



Communication

Mehrabian & Weiner Study 1967

▶ Percentage Breakdown

1. Words = 7%
2. Tone = 38%
3. Body Language = 55%

▶ Percentage Breakdown Without Body Language

1. Words = 14%
2. Tone = 86%

Tone

▶ The importance of tone

1. From our team members' perspective
2. It's not what you say, it's what people hear!" (Dr. Frank Luntz)
3. From our perspective
 - ▶ Active listening
 - ▶ Respectful

It's not what you say, it's what people hear!" (Dr. Frank Luntz)

INTEL

- ▶ Never underestimate the importance of being silent when someone is speaking
- To deeply empathize we must be silent
- Listen to understand from the other person's frame of reference
 - ▶ Why is it important to understand first?
 - ▶ Paradigms
 - ▶ Are you willing to listen to someone who is unwilling to listen to you?
 - ▶ Uncover the real needs, wants and expectations
 - ▶ Reach Win-Win and third alternative solutions
- Don't formulate a response until you have listened and understood.

Trust Agents

▶ *What we must become are trust agents that establish, grow, extend and restore trust with our team members.*

Building/Restoring/Maintaining Trust

▶ Two Elements

1. **Character**
 - ▶ Genuine Concern and Caring for others
 - ▶ Seeking mutual benefits and win-win solutions
 - ▶ Aligning our values with principles
 - ▶ Keeping commitments
 - ▶ Righting wrongs
2. **Humbleness**
 - ▶ Accountability
 - ▶ Willing to follow
 - ▶ Not directed by pride

CHOICE

The "work" is WHAT you do....

The manner in which you choose to do it represents WHO YOU ARE!