

TACTICAL INFLUENCE

Creating a Culture of Trust

The **ABC's** of strategic communication:
Do not **attach** meaning to one cue.
Self-awareness around **bias** is critical.
React according to the **context**.

Influence:

Positional	Predict
Expertise	Preempt
Nonverbal	Persuade

DISPLAY

Align intentions - are your cues congruent with what you want to communicate?

Emotional control and self-awareness

Intentional Cues	SOME:
Presence	Soft
Balance	Open
Paralinguistics	Mirroring
	Eye Contact

DECODE

Observational Acumen - Situational Awareness: Read the Room

Perspective
Power Listening
Proximity

DELIVER

Impact - enhance rapport and influence outcomes

Timing
Decisive
Transparent

What Deception Looks Like:

Verbal / Nonverbal Disconnect
Hand to Face
Cover Eyes / Mouth

What Deception Sounds Like:

Referral Statements
Repeating the Question
Irrefutable Truth

QUESTIONS



Pamela's TV SHOW



PODCAST True Spies



Influence Behavior Pre-Meeting Checklist

1. Set the Stage Before You Step In

- ☐ Have I defined my exact desired outcome for this interaction?
- ☐ Do they know the basics already, or do I need to send a pre-read / context note?
- ☐ What's the one takeaway I want them to leave with?

2. Reputation Reality Check

- ☐ What do they already think they know about me?
- ☐ Am I known for delivering on time, or am I battling a past pattern?
- ☐ Have I been consistent in my previous commitments with this person/group?

3. Cue Alignment

- ☐ Is my body language going to match the tone of my message?
- ☐ Is my voice steady, clear, and confident?
- ☐ Am I wearing / presenting myself in a way that supports the perception I want?

4. Eliminate Ambiguity Early

- ☐ Have I clearly stated the boundaries, timelines, and expectations?
- ☐ Have I confirmed they understand by asking a short, open-ended check ("What's your view on the plan so far?")?
- ☐ Have I preemptively addressed the most likely misunderstanding or objection?

5. Walk-Talk Match

- ☐ Am I only committing to what I know I can deliver?
- ☐ Have I scheduled when I'll send the first follow-up or progress update?
- ☐ Am I prepared to acknowledge any past slip-ups so they don't resurface as silent resistance?
- ☐ Am I arriving on time or early?
- ☐ Am I following through on small promises made before today?
- ☐ Is my communication style consistent with how I've shown up before?

Deception Detection Bonus

The Pinocchio Effect



During an ultimatum game, liars tended to use many more words than truth tellers in an attempt to win over their adversaries.

Just like Pinocchio's nose, the number of words grew along with the lie.

Liars Tend to Use More Swear Words Than Truth-Tellers



This happens most often when suspicions are voiced by their opponent.

Dropping words like the F 💣 likely happens more frequently because lying takes a lot of cognitive energy.

Using so much of your brain to lie makes it hard to monitor yourself.

Liars Use More Third-Person Pronouns Than Truth-Tellers



On average, liars use far more third-person pronouns than truth-tellers. This is a way of distancing themselves from the lie.

One recent study found evidence that third-person plural pronouns are one the best predictors of deceptive emails.