Your Charts and Graphs

# https://www.youtube.com/watch/4pymfPHQ6SA

00:01:25.700 when it comes to a specific image there

00:01:28.220 are two things that our brains

00:01:29.330 immediately notice contrast and patterns

00:01:32.270 take a look at our very first image at

00:01:35.000 first glance you can only decipher a

00:01:37.460 tree landscape that's because there is

00:01:39.500 absolutely no contrast in this all-black

00:01:42.289 image but as you start to add in more

00:01:44.930 contrast with purple and yellow you may

00:01:47.210 notice that now there's a bear that was

00:01:49.369 there that you couldn't see before but

00:01:52.220 it's hard to have any more contrast than

00:01:54.049 with black and white and this final

00:01:56.600 image that bears popping off of the page

00:01:58.819 this just goes to show that our brains

00:02:00.770 are better at identifying color rather

00:02:02.960 than shapes through what is called

00:02:09.560 pre-attentive processing our brains are

00:02:11.630 constantly gathering information from

00:02:13.700 our environment because of this it's

00:02:15.799 easier to detect the differences around

00:02:18.110 us that is especially noticeable in

00:02:20.360 patterns we just talked about contrast

00:02:22.549 so in this very first pattern our brains

00:02:24.680 immediately notice that darker rectangle

00:02:27.170 in the lower left if you take away the

00:02:29.150 contrast when you make one rectangle

00:02:31.220 with just a little bit larger it still

00:02:33.170 stands out immediately

00:02:34.700 lastly you take that one rectangle that

00:02:37.459 was a little bit larger and even flip it

00:02:39.019 vertically it still stands out among the

00:02:41.480 rest of its rectangle friends this is

00:02:43.670 our brains working for us

00:02:49.489 now that we've established how our

00:02:51.840 brains see images let's dive into

00:02:54.090 applying this knowledge with creating

00:02:55.860 some effective data visualizations first

00:03:01.650 different from reading text our eyes

00:03:04.260 don't follow a specific order and

00:03:05.909 reading a chart or a graph our eyes

00:03:08.190 don't go from left to right or from up

00:03:10.590 to down when reading a graph or a chart

00:03:12.510 as you can see here our eyes kind of go

00:03:15.599 really

00:03:16.290 wherever the pace when looking at a

00:03:18.720 graph our chart is also very different

00:03:21.000 we may just glance at one part of the

00:03:23.400 image while glaring at another this is

00:03:25.769 why it's so difficult to create a

00:03:27.329 graphic that takes us on a predefined

00:03:29.280 visual journey when we look at a graph

00:03:34.470 our eyes are immediately directed to

00:03:36.780 what stands out it all goes back to the

00:03:38.970 patterns that we had just discussed but

00:03:40.680 there should just be one main focal

00:03:42.989 point to your image in this graph our

00:03:45.329 eyes are immediately directed to that

00:03:47.190 steep climb and peak on the right side

00:03:49.709 of the graph and after we see the title

00:03:51.780 we immediately understand that the u.s.

00:03:54.000 incarceration rate has jumped greatly

00:03:56.489 beginning in the 1970s the best data

00:03:59.609 storyteller will only have one clear

00:04:01.769 message that is effortlessly understood

00:04:04.200 this graph here did a great job of that

00:04:09.410 when there are more than five variables

00:04:11.730 present our eyes perceive all of them as

00:04:13.950 one single hole this is another reason

00:04:16.620 to simplify your charts and only

00:04:18.269 highlight one single point this graph

00:04:20.940 here is an example of what not to do you

00:04:23.669 notice the word outage the gray

00:04:25.440 background spikes and even at that Green

00:04:27.630 Line going throughout the graph but

00:04:29.460 what's the message a lot of unnecessary

00:04:31.800 time and effort is spent in to

00:04:33.960 deciphering what this chart is telling

00:04:36.240 me after some time you can probably

00:04:38.460 figure it out but it would be much more

00:04:40.590 effective if you got rid of that gray

00:04:42.570 background area and told us the calls

00:04:44.760 received and simply focused on the

00:04:46.800 ratings before and after the outage

00:04:49.440 [Music]

00:04:52.300 remember and I will continue to

00:04:54.590 emphasize this our brains recognize

00:04:56.900 patterns and in patterns we find

00:04:59.390 connections here the brain assumes the

00:05:01.940 connection between the color orange and

00:05:03.530 top performers and also the orange data

00:05:05.870 points

00:05:06.470 this needs us to think that the orange

00:05:08.300 data points are the top performers but

00:05:10.640 that's not the case this is another

00:05:12.830 poorly executed chart the top performers

00:05:15.230 are actually all those data points in

00:05:17.330 the top right which if you look at it

00:05:19.400 seems to be mostly the blue data points

00:05:22.220 if you're using more than one color you

00:05:24.170 want to assign deliberately which didn't

00:05:26.870 happen here from the time we're born

00:05:32.030 we're influenced by cultural conventions

00:05:34.190 what are these exactly well for example

00:05:36.710 time is right on a line from left to

00:05:38.840 right or with colors red means hot and

00:05:41.390 blue means cold the same can even be

00:05:43.340 said with images a scale and FERS

00:05:45.860 balance or comparison between two

00:05:47.900 different things

00:05:48.680 if these conventions are ignored our

00:05:50.660 visuals will become much more difficult

00:05:52.670 to understand this chart is nearly

00:05:55.250 identical to the one that we found back

00:05:56.750 in tip 3 but time is placed on the

00:05:59.210 y-axis says time is read on a line from

00:06:02.450 left to right as we just said this is

00:06:04.700 much more confusing and much less

00:06:07.160 effective keep time on the x-axis trust

00:06:10.850 me

00:06:17.530 now this video isn't just about

00:06:19.570 improving your chart the whole reason

00:06:21.820 we're here is to help your chart tell a

00:06:23.740 story so let's show you some

00:06:25.510 before-and-after examples to help you

00:06:27.730 create some fresh ideas on how to create

00:06:29.770 that next effective storytelling chart

00:06:32.530 if you want to look at the number of

00:06:34.330 tickets received versus the number of

00:06:36.100 tickets processed in a year this chart

00:06:38.530 isn't too difficult to read but is it

00:06:41.050 telling the story for the reason of

00:06:42.820 decline no no it's not it comes the

00:06:45.520 after chart where you can clearly see

00:06:47.200 the decline in tickets processed there's

00:06:49.630 also a lot more room for text which will

00:06:52.060 help explain the story to employees quit

00:06:55.000 that's your reason for decline so if I'm

00:06:57.520 the boss this is a very very easy

00:06:59.410 decision hire two more employees pronto

00:07:03.990 in our next example we have a lot of

00:07:07.000 room for text but pie charts aren't

00:07:09.700 always the best solution especially for

00:07:12.220 the data that we have here the use of

00:07:14.140 one single bar chart makes the info a

00:07:16.660 lot more clear more children were

00:07:18.940 interested in science

00:07:20.080 after the program or before they thought

00:07:22.570 science was just okay once again we have

00:07:27.850 an ineffective and confusing sharp it's

00:07:30.490 not clarifying the change in average

00:07:32.229 price per product over time the reader

00:07:34.540 is forced to go back and forth from the

00:07:36.430 legend to the bars the legend to the

00:07:38.770 bars but in the second chart the lines

00:07:41.380 are labeled properly so there is no back

00:07:43.630 and forth you can see that the trend for

00:07:45.790 each product is recognizable at the very

00:07:48.130 first glance in any case that you want

00:07:50.320 to show the changes over time a line

00:07:52.900 graph is probably your best option I

00:07:54.820 like to think of it as time line maybe

00:07:58.780 that's just me

00:07:59.710 but maybe it could also help you to

00:08:03.300 last but not least our final before

00:08:06.150 chart seems pretty easy to read however

00:08:09.210 the conventions that we've learned and

00:08:10.980 discussed earlier are not applied

00:08:13.050 properly the level of interest isn't

00:08:15.270 organized in the sending order we're

00:08:17.310 here in the second chart the reader

00:08:19.080 understands who's the most interested

00:08:21.210 versus who's the least interested in

00:08:23.130 that correct order through color and

00:08:25.740 order via a scale the differences in

00:08:28.140 values are more distinguishable

# How to Create Excellent Visual Aids for Your Presentation

# https://www.youtube.com/watch/d7o7vkWPVVM

00:00:00.880 make your presentation more engaging

00:00:03.520 more compelling and more memorable

00:00:06.480 with great visual aids

00:00:08.880 and let's face it that means slides

00:00:12.799 whether you favor powerpoint keynote

00:00:16.239 google slides

00:00:17.680 prezzy or another tool

00:00:20.800 how can you create excellent visual aids

00:00:24.320 to support your presentation

00:00:26.790 [Music]

00:00:33.920 first remember the purpose of your

00:00:36.719 visual aids

00:00:38.239 they are an aid

00:00:40.320 for your audience

00:00:42.800 they focus attention

00:00:45.520 they reinforce your messages

00:00:48.239 they clarify meaning and help explain

00:00:51.760 ideas

00:00:53.199 and they enhance memory

00:00:55.920 and recall ability

00:00:58.320 they are not there to impress your

00:01:01.199 audience your boss

00:01:02.960 or yourself with your great technical

00:01:05.680 abilities

00:01:07.760 they're not there

00:01:09.360 to make the point without you or to save

00:01:13.520 you from having to focus on your

00:01:15.280 audience

00:01:17.200 and they're certainly not there as an

00:01:19.360 alternative

00:01:20.880 to the need to prepare properly

00:01:24.240 visual aids are not there to remind you

00:01:28.240 what you're supposed to be saying

00:01:31.759 there are two important elements to

00:01:33.920 every visual aid there's the content and

00:01:36.880 the format

00:01:38.479 let's start with the content

00:01:41.840 less is more

00:01:44.000 and that means keeping it simple

00:01:47.600 put less on each slide and have fewer

00:01:51.280 slides

00:01:52.799 no more than you need

00:01:55.920 distinguish

00:01:57.280 between what belongs on screen

00:02:00.320 and what should be in handouts or on

00:02:03.600 websites or other references

00:02:07.520 make sure that you give proper credit

00:02:09.598 for any material that you reuse that

00:02:12.400 belongs to someone else

00:02:14.560 and be sure to use data

00:02:17.120 and graphs and diagrams fairly

00:02:20.319 to properly represent what they purport

00:02:23.280 to represent

00:02:25.599 when it comes to format

00:02:27.680 put yourself in the seat

00:02:30.000 of your audience

00:02:31.920 how will they see

00:02:34.080 the visual aids that you put up

00:02:36.879 what impact will they have on them

00:02:39.920 i know this can be a difficult balancing

00:02:41.840 act but you do need to respect your

00:02:44.800 organization's house style and brand

00:02:47.120 guidelines

00:02:48.400 and yes i know that there are some

00:02:50.879 organizations that have a house style

00:02:54.000 that frankly isn't great and is going to

00:02:56.239 result in you having the poorer slides

00:02:59.680 it's a balancing act

00:03:01.680 see if you can find a way to respect the

00:03:03.680 house style but still be innovative and

00:03:05.760 creative

00:03:06.959 and produce powerful effective slides

00:03:10.959 but the basic principle is that big

00:03:13.840 impact

00:03:15.200 comes from simplicity

00:03:18.319 use bold colors

00:03:20.319 and images

00:03:22.319 unless you're using photos restrict the

00:03:25.120 number of colors that you use

00:03:28.159 when you're using text use big

00:03:30.959 clear fonts

00:03:32.720 and let your text breathe with space

00:03:35.599 around it

00:03:37.440 simple layouts work best too

00:03:40.560 make sure that they are uncluttered

00:03:43.200 and balanced

00:03:46.239 use framing to unite elements

00:03:49.599 and spatial organization to communicate

00:03:52.879 some aspect of your message or to

00:03:55.439 produce a pleasing structure to the

00:03:58.840 imagery

00:04:00.400 important design tools are things like a

00:04:03.519 focus point

00:04:05.120 or a guide to the eye

00:04:08.400 or patterns

00:04:10.720 above all avoid anything

00:04:13.439 that is pointlessly flashy

00:04:16.959 your job is to persuade your audience

00:04:19.358 that you know what you're talking about

00:04:22.000 not that you're an expert in using every

00:04:24.639 single feature

00:04:26.080 the powerpoint or keynote or prezzy has

00:04:28.800 to offer

00:04:30.639 in particular i'm talking about things

00:04:32.479 like

00:04:33.280 transitions

00:04:34.720 and animations

00:04:37.440 sound

00:04:39.040 overly complex diagrams

00:04:42.720 and endless builds and reveals

00:04:46.800 of course there is a place for all of

00:04:49.840 these tools

00:04:51.680 but that place is where the tool serves

00:04:54.639 understanding or recall

00:04:58.400 the more slides you create the more

00:05:00.240 skills you will become with design and

00:05:02.960 as you become skilled you can start to

00:05:05.600 break some of these guidelines

00:05:07.919 if you know what you're doing

00:05:10.479 and if you have a proper purpose in mind

00:05:15.039 finally always check your visual aids

00:05:17.840 your slides

00:05:19.280 before you go into any presentation

00:05:22.479 in particular always test images and

00:05:25.199 watermarks with a projector

00:05:28.400 because

00:05:29.280 the way that images show up on a

00:05:31.600 computer screen

00:05:33.280 is not always the same as they will show

00:05:36.160 up with a projector which is rarely as

00:05:38.880 clear and as contrasty

00:05:41.120 as a good quality computer screen

00:05:44.320 and of course always check for errors

00:05:47.759 and then check again

00:05:50.080 and then ask a colleague

00:05:52.560 to check for you

00:05:55.600 good visual aids can enhance

00:05:59.120 any presentation

00:06:01.199 poor visual aids can destroy it

00:06:04.400 take the time to do them well

00:06:08.080 and to check them properly

00:06:11.000 [Music]

00:06:12.240 please do give this video a like if

00:06:14.240 you've enjoyed it or learned from it

00:06:16.639 i'll be creating loads more great

00:06:18.319 management videos for you so please do

00:06:20.800 subscribe to the channel and hit the

00:06:22.880 notification bell so you don't miss any

00:06:25.120 of them

00:06:26.160 i'll look forward to seeing you in the

00:06:27.360 next one and in the meantime

00:06:29.759 keep learning

00:06:34.160 you

# Data Visualization in 2024 | The Ultimate Guide

# https://www.youtube.com/watch/loYuxWSsLNc

00:01:00.399 let's start with what data visualization

00:01:03.120 is while the term sounds scary a data

00:01:05.920 visualization is meant to make

00:01:07.840 understanding information easier it's

00:01:10.240 just a graphical representation of data

00:01:12.799 rather than presenting data in a complex

00:01:14.880 spreadsheet you can create an image that

00:01:16.960 will illustrate the information in a

00:01:18.560 simpler way viewers don't have to scour

00:01:21.360 a fact sheet looking for the story they

00:01:23.600 can easily scan and quickly find what

00:01:26.159 they're looking for and you don't have

00:01:28.080 to be a data genius to create them

00:01:30.400 anyone and everyone can create them no

00:01:32.960 matter their profession marketers

00:01:35.200 teachers health care professionals

00:01:37.280 consider this infographic here your

00:01:39.759 profession is not an excuse to not

00:01:42.079 create data visualizations you can

00:01:44.640 create so much value for your audience

00:01:47.040 by spending just a little bit of extra

00:01:49.280 time building them

00:01:55.920 i just mentioned creating value for your

00:01:57.840 audience let's dive into four ways of

00:01:59.920 doing so

00:02:01.119 the first reason is how easy it makes

00:02:03.280 data to digest you can write a full

00:02:05.759 report if you'd like and hope that your

00:02:07.360 audience reads it all the way through to

00:02:09.199 understand your point or you can create

00:02:11.440 an infographic like this which is still

00:02:13.680 somewhat complex but simplifies the

00:02:16.000 information in an easy to understand

00:02:18.319 manner imagine if all of this was

00:02:20.800 written in paragraph form

00:02:22.879 yikes

00:02:24.000 the second reason is the ability to

00:02:25.920 discover patterns easier trends emerge

00:02:28.720 from data over time and if you monitor

00:02:31.120 that data through graphics they're much

00:02:33.200 easier to notice scatter plots or charts

00:02:35.599 can help you identify them and then once

00:02:38.080 you do present them with an infographic

00:02:40.400 similar to this one i haven't mentioned

00:02:42.720 this yet but all the examples you'll see

00:02:45.120 in this video are templates you can edit

00:02:47.360 in visme right now so keep them in mind

00:02:50.640 if you've been learning or gathering

00:02:52.239 information for a long period of time a

00:02:54.720 data visualization can help you compile

00:02:57.040 that information into one place it's

00:02:59.840 more engaging and an image is always

00:03:02.000 easier to remember than text alone

00:03:04.480 which is our fourth reason the visual

00:03:06.640 nature of a data visualization helps

00:03:09.040 viewers understand and remember it

00:03:10.959 better they'll soak in that image like a

00:03:13.200 sponge and will be able to recall the

00:03:15.360 information that went with it this is a

00:03:17.680 detailed infographic about

00:03:19.040 bioluminescence in australia the

00:03:21.120 geographical image makes it easier to

00:03:23.200 remember where it's present in where

00:03:25.599 it's not along australia's eastern coast

00:03:34.879 all right we have our feet wet in the

00:03:36.480 data visualization pond let's get a

00:03:38.480 little bit deeper now and explore five

00:03:40.319 ways data visualization can be used one

00:03:43.200 is to plan schedules are you familiar

00:03:45.280 with google calendar well that's become

00:03:47.599 a data visualization you can layout a

00:03:50.159 timeline or project plan for your days

00:03:52.560 or months whether through google or on

00:03:55.040 your own if you're on deadline a

00:03:56.799 visualization showing what needs to

00:03:58.480 happen before the big day is a great

00:04:00.799 idea i suggest starting at the end and

00:04:03.519 working backwards

00:04:05.040 another way data visualization is used

00:04:07.280 is to pinpoint relationships how are two

00:04:09.840 or more things related this is when a

00:04:12.000 scatter plot becomes your new best

00:04:14.000 friend

00:04:14.879 if time is one of the variables in your

00:04:16.798 data a graphic can help share changes

00:04:19.358 over that time period by recognizing the

00:04:21.918 trends from the past your data

00:04:24.080 visualization will help you predict what

00:04:26.000 outcomes to expect in the future

00:04:28.560 frequency falls in line with predictive

00:04:30.479 ability as well after you've compiled so

00:04:32.720 much data you'll have an idea of the

00:04:34.880 frequency you can expect something this

00:04:37.199 will require a lot of research but will

00:04:39.440 be helpful for both yourself and your

00:04:41.600 viewers

00:04:42.400 and our last way that data

00:04:43.600 visualizations are typically used is to

00:04:45.840 interpret value and risk rather than

00:04:48.240 sorting through pages of information a

00:04:50.400 simple data visualization can help you

00:04:52.560 assess a situation and determine if

00:04:54.880 taking action is necessary your brain

00:04:57.199 can process multiple variables much more

00:04:59.680 easily in an infographic than it can in

00:05:02.320 a page full of text

00:05:10.080 all right you've heard me touch on

00:05:11.680 various types of data visualizations

00:05:13.759 already to haunt any confusion and

00:05:16.000 answer any questions let's touch on some

00:05:18.400 of the most popular

00:05:24.080 start with graphs let me preface this by

00:05:26.320 saying there are dozens of graphs you

00:05:28.240 can choose from for the sake of this

00:05:30.240 video i'm only going to share a couple

00:05:32.320 of the most popular pie charts were our

00:05:34.880 best friend in third grade and well you

00:05:36.880 should reconnect after all these years

00:05:39.280 if you have seven or less percentage

00:05:41.440 points and their differences in value

00:05:43.440 are wide use a pie chart they're simple

00:05:46.160 and everyone understands them

00:05:48.400 bar charts are another good example for

00:05:50.320 easily understood data visualizations

00:05:52.639 they mostly speak for themselves and i'm

00:05:54.800 sure you've seen them before again if

00:05:57.039 you're thinking there's no way you can

00:05:58.639 create these visme has your back this is

00:06:01.360 a template right here that you can edit

00:06:03.280 to fit your data right now at visme.com

00:06:06.800 line charts take one fixed value and

00:06:08.880 however many variables and place them

00:06:10.880 adjacent to one another these are

00:06:13.199 perfect to discover trends or to see how

00:06:15.680 one variable may be superior or inferior

00:06:18.720 to another

00:06:24.639 three prominent charts that you can use

00:06:26.479 include pyramid charts stacked area

00:06:28.880 charts and radar charts pyramid charts

00:06:31.759 showcase visual hierarchy they can

00:06:33.840 illustrate income importance or the

00:06:36.479 difference between leads and actual

00:06:38.080 sales as we see here stacked area charts

00:06:41.199 are similar to your line charts they'll

00:06:43.199 visualize changes over different values

00:06:46.000 over time there's not one fixed variable

00:06:48.960 here and the last chart i want to put on

00:06:52.080 your radar is the radar chart you may

00:06:54.479 have also heard these by the name of

00:06:56.240 spyder or web charts but it looks

00:06:58.319 something like this they're great for

00:07:00.240 identifying if something is well-rounded

00:07:02.479 or maybe lacking in one specific area

00:07:05.039 against other competition

00:07:10.800 infographics rely on text a bit more

00:07:13.440 than a standard data visualization it's

00:07:15.759 still kept to a minimum but it might be

00:07:17.360 necessary depending on the type of

00:07:19.360 infographic one example is a timeline

00:07:22.000 infographic these will have some text

00:07:24.160 but you can follow along easier knowing

00:07:26.560 exactly when events were taking place by

00:07:29.120 actually seeing it along the timeline an

00:07:31.759 informational infographic will carry a

00:07:33.759 lot more text and may even feature

00:07:36.000 multiple data visualizations all in one

00:07:38.240 graphic you'll want icons colors and

00:07:40.639 charts but don't overload the graphic

00:07:42.960 and make it too overwhelming keep it

00:07:45.039 organized like we see with this visme

00:07:47.199 template

00:07:48.240 and while there's plenty more

00:07:49.599 infographics to check out which i

00:07:51.440 encourage you to do so for the sake of

00:07:53.440 time i just want to touch on comparison

00:07:55.759 infographics this is for side-by-side

00:07:58.160 comparisons of data helping you or your

00:08:00.639 audience make informed decisions they're

00:08:02.879 great for comparing cars homes or banks

00:08:05.919 as we see here

# Organizational Patterns

# https://www.youtube.com/watch/gKnJT9b8D4g

00:00:00.000 in the immortal words of Hall of Famebaseball player and manager Yogi Berra

00:00:04.529 if you don't know where you're going youmight end up someplace else

00:00:09.210 nowhere is that more true than in thedevelopment and organization of a speech

00:00:13.410 in this video we'll discuss some of theorganizational patterns commonly used in

00:00:18.750 public speaking

00:00:20.710 in the most basic sense there are threeparts of a speeches organization the

00:00:25.840 introduction the body and the conclusion

00:00:29.919 Dale Carnegie summarized speechorganization by saying tell the audience

00:00:33.699 what you're going to say say it and thentell him what you've said the

00:00:38.769 introduction previews and setseverything up for the audience the body

00:00:43.360 provides the substance and details andthe conclusion brings it all back around

00:00:48.579 in summary each of these threecomponents is important to the ability

00:00:53.230 of the audience to follow along with andcomprehend your speech that's a great

00:00:59.230 place to start but obviously there'smore work to be done

00:01:03.250 effective speech organization requires aspeaker to consider how they will

00:01:06.670 organize the main points and informationwithin the body of the speech so that

00:01:10.869 their message will have the greatestpossible impact there are a multitude of

00:01:15.070 options for speech organization willfocus on the most common methods in this

00:01:19.720 video

00:01:21.009 one popular organizational pattern ischronological organization in

00:01:26.290 chronological organization theinformation in a speech follows a time

00:01:30.100 sequence some speeches use chronologicalorganization to discuss a process that

00:01:35.259 spans over a large period of time suchas in this graphic in which the period covers

00:01:39.790 several years the topic could also havea more modest timeframe such as a speech

00:01:46.180 designed at assisting the millions ofpeople around the world who struggle

00:01:49.840 with making a properpeanut-butter-and-jelly sandwich by

00:01:52.719 breaking down that process step-by-stepchronological organization is used

00:01:58.450 commonly in informative speeches likethose explaining historical events like

00:02:02.890 the Battle of Gettysburg and fordemonstration speeches like how

00:02:07.450 tornadoes form what other speech topicscan you think of that might use

00:02:12.040 chronological organization anotherorganizational pattern used frequently

00:02:16.750 for informative speeches is spatial inspatial organization the main points of

00:02:22.150 the speech follow a directional patternlike north-to-south top to bottom front

00:02:27.400 to back or left to right the graphic yousee here uses a spatial pattern to

00:02:32.470 divide the United States into

00:02:34.060 quadrants with each area comprising adifferent main point some speeches break down

00:02:39.640 information using a cause-and-effectpattern as you might imagine speeches

00:02:44.170 using cause-and-effect organizationtypically have two main points one

00:02:48.190 discussing the cause of an event andanother discussing the effect depending

00:02:52.840 on the topic in question cause andeffect can be used effectively in either

00:02:56.890 informative or persuasive speeches ifthe cause and effect are both known and

00:03:01.330 agreed upon such as the connectionbetween prolonged tobacco use and an

00:03:05.890 increased risk of cancer this patterncould be used in an informative speech

00:03:10.090 if either is debatable however like thecurse of the goat being responsible for

00:03:15.880 the long drought between World Serieschampionships for the Chicago Cubs the

00:03:20.290 speech would have to be seen as apersuasive effort speeches using

00:03:25.390 problem-solution organization are alsotypically broken down into two main

00:03:29.290 points one presenting the problem andanother offering a solution problem

00:03:34.630 solution is used almost exclusively inpersuasive speeches even if the problem

00:03:39.609 is readily evident to everyone in theaudience for example the need for a

00:03:43.120 change in the social security systemthere are likely to be multiple possible

00:03:47.260 solutions to the problem which opens thesolution presented by the speaker to

00:03:51.220 debate topical organization allows thespeaker to arrange the main points of

00:03:56.950 their speech in a logical way thatdoesn't fit neatly into one of the other

00:04:00.970 patterns of organization main points aresimply broken down in a way that is

00:04:05.650 effective and makes sense for thespeaker's overall goals this graphic

00:04:10.180 might represent a topical organizationof a speech on the federal spending in

00:04:14.350 the United States it's not arrangedchronologically for a historical

00:04:18.370 perspective or broken-down regionallyacross the country or examined as a

00:04:22.930 problem to be fixed it simplycategorizes the various items in a

00:04:26.770 logical way for further discussiontopical organization is flexible enough

00:04:31.750 to be used for both informative andpersuasive speeches if your objective is

00:04:37.389 to present both the good and bad aspectsof a singular topic then you might

00:04:41.440 consider using the pro/conorganizational pattern procon uses two

00:04:45.909 broad main points the

00:04:47.680 pros and the cons and then providesitems in support of each of these as

00:04:52.240 sub-points an example might be a speechoutlining the positives and negatives of

00:04:56.800 homeschooling in educating childrencomparative organization is somewhat

00:05:03.039 similar to procon but it usuallystresses the relative advantages of one

00:05:07.330 idea over another for example acomparative speech might emphasize the

00:05:11.949 benefits of home schooling over sendingchildren to public schools or the

00:05:16.210 relative strength of samsung phones vsiphones because comparative organization

00:05:22.599 typically favors one item over anotheris most useful for persuasive speeches

00:05:27.580 two other commonly used organizationalpatterns are need plan and mnemonic or

00:05:34.660 acronym organization in need plan aspeaker first establishes the need for a

00:05:39.820 change in action or policy and then laysout their plan for addressing that need

00:05:44.470 mnemonic or acronym organization is sortof a gimmicky method of organization

00:05:49.690 that uses an acrostic to help theaudience follow and retain the main

00:05:53.979 points of a speech one classic exampleof a mnemonic device is using ROYGBIV to

00:06:00.729 remember that the colors of the rainboware red orange yellow green blue indigo

00:06:06.070 and violet another illustration would bea speech on stroke symptoms awareness

00:06:12.159 that uses the acronym F-A-S-T or fast tohelp the audience remember the main

00:06:18.370 points of face arm speech and time whileknowing about the different

00:06:25.270 organizational patterns is helpful it isimportant to remember that you have the

00:06:29.530 freedom to organize the information inthe way that best helps you accomplish

00:06:33.159 your goals as a speaker theseorganizational methods are intended as

00:06:38.199 useful tools don't feel like youabsolutely have to manipulate your

00:06:42.759 content to fit neatly into one of thesepackages however purpose and content

00:06:47.889 should drive the organization of aspeech not the other way around

00:06:51.940 in this video we discussed some of theorganizational patterns commonly used in

00:06:57.430 public speaking

00:06:58.630 check out some of our other videos formore

00:07:01.330 insight into the public speaking process

# How to Organize and Structure a Presentation — like a Hollywood movie!

# https://www.youtube.com/watch/X3sR2OcIX2E

00:00:00.000 today we are exploring how you can plan

00:00:02.070 and organize your presentation by

00:00:04.529 applying the same structure used in

00:00:06.720 Hollywood movies so grab your popcorn

00:00:09.179 and settle in because it's gonna be a

00:00:11.250 good one let's do this

00:00:16.670 welcome to world cortex here we like to

00:00:19.800 have a little bit of fun as we explore

00:00:21.660 topics in public speaking communication

00:00:24.080 presentation skills and confidence if

00:00:26.670 that sounds interesting to you come and

00:00:29.340 join the family we would love to have

00:00:31.199 you on board ok so in this video I'm

00:00:34.050 gonna bring you some strong storytelling

00:00:36.870 concepts of Hollywood and how you can

00:00:39.420 use these concepts to structure and plan

00:00:42.059 your presentations one of the first

00:00:44.910 concepts that we are going to steal or

00:00:47.129 borrow from Hollywood is the

00:00:49.280 attention-grabbing opening as soon as

00:00:52.469 that first scene appears on the screen

00:00:54.600 in just a few minutes you know so much

00:00:57.510 about the movie you know the tone of the

00:01:00.030 movie is it a rom-com a drama a thriller

00:01:03.600 a feel-good movie you know the

00:01:05.610 personality of the movie is a bright and

00:01:07.890 colorful is a dark and ominous and most

00:01:11.729 important of all you know what's in it

00:01:15.210 for you for example you know for the

00:01:18.900 next few minutes that you were gonna

00:01:20.340 watch an FBI agent undercover as a

00:01:22.920 beauty pageant contestant or a lawyer

00:01:25.979 that just cannot lie you know exactly

00:01:29.159 what you signed up for and now let's

00:01:31.710 take a look at how we open our

00:01:33.360 presentations a common mistake I've seen

00:01:35.880 people make is they start off with hi my

00:01:38.700 name is and today I'm going to talk to

00:01:40.829 you about or worse sometimes they tap

00:01:43.290 onto the microphone and say can you hear

00:01:45.210 me okay but here's the thing with the

00:01:48.329 first few words that we say we have the

00:01:51.060 chance to set the tone of our

00:01:52.560 presentation we have the chance to share

00:01:54.840 a bit of our personality and most

00:01:57.060 important of all we have the chance to

00:01:59.490 answer the question what's in it for our

00:02:02.430 audience so I'm going to give you three

00:02:04.770 ways in which you can have an

00:02:06.390 attention-grabbing

00:02:07.439 opening for your presentation you ready

00:02:10.470 okay the first one is an intriguing

00:02:13.020 question because this makes your

00:02:15.300 audience think about the answer and get

00:02:17.760 curious about your topic the second one

00:02:20.340 is an unknown fact or a statement the

00:02:23.790 more unknown and quirkier the fact the

00:02:26.250 better because this makes it curious

00:02:28.410 about your topic and third the most

00:02:30.510 commonly used technique by ten speakers

00:02:32.550 a story because we are so hardwired to

00:02:36.420 enjoy stories that starting with a story

00:02:39.480 creates a hook that interests your

00:02:41.610 audience and keeps them listening for

00:02:43.560 more whatever method you use to start

00:02:45.840 your presentation remember it has to

00:02:48.030 answer this question for your audience

00:02:50.040 what's in it for me now that you've seen

00:02:53.550 the first few minutes of the movie

00:02:55.020 that's where our attention starts to

00:02:57.390 drift a little bit you might go and find

00:02:59.550 our phones or pop a can of soda but

00:03:03.120 Hollywood is smarter than that they know

00:03:06.060 the human attention span is limited

00:03:08.100 there's no way you can make someone

00:03:10.650 watch something for hours without being

00:03:13.590 distracted and that's why they came up

00:03:16.560 with a three-act structure the three-act

00:03:19.620 structure in Hollywood is where the

00:03:21.330 movie is actually divided into three

00:03:23.489 parts where the stakes are raised little

00:03:26.850 by little with each act such that you

00:03:29.430 become more and more interested in

00:03:31.800 knowing what happens next

00:03:33.690 that's how they keep you involved for

00:03:36.270 two hours isn't that genius so what does

00:03:39.720 this mean for our presentations as you

00:03:42.000 may have guessed it means dividing the

00:03:44.130 main body of our presentation into three

00:03:47.100 parts a typical three part structure for

00:03:50.040 the main body is the problem the

00:03:52.680 solution and the benefit this structure

00:03:55.650 works well for scientific and technical

00:03:57.630 presentations it also works well for

00:03:59.790 selling a product or service where you

00:04:02.220 present the problem the client has the

00:04:04.830 solution that you have to offer which is

00:04:06.870 your product or service and the benefits

00:04:09.630 of why they should choose you over

00:04:11.070 others some other ideas for the three

00:04:14.040 part structure include a progressive

00:04:16.048 workflow step 1 step 2 step 3

00:04:19.978 so you can demonstrate how something is

00:04:22.140 done if you're giving a weekly update

00:04:24.690 you could pick topics topic 1 topic to

00:04:27.720 topic 3 and it works best if you're able

00:04:31.110 to position the topics with increased

00:04:33.240 interest for your audience

00:04:34.680 in case you're wondering why is it three

00:04:36.720 parts why not two or four well three is

00:04:39.840 just the magic number that seems to work

00:04:41.850 for us humans but by all means you're

00:04:44.130 most welcome to divide the main body

00:04:46.050 into two or four or reasonably

00:04:49.229 bite-sized parts as you desire okay up

00:04:52.620 next is one important aspect in the

00:04:55.200 movies it's often underrated it happens

00:04:58.050 in the production or editing stage but

00:05:00.330 it's what holds the whole movie together

00:05:02.910 and that is seamless transitions we

00:05:06.539 often forget that movies are written and

00:05:08.729 filmed scene by scene and yet as one

00:05:12.539 scene disappears and the next scene

00:05:14.520 begins it's never an abrupt transition

00:05:17.300 it's always seamless it's these seamless

00:05:21.270 transitions that hold the different

00:05:23.250 scenes of a movie into one coherent

00:05:26.099 story now what does this mean for our

00:05:28.620 presentations well think of each slide

00:05:31.260 at the scene of an overarching story and

00:05:33.990 what's going to hold the story together

00:05:36.000 is the way we transition between our

00:05:39.000 slides the way we transition between the

00:05:41.910 sections of our presentation we appear

00:05:44.550 more in control when we can anticipate

00:05:46.950 what slide appears next and come up with

00:05:49.950 a transition sentence that connects the

00:05:52.110 current slide with the next slide

00:05:54.690 it's these seamless transitions between

00:05:57.330 our slides it creates a much more

00:05:59.400 pleasant experience for our audience now

00:06:02.460 you know that feeling when a movie ends

00:06:05.010 and you want to stick around for just a

00:06:07.320 little bit longer because you are not

00:06:10.169 ready to let go of that story just yet

00:06:12.780 that's because great movies have

00:06:15.419 mastered the art of an impact

00:06:18.180 ending its where the story comes a full

00:06:21.330 circle and what we were promised in the

00:06:23.970 beginning of the movie is finally

00:06:25.800 fulfilled and now how can we bring that

00:06:28.440 into our presentations remember the

00:06:31.140 promise you made in your introduction a

00:06:33.120 question the statement or the story well

00:06:36.750 now is the time to revisit that in your

00:06:39.150 conclusion by using this callback

00:06:41.700 technique you give your audience the

00:06:44.190 same feeling of having come a full

00:06:46.380 circle after investing all of this time

00:06:49.350 in your story so with an

00:06:51.570 attention-grabbing opening a three-part

00:06:54.210 main body structure seamless transitions

00:06:57.150 and an impactful ending you my friend

00:07:00.480 are well on your way to structuring a

00:07:02.910 cinematic and amazing presentation for

00:07:05.490 your audience I wish you the very best

00:07:07.440 remember to have fun when you're

00:07:09.360 presenting and I'll see you in the next

00:07:11.130 one

00:07:11.790 [Music]

# Types of writing styles - persuasive, narrative, expository, and descriptive. 2023

# https://www.youtube.com/watch/soaIU7wXd40

00:00:04.380 people write for different reasons or

00:00:06.960 purposes

00:00:08.340 these purposes can be grouped under

00:00:10.740 types of writing

00:00:14.759 there are different types of writing

00:00:16.859 narrative

00:00:19.080 descriptive

00:00:21.600 pository

00:00:23.640 persuasive

00:00:26.939 narrative writing

00:00:29.580 recounts of personal experience in the

00:00:32.220 form of a story and always includes

00:00:35.040 characters

00:00:36.200 setting and plot

00:00:38.719 examples short story novel narrative

00:00:42.899 poem Journal

00:00:48.719 cryptive writing

00:00:51.840 uses Vivid images to describe a person

00:00:55.020 place or event so that the topic can be

00:00:58.260 clearly seen in the reader's mind

00:01:03.120 examples manual travel brochure posters

00:01:12.020 expository writing

00:01:15.740 provides information that explains

00:01:19.340 clarifies or defines

00:01:22.259 examples essay research paper

00:01:26.820 report manual

00:01:32.159 persuasive writing

00:01:34.979 Gibson opinion using facts that attempts

00:01:38.280 to convince a reader to agree with the

00:01:41.040 writer's belief

00:01:42.840 examples movie review restaurant critic

00:01:47.280 letter to a newspaper editor an essay

# BEHAVIOURAL INSIGHTS

# https://www.youtube.com/watch/xl3TYnK2rWU

00:00:00.200 [Music]

00:00:00.960 foreign

00:00:05.480 behavioral insights are findings from

00:00:07.919 the field of Behavioral Science that

00:00:09.599 enhance our understanding of why and how

00:00:11.820 people do what they do

00:00:13.740 insights include unconscious biases that

00:00:16.139 we often hold without realizing and

00:00:18.480 these sort of mental shortcuts that we

00:00:20.279 employ to speed up our decision making

00:00:24.000 understanding these thoughts feelings

00:00:26.100 and patterns of behavior can help you to

00:00:28.680 improve your Communications approach

00:00:30.539 sustainability efforts employee

00:00:32.820 satisfaction and maximize not only

00:00:35.219 financial return and investment but

00:00:37.260 social return on investment governments

00:00:39.780 and international organizations use

00:00:41.760 behavioral insights to develop

00:00:43.200 person-centered policy and programs that

00:00:46.079 take the psychology of human decision

00:00:47.640 making into account

00:00:49.559 ultimately the more you understand about

00:00:51.960 the people whose lives you're seeking to

00:00:53.940 change the better equipped you are to

00:00:56.039 make lasting impact

00:00:58.320 at social change our dedicated

00:01:00.360 behavioral insights team go beyond the

00:01:02.760 what of research findings and ask the so

00:01:05.159 what questions

00:01:06.659 so what does this tell me about the

00:01:08.820 thoughts feelings perceptions and

00:01:10.920 attitudes of people that are influencing

00:01:13.320 their behavior

00:01:14.840 we also use behavioral insights in the

00:01:17.820 creative campaigns and behavior change

00:01:19.560 programs that we develop for our clients

00:01:22.020 embedding Frameworks like mindspace and

00:01:24.479 East into our Communications

00:01:27.299 if you're seeking behavioral insights

00:01:29.100 into a social issue health related

00:01:31.259 decision making or even consumer

00:01:33.180 Behavior and get in touch with our

00:01:35.040 behavioral insights team today we look

00:01:37.320 forward to working with you to create

00:01:39.000 positive and Lasting social change

00:01:41.470 [Music]

00:01:48.130 [Music]

# How to Influence Different Types of People - Leadership Training

# https://www.youtube.com/watch/li4mCDH0eUE

00:00:03.590 [Music]

00:00:10.420 hi I'm Suzanne Matson welcome to this

00:00:13.910 whiteboard session on how to influence

00:00:15.530 different types of people in order to

00:00:18.710 look at the different types of people we

00:00:20.509 have I have drawn up a matrix and we're

00:00:23.779 going to go through four different types

00:00:26.480 of people we're all a mix of all of them

00:00:29.150 but let's see if you can spot which one

00:00:31.160 is most descriptive of yourself on your

00:00:34.430 left-hand side you will see that we have

00:00:36.980 someone who is task oriented

00:00:38.830 detail-oriented and a thinker and on

00:00:41.600 your right-hand side

00:00:42.620 we have someone who is much more people

00:00:44.479 oriented big picture and a feeler

00:00:47.409 towards the bottom of the screen we have

00:00:49.729 someone who is more reserved and slow

00:00:53.150 paced and at the top we have the

00:00:55.460 opposite someone who's outgoing and

00:00:57.769 assertive and much more fast paced that

00:01:01.699 gives us these four basic types let's

00:01:05.119 start with a read with the driver the

00:01:07.729 drivers detail-oriented

00:01:09.430 but impatient in an organization that

00:01:12.799 typically your CEO types they like

00:01:15.590 results and the way to influence them is

00:01:18.170 by getting to the point quickly they

00:01:21.290 like the detail but they don't have time

00:01:23.030 for the detail which is a bit of a

00:01:24.560 dichotomy so give them the executive

00:01:27.320 summary and bullets and let them drive

00:01:29.960 the rest let them ask into the detail

00:01:32.660 tell them that you have it and you must

00:01:34.820 absolutely also have it with you never

00:01:37.670 say you have it without having the

00:01:38.900 detail they're now moving to the yellow

00:01:42.310 personality type

00:01:43.760 these are expressives they're outgoing

00:01:46.370 fast but they're people oriented they're

00:01:50.090 feelers in an organization they're

00:01:52.940 typically your salespeople and your

00:01:54.860 marketing people they're like fun so how

00:01:58.790 to influence them well don't send them

00:02:01.430 long detailed emails because they may

00:02:03.320 never check their email and certainly

00:02:05.150 not read it if it's a long one what they

00:02:08.000 would appreciate is that you dropped by

00:02:09.378 their desk or you give them a quick

00:02:10.848 phone call and when you speak to them

00:02:13.250 make it a bit more fun and outgoing make

00:02:15.950 them talk they like to talk ask them how

00:02:18.800 they're doing how their weekend was so

00:02:21.680 make it a little bit more like

00:02:23.540 heart before you get down to business

00:02:26.620 now let's move down and look at the

00:02:29.780 green personality type these are

00:02:31.819 amiable's amiable's are more reserved

00:02:35.390 and slow-paced but they're still feliz

00:02:38.560 these people don't like too much change

00:02:41.959 they're really all about harmony they're

00:02:45.109 great listeners great team players and

00:02:47.390 in an organization they're typically

00:02:49.879 your HR professionals or caring

00:02:52.819 professionals the way to influence them

00:02:56.000 is to sit down have a one-on-one

00:02:58.760 conversation and ask them how they're

00:03:00.980 feeling and give them time to consider

00:03:03.530 their responses they do not appreciate

00:03:06.409 being put on the spot

00:03:07.730 remember harmony is very important to

00:03:10.430 them moving to the last personality type

00:03:14.750 the blue these are analytical's they're

00:03:17.989 driven by compliance and by doing things

00:03:20.060 right in an organization they're

00:03:22.970 typically your IT professionals or your

00:03:25.909 accountants and analysts they are driven

00:03:29.599 by detail and they're reserved so a good

00:03:32.780 way to influence them is actually

00:03:34.430 through the written media through email

00:03:36.260 and they do appreciate the detail so you

00:03:40.400 can imagine now what happens if someone

00:03:42.199 from a sales department call someone

00:03:44.840 from the technical department and says

00:03:46.280 can you give me a quick estimate by four

00:03:49.940 o'clock now these people down here don't

00:03:53.060 do quick estimates they like to do

00:03:55.669 things thoroughly and properly and that

00:03:57.799 takes time so such a message is going to

00:04:00.769 frustrate them quite a lot so my

00:04:04.159 question to you now is which personality

00:04:06.590 type are you are you predominantly red

00:04:08.780 yellow green or blue that's important

00:04:11.840 because you will tend to communicate

00:04:14.120 from your own preference but what needs

00:04:16.940 to happen if you want to really

00:04:18.228 influence people is you need to adapt

00:04:20.599 your style to wherever your stakeholder

00:04:24.409 is or the senior executive or your team

00:04:26.270 member wherever that person is that you

00:04:28.220 want to influence adapt your style thank

00:04:31.820 you for watching please visit us again

00:04:33.950 at project manager calm

# Verbal communication vs non-verbal communication

# https://www.youtube.com/watch/4\_5dayHDdBk

00:00:06.080 communication is an essential part of

00:00:08.340 our daily lives

00:00:09.840 it is how we express ourselves share our

00:00:12.719 thoughts and ideas and connect with

00:00:14.639 others in this video you will learn

00:00:17.220 about the two main types of

00:00:18.660 communication

00:00:20.160 verbal and non-verbal communication

00:00:25.439 verbal communication is the use of

00:00:27.720 speech or spoken words to exchange

00:00:29.760 information emotions and thoughts

00:00:33.500 non-verbal communication on the other

00:00:36.000 hand is the use of body language

00:00:38.120 gestures facial expressions and tone of

00:00:41.520 voice to convey a message

00:00:43.980 it is a powerful tool that can be used

00:00:46.260 to communicate feelings emotions and

00:00:48.960 attitudes without the use of words

00:00:54.660 both verbal and non-verbal communication

00:00:57.180 are important and they often work

00:00:59.219 together to create a complete message

00:01:02.300 non-verbal cues can help us understand

00:01:04.739 the tone and intention behind someone's

00:01:07.080 words

00:01:08.100 at the same time verbal communication

00:01:10.740 provides context and Clarity to the

00:01:13.140 message being conveyed

00:01:16.020 verbal communication is essential in

00:01:18.479 negotiations where clear and explicit

00:01:20.939 language is critical while non-verbal

00:01:23.520 communication is essential in

00:01:25.200 interpersonal communication where

00:01:26.939 emotional cues play an important role

00:01:31.619 here are some examples of verbal

00:01:33.240 communication face-to-face conversation

00:01:36.140 giving a speech telephonic conversation

00:01:40.100 sending voice note taking interviews

00:01:43.860 group discussion in the workplace

00:01:47.520 here are some examples of non-verbal

00:01:49.740 communication nodding head in approval

00:01:52.700 showing a thumbs up sign to express

00:01:55.380 positive feelings

00:01:57.119 smiling at someone

00:01:58.920 a confident handshake is a welcoming

00:02:01.259 gesture

00:02:02.280 giving a hug to show affection to talk

00:02:05.280 in a raised voice while in anger

00:02:10.520 non-verbal communication can be more

00:02:12.959 effective than verbal communication in

00:02:15.060 some situations

00:02:16.560 for example when someone says something

00:02:18.959 but their body language suggests

00:02:20.879 something different we are more likely

00:02:22.920 to believe they're non-verbal cues over

00:02:24.959 their words

00:02:26.540 non-verbal communication is also

00:02:28.920 essential in situations where words are

00:02:31.260 not enough to convey a message such as

00:02:33.780 when comforting a loved one expressing

00:02:35.940 empathy or showing respect

00:02:38.280 on the other hand verbal communication

00:02:40.620 is essential in negotiations where clear

00:02:43.440 and explicit language is necessary

00:02:46.319 but it is more easily influenced by

00:02:48.540 external factors such as language

00:02:50.280 barriers background noise and

00:02:52.620 distractions

00:02:57.900 in today's world we are increasingly

00:03:00.480 relying on technology for communication

00:03:03.300 and this has made it more challenging to

00:03:05.580 convey non-verbal cues

00:03:07.560 when communicating through text for

00:03:09.900 example we lose the tone of voice and

00:03:12.239 facial expressions that help us

00:03:13.920 understand the message

00:03:15.659 it is therefore essential to be aware of

00:03:17.879 the limitations of each type of

00:03:19.620 communication and use them appropriately

00:03:23.300 understanding the nuances of each type

00:03:25.739 of communication can help us become

00:03:27.780 better communicators and build stronger

00:03:29.940 relationships with others

00:03:32.879 thanks for watching this video

00:03:35.159 if you find this video informative

00:03:37.080 please like the video and don't forget

00:03:39.060 to subscribe to education leaves extra