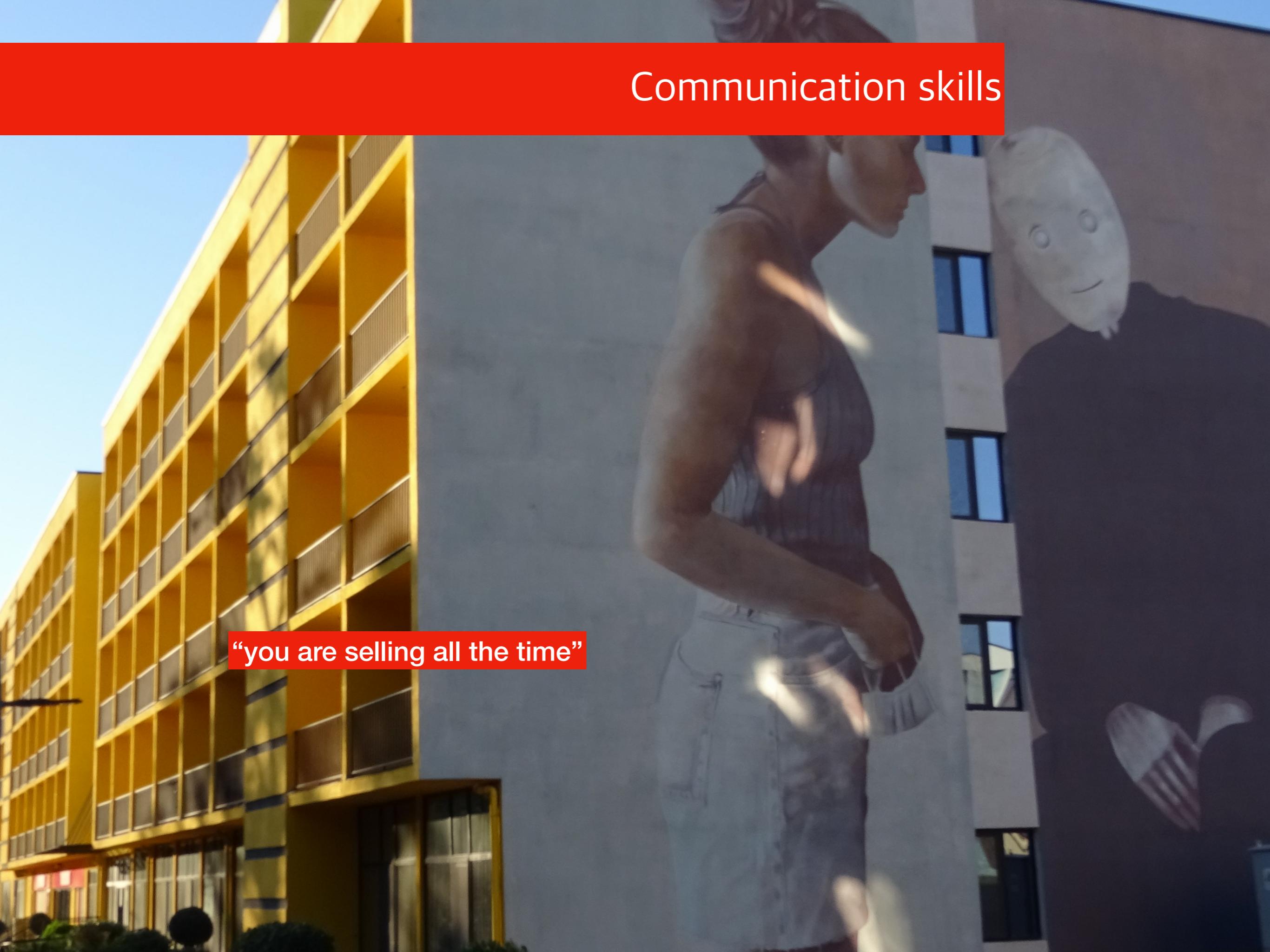


# Communication skills



“you are selling all the time”

# The ingredients of success



Words

Music, dance.

The power of words



# Ludwig Wittgenstein

- ◆ Communication is effective only when it breeds understanding.
- ◆ Communicating to others is about “the others”.
- ◆ If you can’t express what you mean, you never really did know it in the first place.

## Verbal skills

It is absolutely essential  
to have solid  
communication and presentation skills

if you are a...

...Developer  
Salesperson  
Scientist  
Doctor  
Lawyer  
Parent  
Teacher...

- ◆ Talk, Speech
- ◆ Exam
- ◆ Job Interview
- ◆ Negotiation
- ◆ Conflict



# Anatomy of a presentation



*Anatomy of a presentation*

Start



End

Churchill was once asked why he never began a speech with “It gives me a great deal of pleasure ...” He replied:

*There are only a few things from which I derive great pleasure, and speaking is not one of them.*

## 666 Rule

- < Six words per bullet
- < Six bullets per slide
- < Six word slides in a row

# 10/20/30 rule

< 10 slides

< 20 minutes

< 30pt font size

Less is more

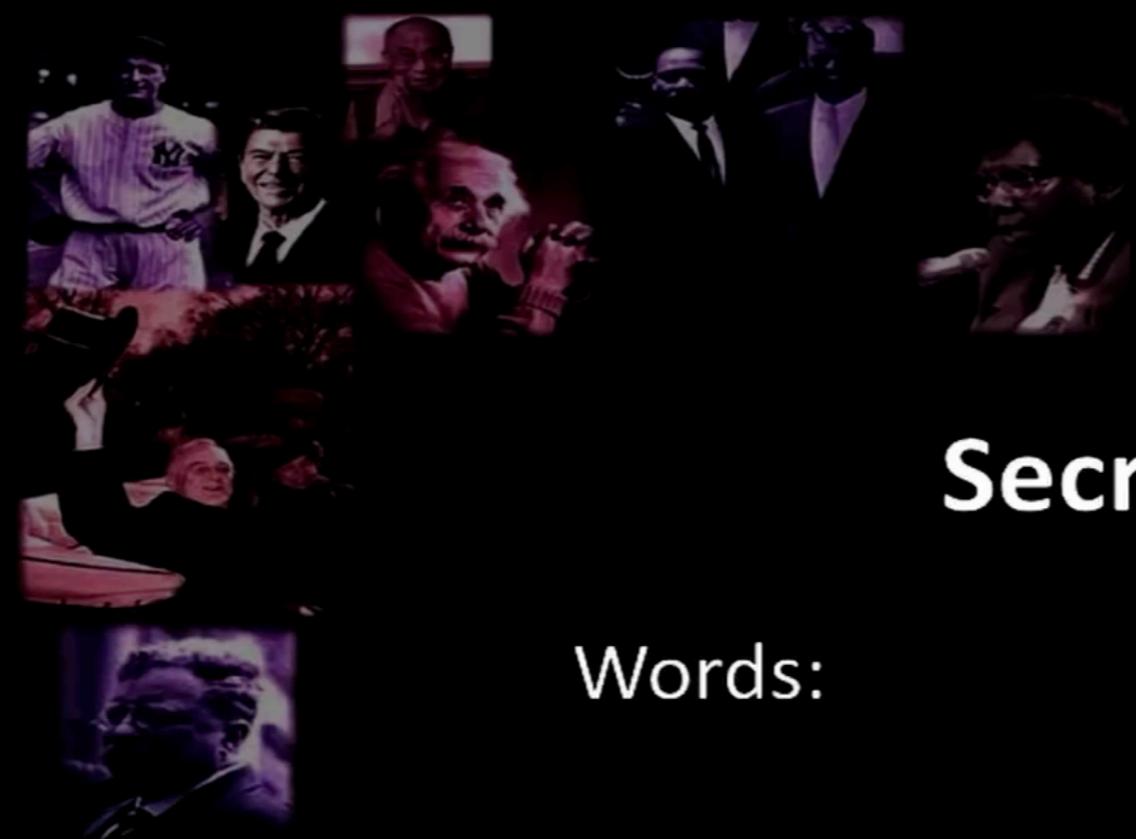
- A presentation achieves perfection ...
- ... not when there is nothing else to **add** ...
- ... **but** when there is nothing that can be **taken away**



TD-Centre architect  
Mies van der Rohe

## Verbal graffiti

- ◆ … "um", "like", "you know", "I mean", "so", "uh", etc
- ◆ … “honestly”, “to tell you the truth”, “actually”, etc



## Secret 1 - 3

Words: 7%

Voice Tone: 38%

Body Language: 55%

"I love this book. I've followed Humes' lessons for years, and he condenses them all into one compact, hard-hitting resource. Get this book on your desk now."

—CHRIS MATTHEWS, *Maddow*

# Speak Like CHURCHILL

*21 Powerful Secrets of History's Greatest Speakers*

# Stand Like LINCOLN

JAMES C. HUMES

Never...was so much owed by so many to so few.

Never...was  
so much  
owed  
by so many  
to so few.



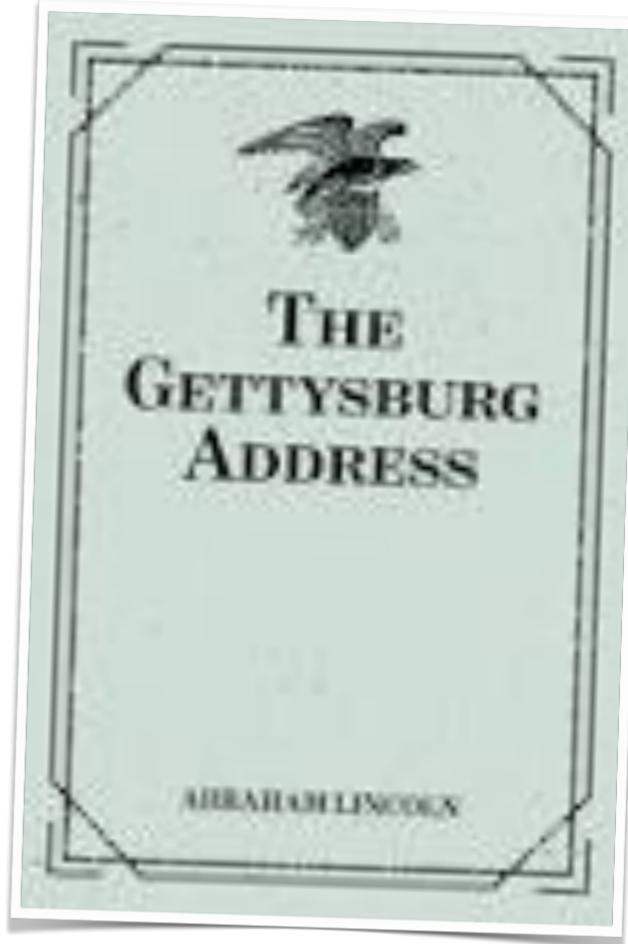
- ◆ Power opener
- ◆ Power-point
- ◆ Power-pause
- ◆ Power presence
- ◆ Power-reading
- ◆ Power-wit
- ◆ Power-gesture
- ◆ Power-close

# The Gettysburg address

Four score and seven years ago our fathers brought forth on this continent, **a new nation, conceived in Liberty**, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, **we can not dedicate—we can not consecrate—we can not hallow**—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract. The world will little note, nor long remember **what we say here**, but it can never forget **what they did here**. **It is for us the living**, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. **It is rather for us** to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—**that this nation, under God, shall have a new birth of freedom**—and that **government of the people, by the people, for the people**, shall not perish from the earth.



**Exercise:**  
**write the Gettysburg Address speaker notes**  
**as Churchill**  
**himself**  
**would have done it**

# Getting Technical

- ◆ Equations need explanations
- ◆ Every variable needs explanation
- ◆ Why
- ◆ How
- ◆ What

# Tips

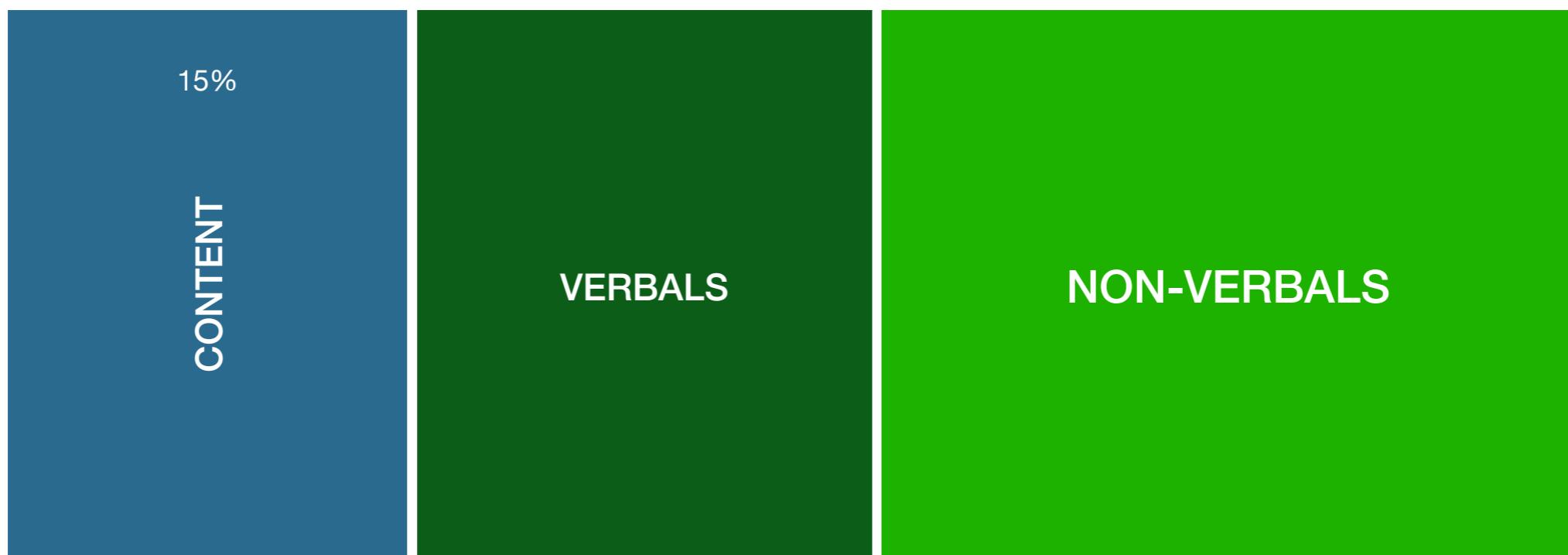
- ◆ Eliminate verbal graffiti
- ◆ Use pauses and silences to add depth
- ◆ Don't speed
- ◆ Listen and read your audience

... "um", "like", "you know", "I mean", "so", "uh", etc  
... "honestly", "to tell you the truth", "actually", etc

## Exercises

- ◆ Record yourself
- ◆ Do job interviews with friends
- ◆ Highlight:
  - verbal graffiti
  - pauses

# Non-verbals

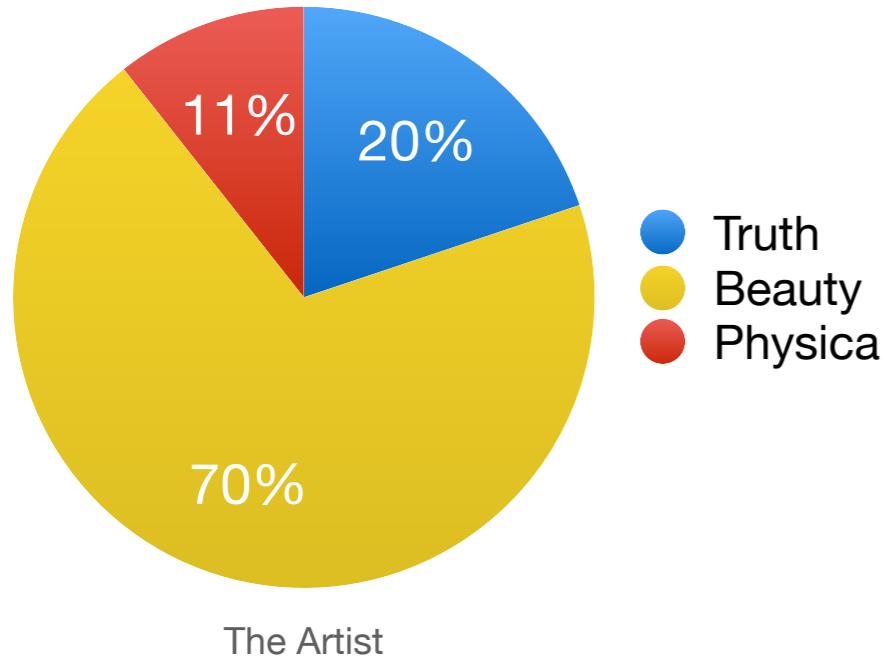


Words

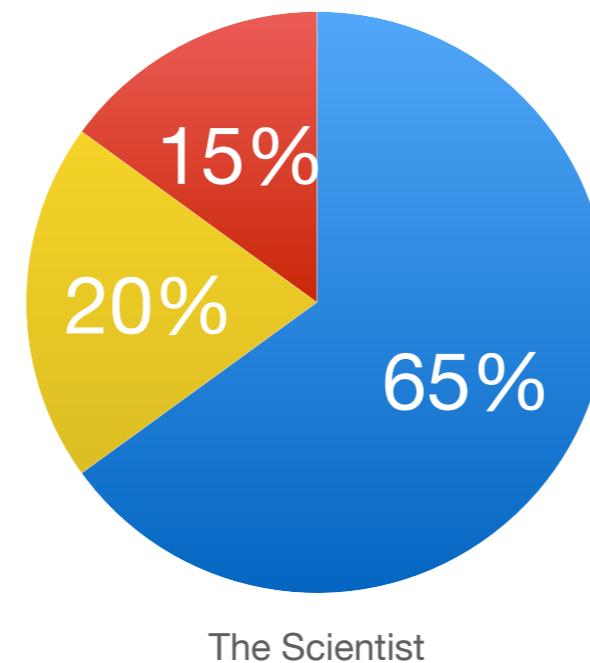
Music

Dance

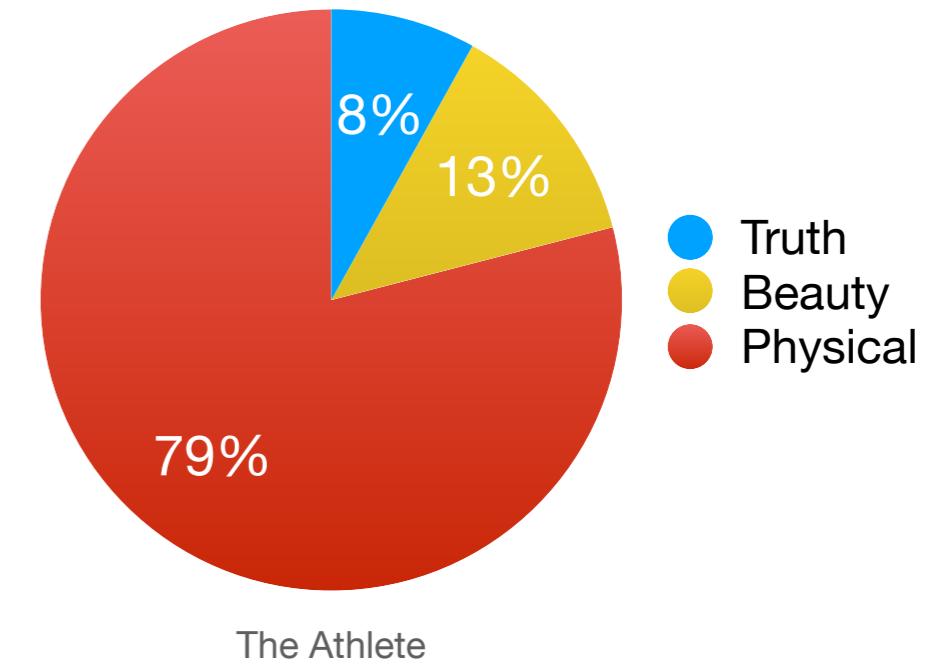
# Jung psychology



**Business lunch**



**Office meeting**

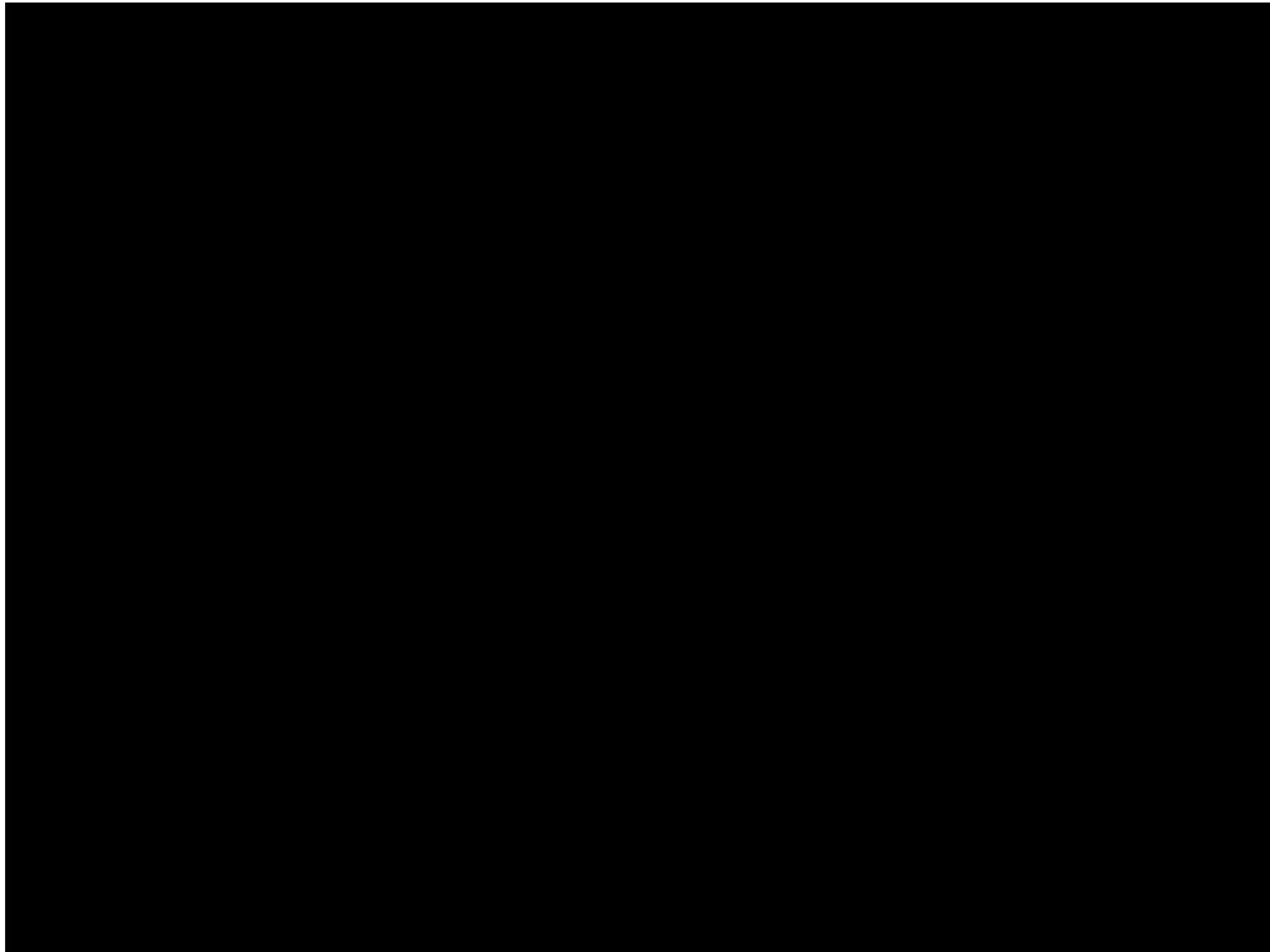


**Golf discussion**

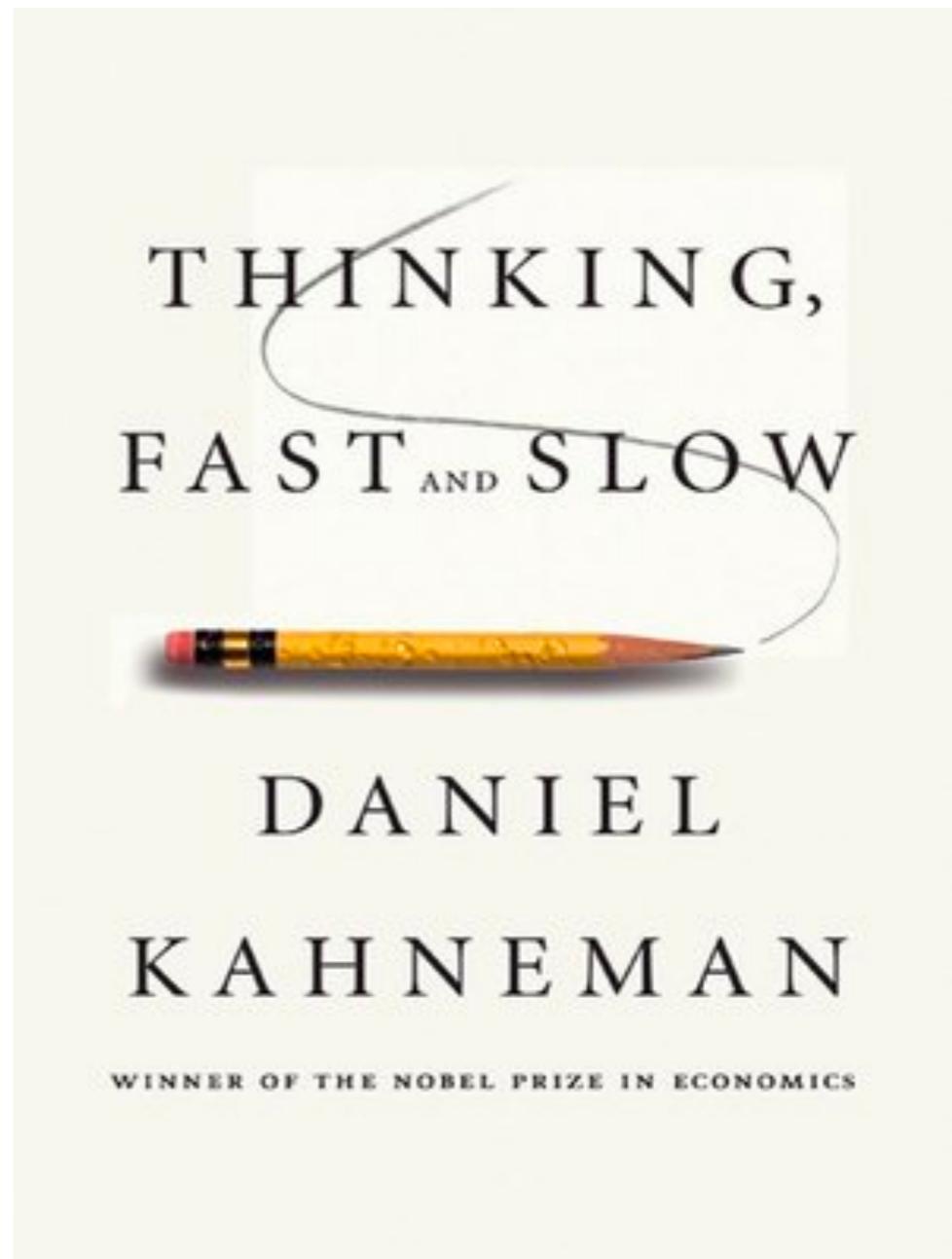
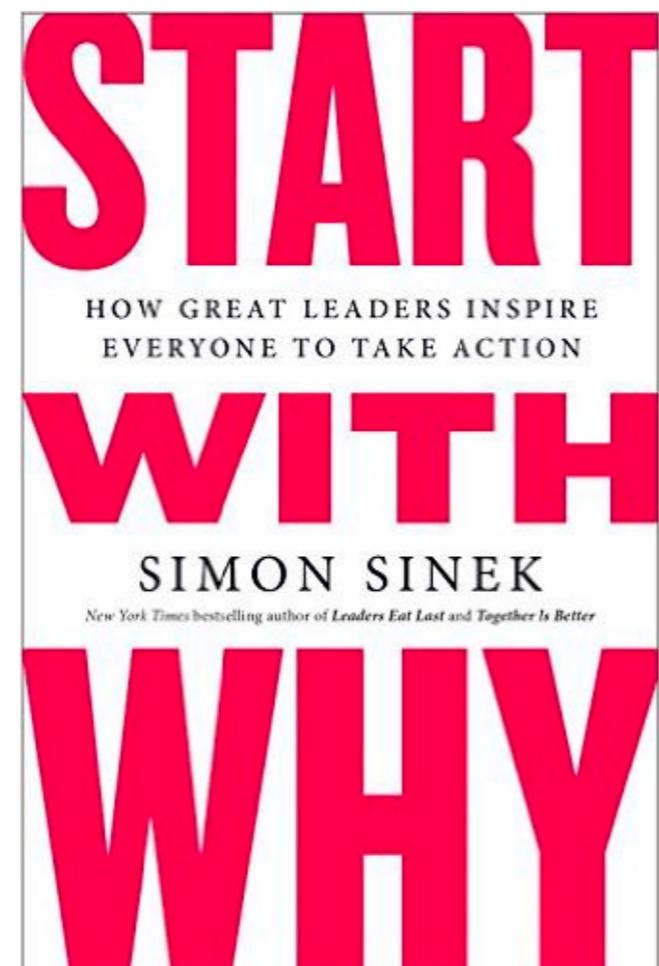
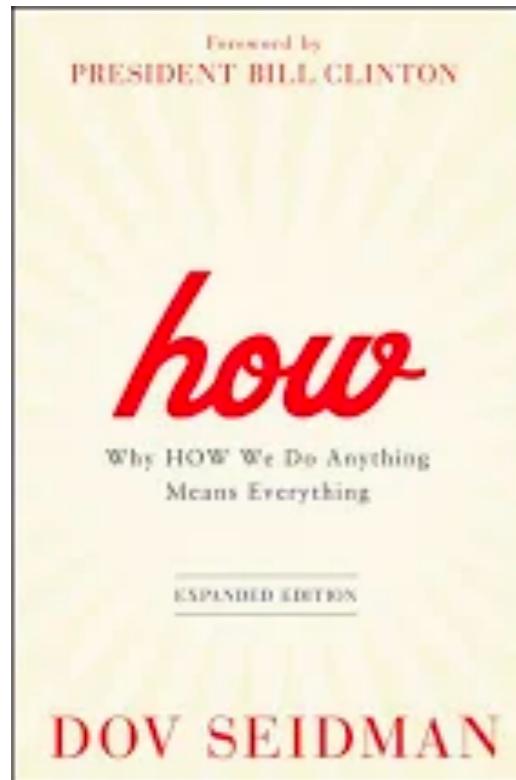
## Non-verbals: body and mind



# The limbic brain



## Thinking Fast - Thinking Slow



## Thinking Fast - Thinking Slow



Intuitive thinking

$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

Logical thinking



# CHANGING YOUR NARRATIVE

SIMON SINEK



Start with WHY



<https://www.coca-cola.com/>

[https://www.tesla.com/en\\_ca](https://www.tesla.com/en_ca)

<https://www.microsoft.com/en-ca/>

<https://www.apple.com/ca/>

<https://www.goldmansachs.com/>

<https://www.utoronto.ca/>

MMF



The inspired employee

# From Employee to Employer

- ◆ Coerce
- ◆ Motivate
- ◆ Inspire

- ◆ Crazy George Henderson: inventor of "the wave".
- ◆ October 15, 1981, televised Oakland Athletics American League Championship Series the New York Yankees.
- ◆ One night in late 1980, there was a delayed response from one section of fans
- ◆ At the A's/Yankees game, after a few false starts, the crowd understood what Henderson was trying to accomplish, and the wave circled the Oakland Coliseum, followed by several others during the game.



**What sunshine is to flowers:**  
A literature review on the use of emoticons to support online learning

**Joanna C. Dunlap**  
University of Colorado Denver  
joni.dunlap@ucdenver.edu

**Devshikha Bose**  
Boise State University  
devshikhabose@boisestate.edu

**Patrick R. Lowenthal**  
Boise State University  
patricklowenthal@boisestate.edu

**Cindy S. York**  
Northern Illinois University  
cindy.york@niu.edu

**Michael Atkinson**  
Boise State University  
michaelatkinson620@boisestate.edu

**Jim Murtagh**  
Boise State University  
murtaghj3@gmail.com

#### Abstract

The effective use of electronically-mediated communication (EMC) literacy and, therefore, a high-demand competency in professional business, society, and online education. However, the use of EMC in educational contexts; given that EMC tends to rely heavily on text-based intent may be lost in translation from thought to posted message. Techniques that have the potential to improve the quality and effectiveness of communication. One such technique is the use of emoticons to capture personality nuances present in face-to-face communication. In this chapter, we present a review of the literature on emoticons used in support of online learning—with the goal of improving future practice and research of online teaching and learning—and then provide some specific instructional recommendations for online educators.

## More Than Words: The Effect of Emoticons in Electronic Negotiations

Johannes Gettinger, Sabine T. Köszegi · Published in GDN 2015 · DOI: 10.1007/978-3-319-19515-5\_23

While affect plays a similar fundamental role in both, electronic and face-to-face negotiations, the expression of emotions in computer-mediated communication differs considerably from face-to-face settings. The aim of this experimental study is to analyze how the systematic use of emoticons – facilitated with software – affects negotiation behavior in alternative computer-mediated negotiation settings. With a  $2 \times 2$  design comparing system-induced emoticon use with a text-only condition in synchronous chat or asynchronous e-mail mode we isolate effects of emoticons in these different communication settings. Results show that emoticons are used in different functions, i.e. mainly to supplement and support text messages and less often to mitigate its content. Furthermore, emoticon support increases the communication of positive affect in asynchronous negotiations while it decreases communication of negative affect and distributive negotiation behavior in synchronous negotiations. These findings propose that advancing communication quality via contextualization of affective information in negotiation support systems is promising. [LESS](#)

[VIEW VIA PUBLISHER](#)

[ALTERNATE SOURCES](#)

[SAVE TO LIBRARY](#)

[CREATE ALERT](#)

[CITE](#)

BE AN  
INFINITE  
PLAYER



# Game theory

A finite game: a student

- ◆ Courses
- ◆ Exams
- ◆ At graduation, the game ends

What

Focus on Marks, exams, ...

An infinite game: the professional

- ◆ Social interaction
- ◆ First job, second job, ...
- ◆ It does not end, even after retirement.

Why

Focus on values.

**If you can't captivate...  
... you have to be cheap.**



# Limbic drugs

## Selfish drugs

- Endorphin
  - The pain-reliever hormone & neurotransmitter
  
- Dopamine:
  - activated in survival mode
  - gets us to achieve goals



## Social drugs

- Oxytocin:
  - the love hormone
  
- Serotonin
  - the happiness hormone (neurotransmitter)







Oxytocin

## Social drugs

Paul Zak



The morality molecule

Serotonin

## Social drugs

Serotonin



Serotonin in Monkeys

## Serotonin

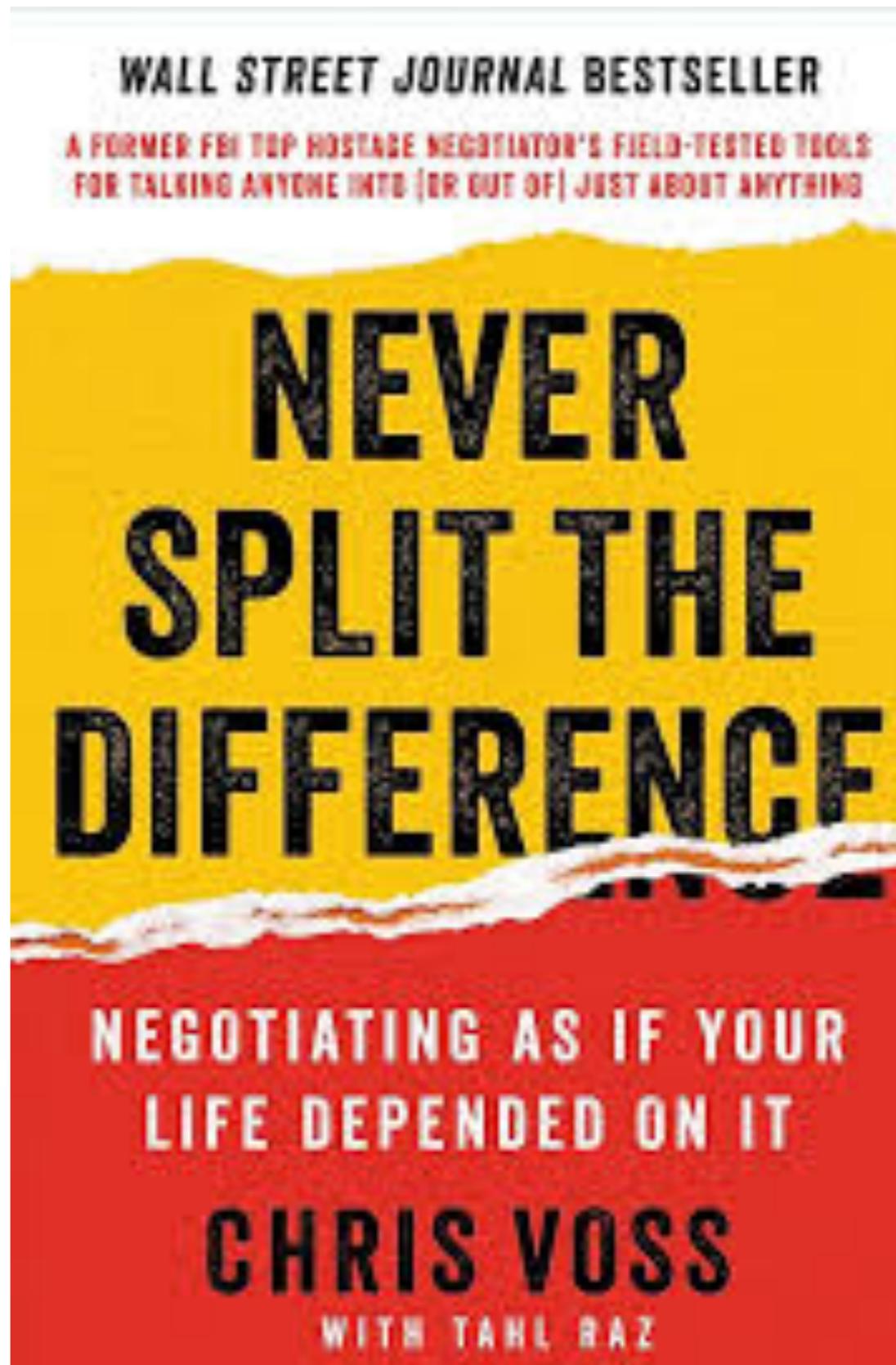


We could not have done this without them,  
we say, and they look at us

**Social drugs**

## Negotiation

- A comprehensive guide to negotiation, by a former FBI hostage negotiator
- Voss argues against traditional negotiation tactics
- Offers principles rooted in psychology and empathy.



# Tactical Empathy

- ◆ Voss emphasizes understanding the emotions and mindset of the other party.
  - actively listening,
  - showing understanding, and
  - validating their feelings.
- ◆ By building rapport and trust, negotiators can better influence outcomes.

## Mirroring and Labeling

- ◆ Mirroring is the technique of repeating the last few words the other person said
  - encourages them to elaborate and
  - feel understood.
- ◆ Labeling involves identifying and naming emotions the other person is expressing.
- ◆ Both techniques help diffuse tension and open up dialogue.

# The Power of “No”

## The other party

- ◆ “Yes” implies a commitment, it is hard to extract it from the other person.
- ◆ “Yes” is overvalued: it often leads to nothing.
- ◆ Proposes “That’s right” as the destination of your argumentation.

## You

- ◆ Voss suggests that “No” isn’t a rejection but a starting point for deeper negotiation.
- ◆ When people feel comfortable saying “No,” they are more likely to engage.

## Accusation Audit

- ◆ Before making a potentially controversial request, Voss advises preemptively addressing the other side's potential objections.
- ◆ By articulating their concerns first, you neutralize their power and build trust.

## Calibrated Questions

- ◆ Avoid asking direct questions (Yes/No answers)
- ◆ Voss recommends using open-ended questions that start with "How" or "What."
- ◆ These questions shift the pressure onto the other party to think about solutions and keep the conversation going productively.

## The “Black Swan” Concept

- ◆ Voss describes "Black Swans" as unexpected pieces of information that can change the entire negotiation dynamic.
- ◆ Discovering these unknowns is key to unlocking better outcomes in any negotiation.

## The Illusion of Control

- ◆ In negotiations, people want to feel like they are in control.
- ◆ By framing questions and suggestions in a way that makes the other party feel they have the final say, you can subtly influence their decisions.

## The Late-Night FM DJ Voice

- ◆ Voss advocates for using a calm, soothing tone during tense moments.
- ◆ This "late-night FM DJ voice" helps calm the other party and keeps emotions from escalating.

# Anchoring

- ◆ Voss argues against compromising or splitting the difference, as it often leads to unsatisfactory results.
- ◆ Instead, he recommends setting an ambitious anchor, then using tactical empathy to guide the conversation toward a favorable outcome.

- ◆ Overall, "Never Split the Difference" provides a set of negotiation tools that challenge conventional wisdom.
- ◆ Focusing on
  - empathy,
  - active listening, and
  - psychological strategies.

# Professional behaviour

Ethics and the Law

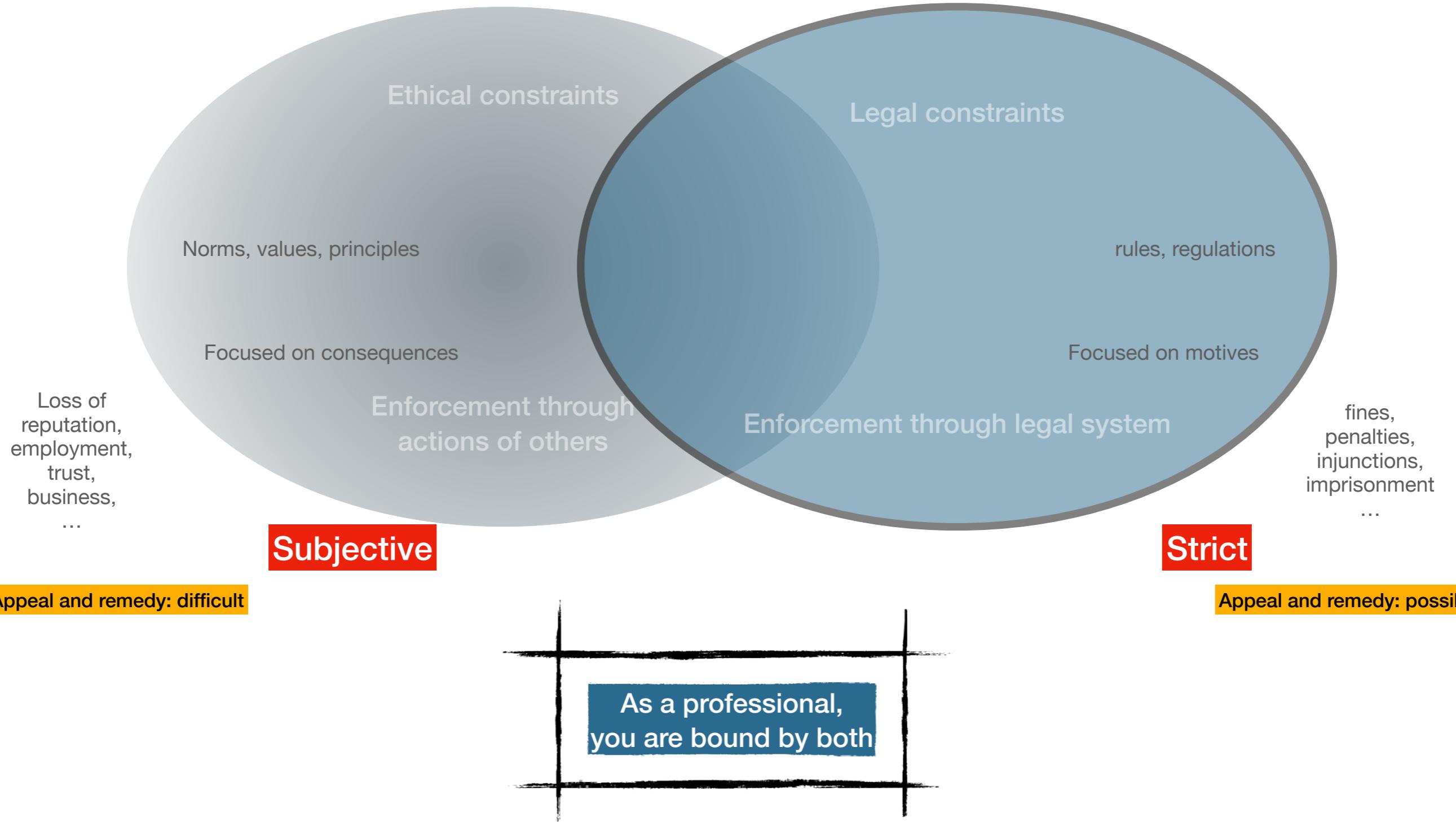
## Definition

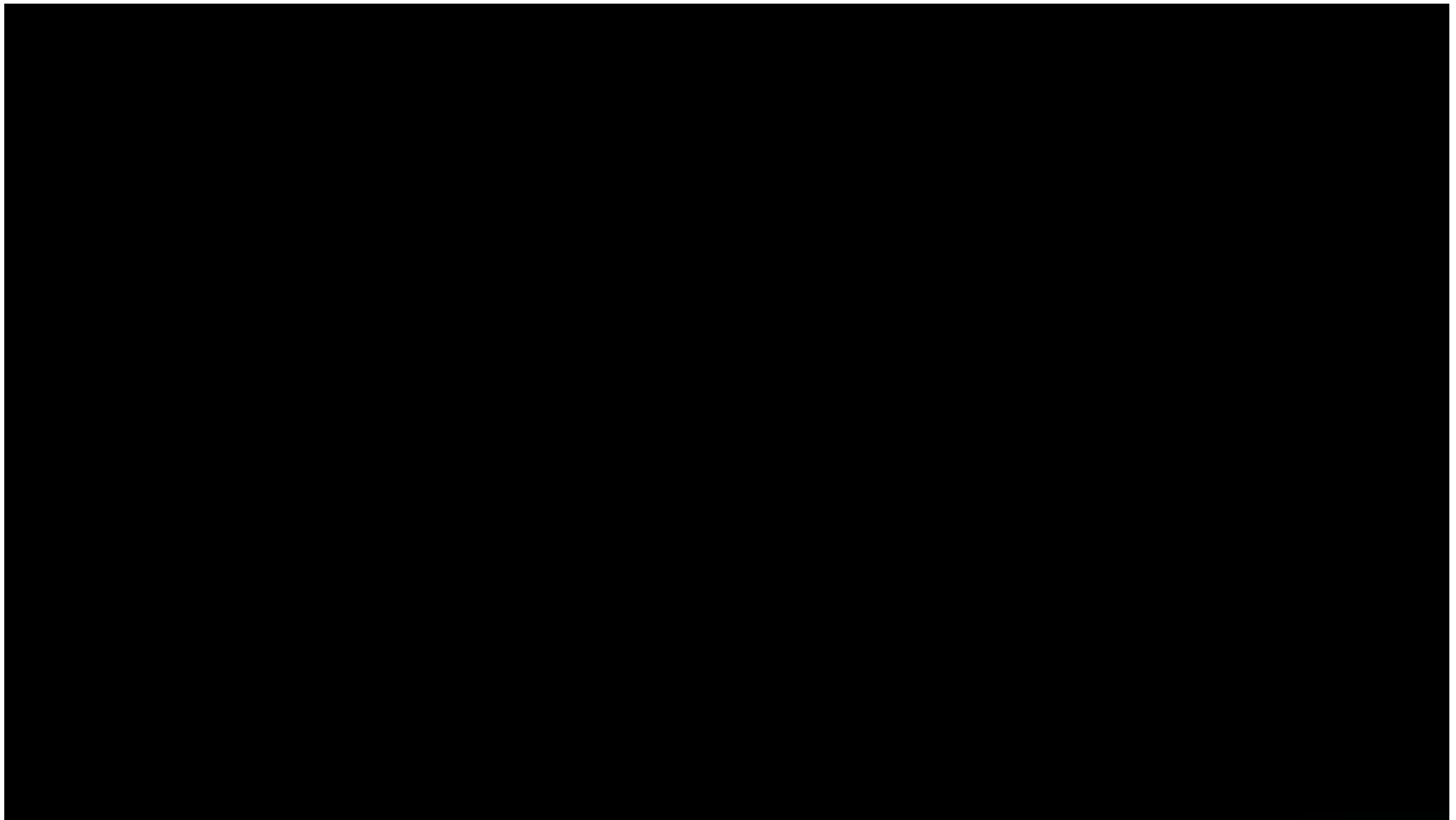
Ethics is a general term used to describe a code of conduct which is expected of professionals.

In the context of the financial sector, it affects:

- ◆ your relationship with the public, clients, prospective clients, employers, employees, colleagues, and other participants in the sector.
- ◆ the interests of clients in relationship to your own personal interests
- ◆ standards of care and judgment
- ◆ integrity and competence

# Ethics and the law





Köszönöm

תודה

Спасибі

Thanks

ありがとう

ευχαριστώ

Kösz

Teşekkürler

Merci

tack

rahmat

谢谢

Gracias

спасибо

شكراً

asante dankie

감사해요

Gracias

cảm ơn

Dankon

Danke

متّشكّرم

Grazie

Takk

ਪੰਨਵਾਦ

մադլոծ

dzięki

धन्यवाद

ขอบใจ

շնորհակալություն

