



# **HOW TO TALK SO PEOPLE LISTEN**

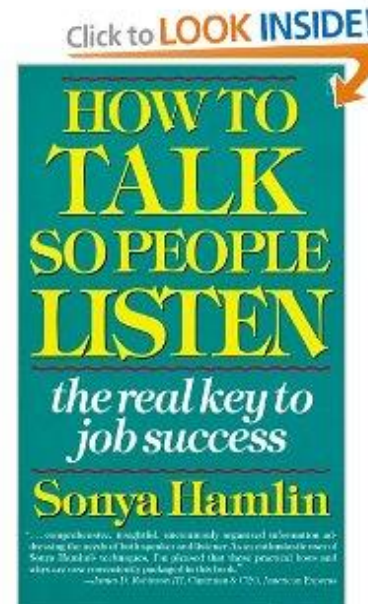
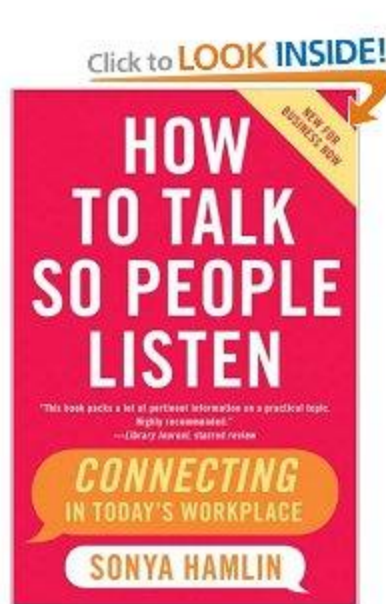
**UMW Student Leadership Conference 2011**

**Bob Liebau, Associate Director of Campus  
Recreation and Fitness Center Director**

# PRESENTATION RESOURCES

The Student Leadership Conference presentation took you on a fairly long journey. But this journey was only the beginning. I encourage you to look into this topic/concept in more depth and detail. I would like to recommend two books for you that you should probably add to your professional library.

These books will help you achieve tremendous heights in your professional careers in your life after college. They can also help you now, if you have the time to read them.



# PRESENTATION RESOURCES

## ○ Presentation Summary

- Getting people to listen takes motivating your listeners.
- People's basic motivation is self-interest: WIIFM – what's in it for them.
- You must always start by letting people know why they should listen.
- People evaluate and react to you as a teller; this determines how, or if, they will listen.
- You need to be real, human, and informal to your audience. Use today's getting-to-know-you tone. We're used to TV's up-close-and-personal approach, not a formal and starchy style. Humor is good; it bonds audiences to you, but only if you are good at it.
- Your techniques of telling are the third reason people will listen to you.
- People process communication nonverbally and instinctively, not just through words.
- Credibility takes a unified message: words must match body language.
- Always use words that are in common use, succinct and accessible to all.
- Remember how we feel about learning anything new: ground is in what we know before you take off on new paths.



WOULDN'T IT BE GREAT IF...



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- You could know that you have everyone's attention at a meeting?



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- You could feel confident that your presentation is hitting the mark?



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- You could anticipate your audiences questions before they ask them?
- You knew how to solicit a would-be employer?
- You could ask for a raise with confidence?
- You were confident in any situation at any time?



# HOW TO GET ANYONE TO LISTEN TO ANYTHING



# HOW TO GET ANYONE TO LISTEN TO ANYTHING

- Why is making people listen such a struggle?



# HOW TO GET ANYONE TO LISTEN TO ANYTHING

- Why is making people listen such a struggle?
- Consider the following...



# THE ME-FIRST FACTOR



# THE ME-FIRST FACTOR

- We are our own favorite human pastime - involvement in ourselves and our own self-interest take most of our attention.





- Understanding this, you could really connect with someone when you talk with them.



- Understanding this, you could really connect with someone when you talk with them.
- It's our primary focus.



- Understanding this, you could really connect with someone when you talk with them.
- It's our primary focus.
- It's where our motivation comes from.



- To make anyone listen while you are trying to get your message across, you must always answer the listener's instinctive question:



- To make anyone listen while you are trying to get your message across, you must always answer the listener's instinctive question:
- Why should I listen to you?



- To make anyone listen while you are trying to get your message across, you must always answer the listener's instinctive question:
- Why should I listen to you?
- What's in it for me if I decide to give you my time?



- So, to reach anyone with your message you have to start with them.



- So, to reach anyone with your message you have to start with them.
- You have to motivate listeners.





- So, to reach anyone with your message you have to start with them.
- You have to motivate listeners.
- You have to make them want to hear you talk.



# WHAT MAKES PEOPLE LISTEN?

- 3 basic motivating factors...



# WHAT MAKES PEOPLE LISTEN?

- 3 basic motivating factors...
  1. What's in it for me?



# WHAT MAKES PEOPLE LISTEN?

- 3 basic motivating factors...
  1. What's in it for me?
  2. Who's doing the telling?



# WHAT MAKES PEOPLE LISTEN?

- 3 basic motivating factors...

1. What's in it for me?
2. Who's doing the telling?
3. How do you tell it?



WHAT'S IN IT FOR ME?



# WHAT'S IN IT FOR ME?

- What's your prime motivator?



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- What's your prime motivator?
- How do you decide whom to call back?





# WHAT'S IN IT FOR ME?

- What's your prime motivator?
- How do you decide whom to call back?
- How do you decide what to do over the weekend?



# WHAT'S IN IT FOR ME?

- What's your prime motivator?
- How do you decide whom to call back?
- How do you decide what to do over the weekend?
- Or who you have lunch with?



TRY THIS SELF TEST



## TRY THIS SELF TEST

- Consider the newspaper, or online news...



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- Consider the newspaper, or online news...
  - What do you read first and why?



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  - What do you read first and why?
  - What gets you past the headlines or makes you turn to the follow-up page?



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- Consider the newspaper, or online news...
  - What do you read first and why?
  - What gets you past the headlines or makes you turn to the follow-up page?
  - Isn't it "I want to or need to know that"? or "Hey, that could help me at work, to look good, to be healthier, etc."



- The weekend...





- The weekend...
  - How do you choose what to do?



## ○ The weekend...

- How do you choose what to do?
- Even when you go somewhere you'd rather not go just to keep the peace in your relationships, your voluntary activities always come from your deciding what's the best move for you.



- At work or school...



- At work or school...
  - Whom do you call back and how quickly?



- At work or school...
  - Whom do you call back and how quickly?
  - Whose email do you read?



- At work or school...
  - Whom do you call back and how quickly?
  - Whose email do you read?
  - What assignments do you finish first?



- At work or school...
  - Whom do you call back and how quickly?
  - Whose email do you read?
  - What assignments do you finish first?
  - It's all about self-interest here, too.



- In order to make people listen to your self-interest, you must first tap into their self-interest.





# HOW TO FIND ANYONE ELSE'S SELF-INTEREST



- What you know already.



- What you know already.
- You'd be amazed to learn how many similar goals we share...who doesn't want to:



- What you know already
- You'd be amazed to learn how many similar goals we share...who doesn't want to:
  - Feel secure in oneself?



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- You'd be amazed to learn how many similar goals we share...who doesn't want to:
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  - Feel competent, effective, and on the move?



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  - Feel secure in oneself?
  - Feel competent, effective, and on the move?
  - Learn some new skills to make your work a little easier and more efficient?
  - Understand something about what it takes to get along with others?



- Knowing your audience at work or school.





- Knowing your audience at work or school.
- What you share...



- Knowing your audience at work or school.
- What you share, the common denominators...
  - A common workplace/school culture.



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  - You know how to get things done.



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- What you share...
  - A common workplace/school culture.
  - You know how to get things done.
  - You interact with the same cast of characters and know their habits.
  - You're aware of the latest issues the business, your department, your program, your school faces.



- So, you already know a lot.



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- What you need is to start with the self-interest principle: the first reason anyone listens.



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- Let your audience know, right up front, that what you have to say does indeed fit their needs, their concerns, their desire for information, guidance or getting what they want.





- So, you already know a lot.
- What you need is to start with the self-interest principle: the first reason anyone listens.
- Let your audience know, right up front, that what you have to say does indeed fit their needs, their concerns, their desire for information, guidance or getting what they want.
- That's where the motivation for listening starts; that's what makes an audience want to hear your message.



# WHO'S TELLING



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# WHO'S TELLING

- Your audience needs to know who you are.
- You have to relate to them as a human being, not just as a message giver.



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- People want to listen to someone they like, trust, respect, admire, feel good about, and recognize as a fellow human being.
- Here's some of what we instinctively look for and how we respond to any speaker...



- Trust



- Trust

- First impressions and strangers.





## ○ Trust

- First impressions and strangers.
- Example of the history of the salute.



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  - How do I feel about you?



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- First impressions and strangers.
- Example of the history of the salute.
- Bottom line...
  - How do I feel about you?
  - Should I trust you, at least enough for me to sit still and listen to you?



- Admiration



## ○ Admiration

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- Why bother with them?



## ○ Admiration

- Speaker introductions...long, windy and kind of boring.
- Why bother with them?
- But that's just the beginning of getting the audience to listen. The real test is much more subjective.





- Likeability, Openness, and Outreach



- Likeability, Openness, and Outreach
  - We instinctively need to relate to the speaker.



## ○ Likeability, Openness, and Outreach

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  - Who are you when you leave here and go home?
  - For the powerful: Are you the kind of person that knows anything about life as I know it – who cares about my issues or has experienced them?
  - For peers: How tough are you really? Are you unsure of yourself or open to another's ideas? What else interests you?



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  - We are the figure of authority; the audience is anonymous, a random group.
  - We have the microphone so everyone can hear us; they are silent.



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- So, how do we make it better?
- Do you present yourself with remoteness, formality, superiority, and power, holding back a glimpse of yourself?
  - What response does that create?
  - Have you noticed how turned off people get by the teacher style, slightly superior, imbued with bringing the word to the misguided, less knowledgeable?



- Personal style.



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- Certain, basic qualities immediately capture our attention and make us want to spend more time with certain people.



- Personal style.
- Certain, basic qualities immediately capture our attention and make us want to spend more time with certain people.
- What qualities do you respond to?



## ○ List 1:

- Warm
- Friendly
- Interesting
- Organized
- Confident
- Open
- Honest
- Exciting
- Knowledgeable
- Creative
- Inspiring
- Authentic
- Informal
- Funny



## ○ List 2

- Pompous
- Flat
- Patronizing
- Formal
- Stuffy
- Intense
- Vague
- Complex
- Nervous
- Irrelevant
- Monotonous

- Closed



- Which list is more appealing to you?



- Which list is more appealing to you?
- What makes some styles more appealing than others?





- Let's revisit List 1...



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  - Warm, friendly, open and honest speakers put us at ease, and fell comfortable sharing time with them.



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- Authentic speakers show us that what we see is what we get.



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- Informal speakers get right to the comfort zone of casual conversation: no orating, lecturing, or heavy-handed instruction. The message is relaxed.
- Funny. This does not mean opening with a joke and never showing another drop of humor. Not everyone can be funny, so don't *try* to be funny. Being naturally funny with a built-in appropriateness filter is very welcoming.



# HOW DO AUDIENCES DECIDE ABOUT YOU?



# HOW DO AUDIENCES DECIDE ABOUT YOU?

- Stop, Look, and Listen.



# HOW DO AUDIENCES DECIDE ABOUT YOU?

- Stop, Look, and Listen.
- Then comes I'll think about it.



# HOW DO AUDIENCES DECIDE ABOUT YOU?

- Stop, Look, and Listen.
- Then comes I'll think about it.
- We feel before we process.



- Here is the bottom-line message...
  - Before you get to the heart of the message, and right after you've tapped into the audience's self-interest, you need to open the door to let the audience in to see and feel who you are, what you intend to do, and how you relate to them.



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  - If you don't do this, the audience will do this for you. They are looking for the reasons to decide who's telling and if they will let you be the one.



# HOW DO YOU TELL IT





# TECHNIQUES OF TELLING



# TECHNIQUES OF TELLING

- Here's what today's audience needs from you in order to pay attention:



# TECHNIQUES OF TELLING

- Here's what today's audience needs from you in order to pay attention:
  - Be succinct and clear.



# TECHNIQUES OF TELLING

- Here's what today's audience needs from you in order to pay attention:
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  - Hit your point first, then explain it.



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- Here's what today's audience needs from you in order to pay attention:
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  - Grab attention at the beginning, before they zone out.
  - Pause and recap after each section.



- Establish credibility through objective sources and backup data.



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- Remind them of their own experiences.



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  - Choose the right words.



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- Here are the basics:
  - Make it visual.
  - Verbal and nonverbal communication.
  - Words versus body language.
  - Choose the right words.
  - Understanding how people feel about learning.



MAKE IT VISUAL



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- Visual dependency



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- Gen X and Y get information electronically.
- Think about text messages.
- Phones with pictures.
- Online shopping.



- Making visual ideas work.



- Making visual ideas work.
  - Approach 1



- Making visual ideas work.

- Approach 1
- Approach 2

**August 29 – September 2, 2011**

Total Use = 2921

Total Students = 2778

Total Faculty/Staff = 143

Cardio = 1493 students + 74 f/s = 1567

Weights = 1281 students + 69 f/s = 1350

Peak use time frame = 4:30 p.m. to 6:30 p.m.

Peak use day = Tuesday, August 30, 2011

Facility Guests = 4



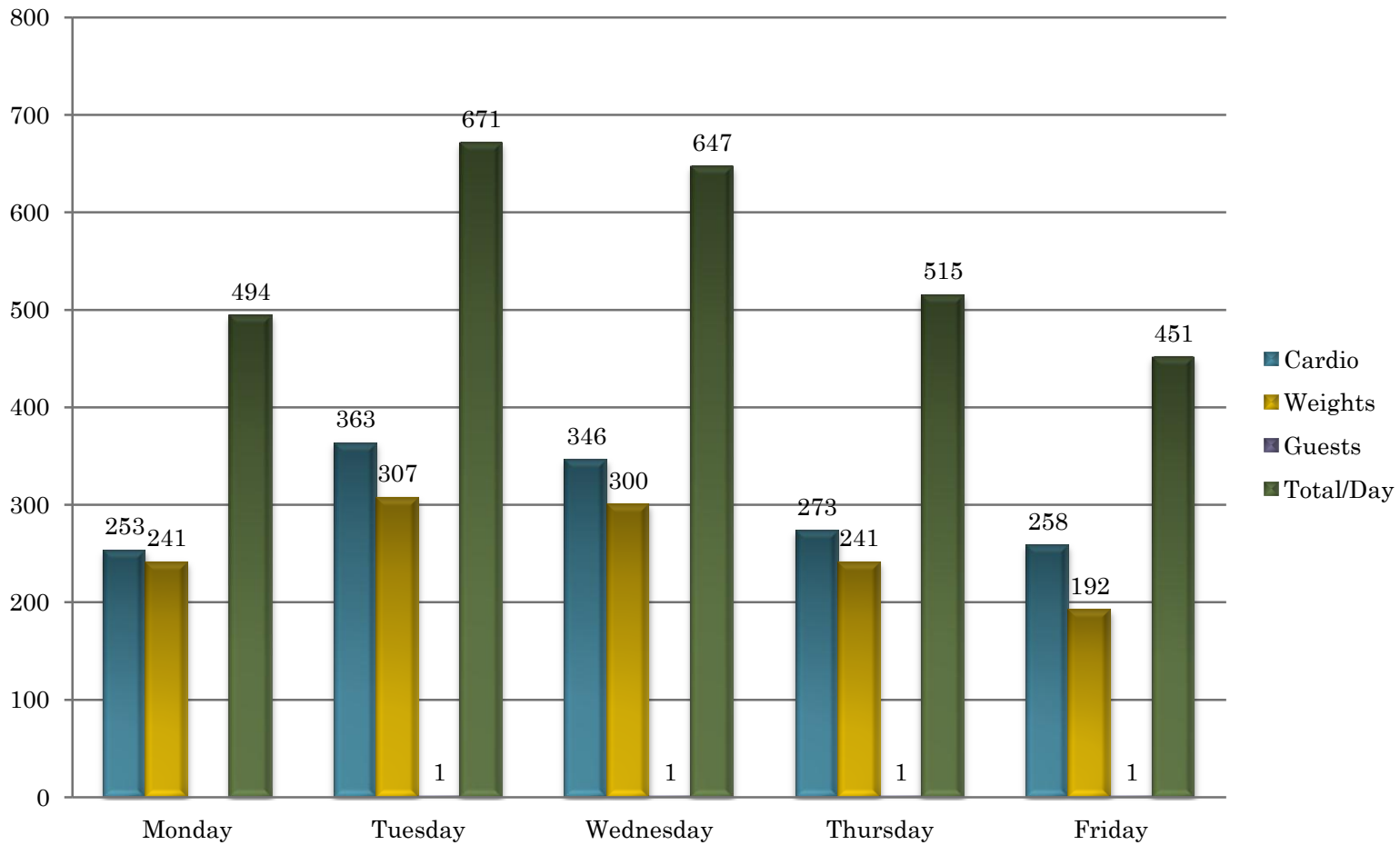
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- Approach 1
- Approach 2
- Approach 3





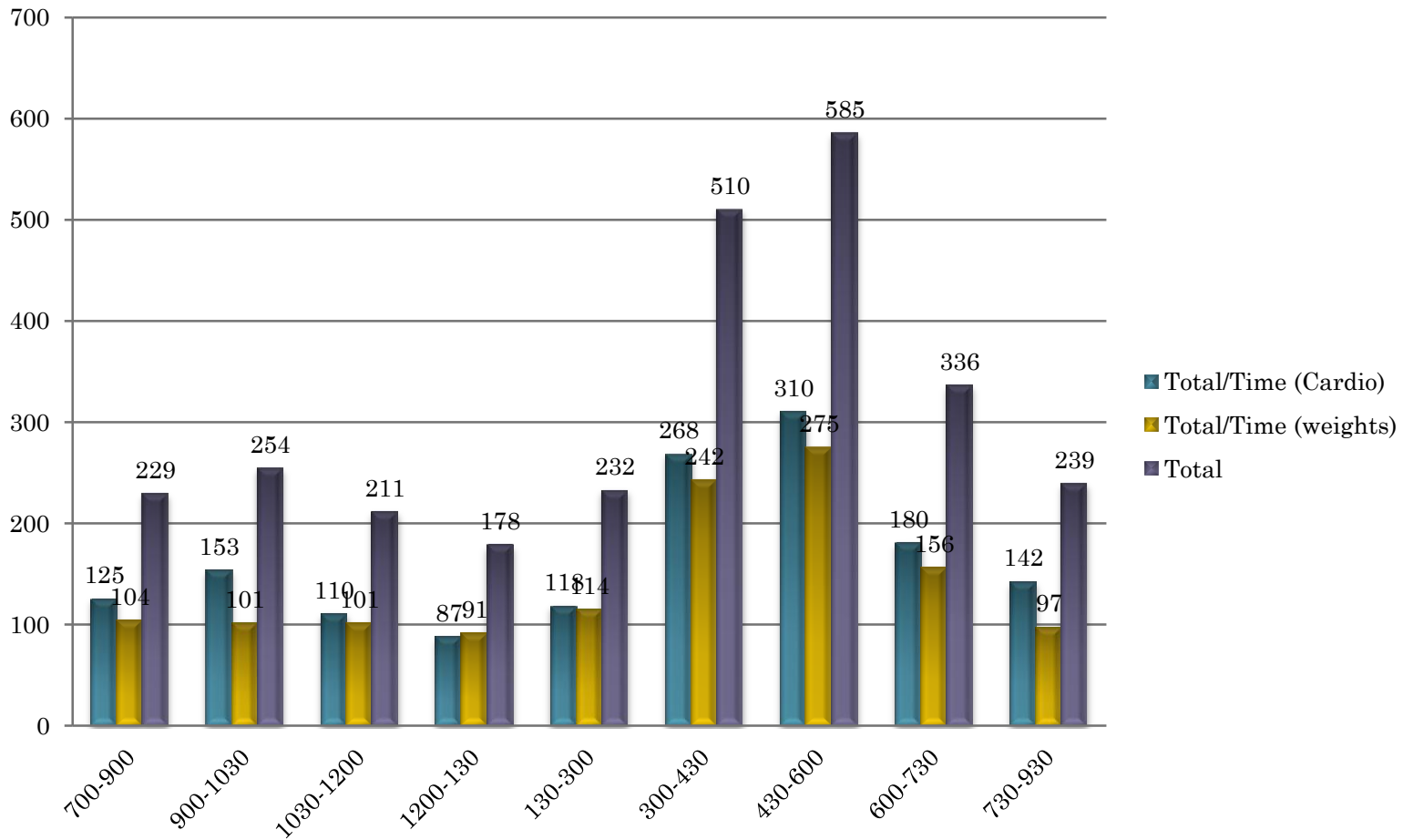
## Fitness Center Use August 29 to September 2, 2011







## Fitness Center Hourly Use August 29 to September 2, 2011



# VERBAL AND NONVERBAL COMMUNICATION



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- Words versus Body Language



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  - Words are self-edited; Body Language is unedited and spontaneous.
  - Words are specific; Body Language is universal.



# VERBAL AND NONVERBAL COMMUNICATION

## ○ Words versus Body Language

- Words are cerebral; Body Language is visceral.
- Words are self-edited; Body Language is unedited and spontaneous.
- Words are specific; Body Language is universal.
- Words are extravagant; Body Language is succinct.



# VERBAL AND NONVERBAL COMMUNICATION

## ○ Words versus Body Language

- Words are cerebral; Body Language is visceral.
- Words are self-edited; Body Language is unedited and spontaneous.
- Words are specific; Body Language is universal.
- Words are extravagant; Body Language is succinct.
- Together, they create dialog.





- Choosing words...



- Choosing words...
  - When we don't understand the words:



- Choosing words...
  - When we don't understand the words:
    - We stop listening.



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  - When we don't understand the words:
    - We stop listening.
    - We discover our ignorance.



- Choosing words...

- When we don't understand the words:
  - We stop listening.
  - We discover our ignorance.
  - We learn how you feel about us.



- Words that work:



- Words that work:
  - Use the simplest, clearest words you can.



- Words that work:
  - Use the simplest, clearest words you can.
  - Less is more.





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  - Don't simply depend on people asking questions.



# HOW PEOPLE FEEL ABOUT LEARNING



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If your major goal is to be understood, to get others to listen to your ideas or what you want, and to have them agree with you, your first need to overcome the basic obstacles to listening and learning. People are inherently conservative at first, They don't like newness and change. Here's why. They may be:



# HOW PEOPLE FEEL ABOUT LEARNING

- Resistant



# HOW PEOPLE FEEL ABOUT LEARNING

- Resistant
- Competitive



# HOW PEOPLE FEEL ABOUT LEARNING

- Resistant
- Competitive
- Intimidated



- Handling resistance and fear of learning.





- Handling resistance and fear of learning.
  - Begin with what people know.



- Handling resistance and fear of learning.
  - Begin with what people know.
  - Begin with where they are now.



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  - Begin with where they are now.
  - Walk with them through new ideas.
  - Start with the known and familiar.
  - Add new variations or takeoffs to the base.
  - Establish first what is *now*, making everyone comfortable, before you introduce what *could be*.



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- People's basic motivation is self-interest – WIIFM.
- Always start with letting people know why they should listen.
- People evaluate and react to you as a teller; this determines how, or if, they will listen.
- You need to be real/genuine, human, and informal to your audience.



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- People process communication nonverbally and instinctively, not just through words.
- Credibility takes a unified message – words must match body language.
- Always use words that are in common use, succinct/to the point, and accessible to all.



- Remember how we feel about learning anything new; ground us in what we know before you take off on new paths.



- Remember how we feel about learning anything new; ground us in what we know before you take off on new paths.
- This is just the beginning.



- Thank you.

