

Resources

MODULE 2: Why influence?

“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting *through*.”

– Sydney Harris

What is a communication experience?

The communication experience includes:

- The Message, that’s what you say.
- The Messenger, that’s you, and how you come across.

What experience do you create? Is it one of information or influence?

Communication has the power to change the way your listener thinks or acts about your idea, topic and you. You create a communication experience as soon as you open up your mouth to speak.

Here’s the good news: Great communicators aren’t born. They are made.

Goals for the program

Our goals for you:

- Become aware of your habits and how others perceive you.
- Learn some tricks to boost your connection, rapport and likability with any audience.
- Learn a framework to organize your message of influence.
- Get outside your comfort zone.
- Have a growth mindset.

What counts in communicating?

The 3 Vs of Communication:

Verbal (the content of the message, the words you say): 7%

Vocal (the sound and tone of your voice): 38%

Visual (your observed behavior): 55%

An inconsistent message is when the words you say don’t match how you come across as you say them. When you have an inconsistent message, the visual and vocal block the verbal. People will believe the vocal and visual cues over the actual words you say.

Your objective is to create a consistent message across the Verbal, Vocal and Visual elements.