

"Useful to me?"

"Trustworthy?"

"What happens if I let you in?"

To answer, we test. We pick up signals, based first of all on our instincts, life experiences, and preferences. This always comes before we confer the mantle on whom we trust or admire, and who's worthy of our attention. We test in two ways:

- First we notice and respond instinctively to personal style: how the teller strikes us, person to person.
- Then we shore that up by intellectually considering some hard-nosed questions about who this person is and how he/she relates to our lives.

(Notice how this also follows the order in which I introduced myself, the contents of the book, and my credentials to you at the beginning.)

### *Personal Style*

Who do you like to listen to and who do you resist—whether in a formal presentation, at a meeting, or one-on-one? Could you list some basic characteristics that always attract you? What adjectives come to mind? Look at this list of readily identifiable personal qualities, to see if you find your preferences among them:

warm	honest
friendly	exciting
interesting	knowledgeable
organized	creative
confident	inspiring
open	authentic

Now think about the quick turn-off qualities you've encountered in speakers or tellers. Perhaps:

pompous	vague
unenergized	complex
patronizing	unsure
formal	irrelevant
stuffy	monotonous
hyper-intense	nervous
closed	synthetic