

Influence Redefined

Be the Leader You Were Meant to Be, Monday to Monday[®]

Half Day Workshop

STACEY HANKE INC

communicate with influence

Our Commitment to You and Your Teams

Communicating With Influence Monday to Monday®

Are you as influential as you think you are? Most of us believe if we know our topic or if we feel good we must be good. One of the biggest mistakes we make is assuming how we feel determines how others perceive us. Our sessions will give you and your teams the opportunity to take a closer look at what's really going.

Today's fast-paced business environment requires leaders who can create impact and influence others with sound communication practices. But in today's world of emails and text messages, it's easy to overlook the importance of face-to-face communication and the focus, discipline and hard work required to be influential.

Whether you're influencing one of your employees, delivering a presentation or facilitating a meeting how you deliver determines whether or not others see you as credible, knowledgeable and trustworthy. Without doing this effectively, you inhibit your maximum potential to: influence, increase profits and build a reputation you're proud of Monday to Monday®.

If being an effective leader, communicator and influencer is important to you, you have come to the right place.

- We focus on enhancing behavior – giving YOU practical and immediate skills and techniques to enhance and maximize your ability to connect and engage with your listeners Monday to Monday®.
- To make sure you get the results you want, we will work closely with you to customize a program that meets you and your organization's learning objectives. From understanding your corporate culture to speaking your language, our goal is to create not just a relationship but a long-term commitment.
- Our highly interactive workshops focus on professional business communication, including preparation, influence, structure, strategy, delivery, use of visual aids and handling question-and-answer sessions. We believe in providing practical skills and techniques you can apply immediately to your personal and professional life.

Communicating with influence is one of the most powerful skills to distinguish yourself and your peers from the competition. Stacey Hanke Inc. will show you how to stay competitive in the game of business, communicating to influence others to take action Monday to Monday®.

What are you waiting for? Contact us today and begin enhancing your communication to guarantee you and your teams have influence Monday to Monday®.

Welcome!

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Objectives

Return on Your Investment

What is in it for you?

- See how others see you through instructor assessment, self-assessment, peer review and video feedback.
- Increase your awareness of how your non-verbal language can detract from or enhance your message and the perceptions your listener creates of you when you communicate through:
 - Presentations
 - Sales calls
 - Meetings
 - Face-to-face conversations
 - Media interviews
 - Impromptu situations
 - Conference calls and webinars
 - Voicemail and email messages
- Avoid the biggest traps individuals fall into that negatively impact their Executive presence.
- Learn the three openers to avoid that will shut down your listener and prevent you from influencing them to take action.
- Apply the key components of a listener analysis to customize a message that specifically meets your listener's needs and expectations.
- Communicate a clear, concise message that gets to the point using the Communication Quick Start™.
 - Handle question-and-answer sessions and objections with credibility and listener involvement.
 - Read your listener and maintain control over the conversation.
 - Design visual aids that guarantee support of your message and increase learner retention.
- Manage the interaction of visual aids to support and add impact to your message.
- **Hold yourself accountable** by immediately practicing and applying the skills and techniques to make any changes permanent Monday to Monday®.

→ **Summary of Behavioral Skills**

- ◊ **Communication Quick Start™**
- ◊ **Virtual Conversations that Influence**
- ◊ **Designing Visual Support**
- ◊ **Interacting with Visual Aids**
- ◊ **Confidence with Q and A**
- ◊ **Receiving Constructive Feedback**
- ◊ **Essential Business Tips**
- ◊ **Personal Action Plan**
- ◊ **References**

Summary of Behavioral Skills

Posture – Monday to Monday®

*First impressions are created by a speaker's posture.
Remember your listener notes how you stand, sit and move.*

Standing Neutral Position

Balance your stance to maintain a neutral position by:

- Distributing your weight evenly on both feet.
- Resting your weight on the ball of your foot rather than your heel.
- Keeping your energy up and forward toward your audience.

At some point during your message delivery, you need to be quiet and still by relaxing your arms at your sides in the neutral position. When you are fidgeting, rocking back and forth or pacing, your brain cannot work effectively, preventing you from thinking on your feet. You are trying to do too much at one time; as a result, you will lose your train of thought and will not be as effective as you could be.

You also need to be quiet and still for your listeners, allowing them to stay connected with you and to absorb your message. Otherwise you are creating too many distractions for your listeners to focus on.

*If we are strong, our strength will speak for itself.
If we are weak, words will be of no help.
John Fitzgerald Kennedy*



Summary of Behavioral Skills

Posture, continued

Seated Neutral Position

When seated, avoid slouching; sit up straight and place your feet flat on the floor. When you slouch it is more difficult to breathe from your diaphragm. We will be discussing the power of your voice and the impact of the diaphragm supporting your voice on the page titled Vocal Variety and Volume.

To achieve a seated neutral position do the following:

- Position yourself with your lower back approximately one inch away from the back of the chair.
- Keep your body erect (but not rigid), with your shoulders relaxed and your torso open.
- Keep your gestures above the table to add emphasis to your words.
- Avoid fidgeting with your pen, notes or visual aids.
- Be careful not to let your pen or visual aids become part of your gestures.

When possible, avoid sitting directly across from your employee, decision maker or peer. The table or desk becomes a barrier between you and the individual you want to connect with. Instead sit next to them, creating an open position to enhance the relationship.

If you are facilitating a meeting with a group seated at a conference table, sit at the end of the table. This position makes it easier for you to connect with your listeners and increases participation.

Progress is impossible without change; and those who cannot change their minds cannot change anything.

George Bernard Shaw

Summary of Behavioral Skills

Movement – Monday to Monday®

*Pacing, leaning to one side
or shifting and rocking your weight back and forth will distract your listeners.
Concentrate instead on moving with purpose.*

Moving with Purpose

Do you ever feel like you are standing in the spotlight when you are speaking? This feeling is a result of where we prefer to stand. Our positioning tends to be front center, which prevents us from connecting and engaging with the individuals seated on the sides of the room.

Movement channels nervous energy, gets you out of the center spotlight and encourages listener involvement. There is a difference between moving with purpose and moving because you are nervous.

Follow this step-by-step approach to make sure your movement has purpose:

- **Look first then move.** Before you begin to move, look in the direction you want to move.
- **Make eye connection.** Choose one person toward whom you intend to walk toward and connect with that person's eyes. Allow your eyes to lead you in the direction you are moving.
- **Arc your footsteps.** Incorporate the arc as you are moving towards your listener. Arc your steps to avoid walking aggressively and directly towards your listeners, which can be intimidating. The arc allows you to keep your shoulders open to your listeners and prevents you from turning your back on them.
- **Keep shoulders parallel to your audience.** When you have reached your destination avoid turning your back to your audience. Stay open by keeping your shoulders parallel to your audience. This will help you stay connected and involve everyone. Imagine presenting to a large audience and having the ability to connect with everyone no matter where you are standing. These are the benefits of keeping your shoulders parallel to your audience.
- **Stand in neutral position.** Stand in the neutral position for three to four sentences to avoid pacing. Pacing makes you look nervous.

When moving with purpose, project confidence and control by doing the following:

- Make your movement random.
- Use the entire front of the room.
- Avoid stepping backwards away from your listeners. You never want to give them the perception you are running away from them or your message.

Summary of Behavioral Skills

Movement, continued

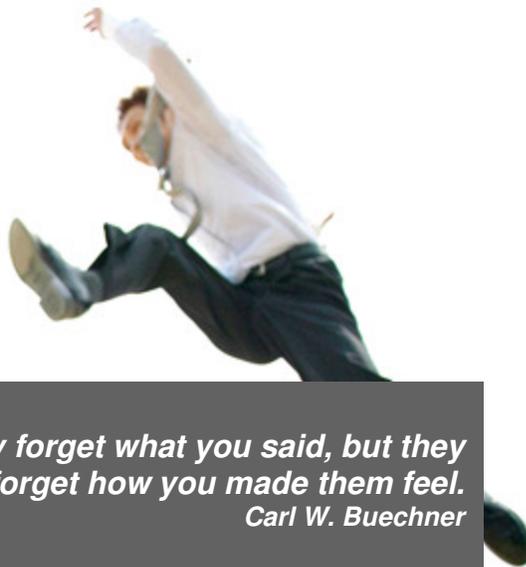
Movement with Limited Space

When you have limited space for movement, be careful of rocking or shifting your weight back and forth. Your energy will begin to take over and have a negative impact on your message and the perceptions your listeners have of you. Instead, use your energy to connect and motivate your listeners through your gestures, facial expressions, voice and eye connection.

U-Shaped Room Setup

When speaking in a room with a U-shaped table, remember the following critical tips.

- Avoid walking into the center of the U-shape. Keep your movement positioned in front of the room to prevent turning your back on your listeners and to prevent standing behind your listeners while you are speaking.
- Avoid walking too far to the side of the individuals sitting on the right and left side of the U-shape.
- Your goal is to stay connected and to engage your listeners, not to make it a challenge for them to stay focused on where you are positioned in the room. See the section on Interacting with Visual Aids, which describes purposeful movement.



*They may forget what you said, but they
will never forget how you made them feel.*
Carl W. Buechner

Summary of Behavioral Skills

Gestures – Monday to Monday®

Enhance your relationship with your listeners by showing them how you feel.

Gestures

Gestures add warmth and believability to your voice. Confident speakers use their gestures to add emphasis to their words.

When using gestures do the following:

- Expand your gestures from your sides and draw pictures around your words. Let your hands emphasize and describe your message to bring natural animation to your message.
- Avoid fidgeting with your hands, rings, pens or other items, which is distracting for your listeners and may be perceived as lack of confidence and credibility.
- Avoid locking your elbows at your sides or creating the same repetitive gestures. This movement with your gestures is perceived as talking with your hands or gesturing too much.

What is in it for you? Gestures add emphasis and impact to your message. They help you add energy and inflection to your voice and channel your adrenaline and nervous energy.



Summary of Behavioral Skills

Facial Expressions – Monday to Monday®

*Your face reveals how you feel about what you are saying and communicates passion.
It reinforces your message and strengthens the relationship you are creating with your listener.*

Facial Expressions

Look like you mean what you say. Do you really believe your product or service is better than the competition's? Do you *look* as confident as you say you are? Are you excited about your work with your client or customer? The benefits of your products or services will be more believable when you communicate your passion, enthusiasm and commitment through your facial expressions.

When in doubt – SMILE. It communicates that you believe what you are saying.

Use the following tips to become more aware of and improve your facial expressions.

- Begin paying attention to the type of facial expressions you use and when you use them. You may not be aware of when you frown, roll your eyes or scowl.
- When you are smiling while communicating a serious or negative message, you create a discrepancy between your facial expression and your message. That discrepancy could result in a negative perception.
- Once you have increased your awareness of facial expressions, practice the skill of incorporating them into your message, matching the appropriate expression to each situation. You would not want to frown or have a stone-cold look on your face when you are expressing your passion for your company's products.



“The way we communicate with others and with ourselves ultimately determines the quality of our lives.” Tony Robbins

Summary of Behavioral Skills

Pause – Monday to Monday®

The most powerful skill you have is the ability to pause, to think on your feet and take a relaxing breath!

Avoid Filler Words

Um, what perception, like, do you create, you know, when you hear, um, a speaker using, uh, words that clutter, you know, their language? Knowledgeable, credible and confident probably do not come to mind.

We refer to these words as filler words. We use them to buy ourselves time to think about what we want to say or to avoid silence. These words become distracting to our listeners, and they miss what we are communicating. Instead we need to give our listeners time to hear, understand and absorb our message.

Common Filler Words		
Uh	OK	and
Um	actually	but
So	basically	you know
Like	well	However
Now	right	

Replace non-words by taking time to pause and b-r-e-a-t-h-e. If your message is cluttered with non-words, your listeners may see you as someone who is unable to perform their job or as someone who lacks knowledge.

Tip: Be aware, once you have eliminated the common non-words you tend to use from the table above, you will find another one that becomes your new filler.

Summary of Behavioral Skills

Pause, continued

Pause

Pause allows you listener to hear your message. When you pause, your message will be clear and succinct and will motivate your listeners to take action.

- **Pausing gives your listener a chance to hear, understand and absorb your message.** Pausing also invites your listener to share the conversation with you. When you create a two-way conversation with your listner, you are able to adjust your message based on their needs and expectations.
- **Pausing creates curiosity and heightens anticipation.** Pause before and after a specific point, fact or idea you want your listener to remember. Imagine the impact you will have when you describe the benefits of your company's products or services.
- **Pausing allows you to collect your thoughts and breathe to r-e-l-a-x.** Pausing helps you gain control of your message and appear comfortable with your listeners. You are able to communicate more information in less time because you are saying fewer words and giving yourself permission to think on your feet. Pausing allows you to prioritize your thoughts. It helps you avoid rambling. Impromptu situations become more comfortable, even when you have not had a chance to prepare a message.



*The right word may be effective,
but no word was ever as effective
as a rightly timed pause.
Lord Thomas Dewar*

Summary of Behavioral Skills

Vocal Variety and Volume – Monday to Monday®

“We all have the right to speak. You need to earn the right to be heard.”
John Maxwell

Using Your Voice

Three key vocal qualities that determine how your message impacts your listeners are:

- Projection and energy.
- Inflection and vocal variety.
- Enthusiasm and belief in your products and services.

What perception does your listener have if you speak too quickly or too slow? Here are some suggestions on how to use your voice.

- **Speak at an even pace** so your listeners can hear you clearly. You do not want to give your listeners the impression that you cannot wait to leave or that you do not really want to be with them.
- **Speak with conviction**, so you sound like you mean what you say. Are you as honored to receive the award as you say? Do you really feel you are the best candidate for the project? Are you glad to serve your customers? When you lack inflection and enthusiasm in your voice while persuading your listeners to take action, you increase the likelihood that action will not be taken. If you're not passionate about your message, why should your listeners be?
- **Breathe deeply and allow the air to supply power to your voice.** A strong, clear voice conveys confidence and assertiveness. On a scale from one to ten, with one being inaudible and ten overpowering, speak at a volume level of seven to eight.
- **Vary inflection and add volume** to avoid sounding monotonous or boring.
- **Be aware of vocal trail-off.** When we're in a hurry or anxious, we try to say too many words on one breath of air. As a result, we'll run out of air and our volume trails off at the end of our sentences. Your listeners will tune out because you're making it too difficult for them to actively listen.
- **Be aware of up-talk.** When you end your sentences in a question by raising the tone or pitch of your voice, you appear to question your own credibility and knowledge.

Summary of Behavioral Skills

Vocal Variety and Volume, continued

Volume

The sound of your voice can shape the attitude of your listeners even more than the words you speak. Vocal energy will:

- Hold your listeners' attention.
- Display emotion and enthusiasm.
- Bring out the importance of your message.
- Convey confidence.

To guarantee you're speaking at a volume level that commands confidence and credibility, refer to a scale from one to ten, with one being inaudible and ten overpowering. When you're speaking to a group of five or more, your volume needs to be at a seven or eight. When you're speaking over the phone or participating in a face-to-face conversation, practice speaking at a volume level of four to five. Prior to your next meeting, ask a co-worker to provide feedback on your volume level and inflection. Explain the one to ten volume scale to give them a clear explanation of where your expectations lie.

*If you keep doing what you've
always done, you'll keep
getting what you've always
got.*

Jim Rohn



Summary of Behavioral Skills

Eye Connection – Monday to Monday®

The relationship with your listeners begins with eye connection.

The Eyes Have It

Eye connection is the only delivery skill that conveys trust and believability. Without this behavioral skill you increase the risk of not creating or maintaining a relationship with your listeners. If they do not trust you as a partner, leader or motivator, they will never be influenced to take action based on your message.

When you forget what to say, where do you tend to look? Yes, at the ceiling, floor or anywhere away from your listeners. When you disconnect with your listeners, what words do you say: “Uh” “um” “well,” etc. At this very moment, you instantly communicate to your listeners that you do not know what to say. You begin to lose trust and credibility.

Begin practicing today the following techniques to create a new and powerful skill for engaging and connecting with your listeners.

- The eyes have it! When you connect with your listeners through eye connection, they will see you as trustworthy and believable.
- Connect with your listeners by looking them in the eye when you are speaking to them, and listening to what they say.
- When speaking to two or more people, complete one sentence or thought per person.
- Take your time and pause when you move your eyes from one person to another.
- Eye connection allows you to conduct a face-to-face conversation with your listeners that is professional and purposeful, no matter what distractions may be taking place at the time.
- Only speak when you are connecting with your listeners' eyes. Avoid the temptation to speak to your notes, your listener's shoulders or the top of their head, your PowerPoint slides or laptop.

With eye connection you will avoid non-words and gain control by allowing yourself to think on your feet. When you are focused with your eyes you will be focused in your thoughts.

Summary of Behavioral Skills

Eye Connection, continued

Speaking to a Large Group

When speaking to a group of thirty or more, you may not be able to see the eyes of everyone because of the room setup or lighting. How can you connect with every individual? Select an area to focus on where individuals are sitting. Stay connected with them for a complete sentence or thought. The individuals who are sitting within that area will feel as though you are connecting with them personally. Think about a concert you may have attended where you were not seated in the front row. Did you ever feel the musicians were playing or singing directly to you?

One-to-one Communication

When having a one-to-one conversation, you will tend to connect with your listener longer than in a group setting. To avoid a discomforting stare, give you and you listener a break by looking away periodically. You may want to refer to your notes, visual aids, sales aids, etc. Make sure you **pause** when you look away from your listener.



*You can have brilliant ideas,
but if you can't get them
across, your ideas won't get
you anywhere.*

Lee Iacocca

- ◊ Summary of Behavioral Skills
- ◊ Communication Quick Start™
- ◊ Virtual Conversations that Influence
- ◊ Designing Visual Support
- ◊ Interacting with Visual Aids
- ◊ Confidence with Q and A
- ➔ Receiving Constructive Feedback**
- ◊ Essential Business Tips
- ◊ Personal Action Plan
- ◊ References

Receiving Constructive Feedback

Feedback that Gets Results – Monday to Monday®

Feedback is someone else's description of your behavior, the impact your behavior has on them and the consequences of your behavior. You may not always agree with the feedback you get. You are in control of what you do with it and whether you decide to change your behavior as a result.

The following statements are NOT examples of constructive feedback.

- Good job.
- You looked confident.
- You sounded knowledgeable.

To get valuable feedback, show the person you are asking for feedback from what “good” looks like. That way they will know specifically what to look for.

Try to maximize the clarity of the feedback you receive. Feedback clarity will help you see clearly the connection between what you do and the results you achieve. Feedback provides clarity when it is:

- **Specific** – so you can relate it to identifiable behaviors or actions.
- **Accurate** – so it leads to helpful insights, not confusion.
- **Informative** – so it gives you insight into how to do things not just differently but better.
- **Controllable** – so it relates to behavior and actions you can change.

Check for clarity to make sure you understand the feedback you are getting. Ask for specific examples of when you exhibited the behavior under discussion. You want to ensure you are hearing the feedback the participant intended you to hear.

Ask questions to verify your understanding of the feedback you are receiving. At times, feedback might be miscommunicated because we do not express our ideas in the same way. It is easy to jump to conclusions and damage the trust between you and your listener. To prevent misunderstanding, take time to summarize what you hear. The purpose of feedback is to strengthen relationships, not to break them down.

It is up to you to accept or reject feedback. The second you stop asking for feedback focused around your development you will stop growing as a professional, leader and expert within your industry and you increase the risk of slipping back into your old habits.

Receiving Constructive Feedback

Feedback that Gets Results, continued

Be Proactive

Identify a situation where you want to receive feedback. A presentation, sales call, facilitating a meeting, coaching an employee or participating in a conference call are all examples of opportunities to receive constructive feedback. For most of us, receiving feedback sounds something like this: After you have delivered a presentation, sales call or facilitated a meeting you ask your peer, "How did I do?" Hoping to receive feedback you can use to develop and advance in your career you simply hear your peer respond, "Good," "Fine" or "Nice job." This is not feedback because you cannot take any practical improvement steps from these words.

Begin today with a proactive approach that provides you with feedback you can act on.

Identify a Feedback Coach

Choose a manager, co-worker, friend or family member from whom you feel comfortable receiving feedback to be your personal coach. It is always easier to ask such a person to help you identify your communication strengths and weaknesses.

Prior to a presentation, meeting, conference call or face-to-face conversation, ask your coach to watch for specific verbal and non-verbal strengths you are trying to develop. For example, "I'm trying to eliminate "uh's" and "um's" in my language. Would you please let me know after my talk just what you heard?"

To identify a coach, consider the following:

- Who do you feel comfortable giving you feedback?
- How will you ask for this feedback?
- What specific behavior do you want feedback on?
- What is your motivation for asking for feedback?
- How will you ask for clarification to improve your understanding of the feedback?
- Write down specific questions to ask about the situation on which you are getting feedback.
- List the questions you will ask to help your coach provide specific feedback.

Receiving Constructive Feedback

Feedback that Gets Results, continued

Ask Your Listener

Following an event, be sure to solicit precise feedback with a description of a specific behavior. For example, ask, “What behavior did I display that conveyed confidence, credibility or knowledge?”

Personal Assessment

After receiving feedback, take time to assess what you experienced. This will help you improve future coaching sessions. Ask yourself:

- What went well?
- What specifically would I change or improve?
- What was most challenging?
- Was the feedback I received helpful and applicable immediately to my personal and professional development?
- What was my response to the feedback?
- What did I learn about myself while getting the feedback? (e.g., comfort level, openness, attitude, etc.)
- How will I change or modify my behavior?
- What will determine whether I accept and apply the feedback I received?

Immediately following a message you have delivered, take five minutes to give yourself feedback. On a piece of paper create two vertical columns. Title the first column “What worked?” and the second column “What did not work?” Identify three to four areas of improvement versus listing ten.

Then list the action steps you can take that will *guarantee improvement* and the action steps you can take *today*. Your action steps need to be specific, measurable, attainable, relevant and timely if you want to accomplish them.

As you develop your communication skills you will see greater improvement taking small steps versus getting frustrated trying to change everything at one time. This method will give you the opportunity to continuously grow as a leader and professional within your field. See the next page for an example.

Receiving Constructive Feedback

Feedback that Gets Results, continued

Five Minute Feedback™

Assessment

What Worked?

1.

2.

3.

What Didn't Work?

1.

2.

3.

What did I like?

1.

2.

3.

What do I Want to Change?

1.

2.

3.

Action Steps

What action will I take to guarantee I continue to improve?

1.

2.

3.

What action will I take on my areas of improvement beginning today?

1.

2.

3.

***If you fail to prepare,
be prepared to fail.***

*John Wooden,
UCLA Basketball Coach*

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Essential Business Tips

Timely, Immediate and Practical Skills – Monday to Monday®

Practice your skills at every opportunity. Practice makes permanent so be careful what you practice.

Tips to help you be successful with the following skills are described in these sections.

- Posture
- Eye Connection
- Pausing
- Vocal Projection
- Tone
- Facial Expressions
- Gestures

Posture

Use posture to establish credibility and confidence without speaking a word. Practice the neutral position whenever you are standing: talking to co-workers in the hallway at work; at the airport or in line at the grocery store. Keep your weight balanced, feet hip-width apart, knees slightly bent and your arms relaxed at your sides.

Twice a day for a week, notice your posture as you are standing or sitting. If you tend to fidget while you are seated, you will continue this behavior while you are standing. Move to the neutral position, as you become aware of your old habits.

Ask a family member, a friend or a co-worker to let you know when you are slouching or leaning.

*Communication works
for those who work at it.
John Powell*



Essential Business Tips

Timely, Immediate and Practical Skills, continued

Eye Connection

You will need feedback to help you develop this skill. Practice connecting with the eyes of a family member, a friend or a co-worker to convey one complete sentence or thought at a time. Practice during meetings or group conversations.

Practice talking only when you see your listeners' eyes and pausing when you look away. When you are in a meeting, make sure you pause when you refer to your notes and give your ideas only to the eyes of your listeners.

Be aware of making eye connection when you are in the following situations:

- In meetings.
- In face-to-face conversations.
- Visiting with family or friends.

Ask your listeners to immediately give you feedback when your eyes dart or when you look away from them while you are speaking. Practice pausing when you are referring to a menu in a restaurant while the wait staff is taking your order.

When you are speaking on the telephone, focus your eyes on objects within the room, using the object to complete a sentence or thought. When you practice slowing down the movement of your eyes and staying focused for a complete sentence or thought, the more immediate your new habit will be.

Pausing

Silence is golden! Ask your friends, family members and co-workers to let you know when you use non-words. Their feedback can increase your awareness of the non-words immediately and help you create a new habit of being "filler-word FREE."

To remind yourself to avoid non-words and insert pauses, write PAUSE! on a Post-It® note and display it prominently. (e.g., on your phone, your computer, a mirror, etc.)

When you are using voicemail, replay your message before you press send so you can listen for pauses and non-words. Re-record your messages until you are satisfied with what you hear. Ask the person you are calling to let you know when you use non-words during your conversation.

Practice using pauses when you are passing out handouts in meetings, referring to your notes during a face-to-face conversation or waiting for a response to your question. Incorporate the pause when you are interacting with your visual aids. Avoid talking to the visual; talk instead to your listeners' eyes.

Essential Business Tips

Timely, Immediate and Practical Skills, continued

Vocal Projection

Record yourself weekly to experience what your listeners hear when you speak. When you play back the recording, listen to what you hear versus how you feel. Do you come across the way you want to be perceived?

Every day for a week, read aloud a paragraph from a book, journal, magazine or an article on a website. Focus on producing a strong volume level, between seven and eight, without strain. Record your voice for feedback. Remember what you feel may be significantly different than what your listeners hear. This is another reason why recording your voice is beneficial to you. Remember that your voice may sound louder to you when you speak, but softer to your listeners.

Ask for feedback on the volume level you project in meetings, face-to-face conversations and over the phone. Explain the volume scale of one to ten to your listeners, who will be providing you with feedback before you communicate your message. You will receive more accurate feedback.

Tone

When you are talking on the phone, pay attention to how your voice sounds. Add emphasis to words for excitement and impact. Stand or sit in the neutral position and try gesturing as you talk to add variety to your voice. Experimenting with your facial expressions will also positively impact your tone. Record your voice while you are talking on the phone or reading aloud for feedback.

Ask a co-worker, a friend or a family member to point out to you when you come across monotone or when you sound boring.

*Skill in the art of communication
is crucial to a leader's success.
He can accomplish nothing
unless he can communicate
effectively.*

Norman Allen



Essential Business Tips

Timely, Immediate and Practical Skills, continued

Facial expressions

Try to smile when you speak to add expression to your face. Ask a friend, a family member or a co-worker for feedback when you are involved in a face-to-face conversation. The feedback will increase your awareness of the various facial expressions you use during different communication situations.

Use a mirror at your desk to monitor your facial expressions while you are talking on the phone or speaking face-to-face with clients. Experiment and notice how these facial expressions affect the tone and volume of your voice.

Gestures

Throughout the day, notice how you and others use gestures. Emphasize your words by consciously expanding your gestures above your waist, bringing them up from your sides. Adding variety and balance to your gestures will allow you to focus, think on your feet and increase learner retention.

Be aware of the differences between gestures used in a business setting versus a personal setting. When you are not gesturing, relax your arms at your sides to avoid clasping your hands and fidgeting.



***The human brain
is a wonderful organ.
It starts working as soon as you are born
and doesn't stop until you get up to deliver a speech.***

George Jessel

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- ◊ Essential Business Tips
- **Personal Action Plan**
- ◊ References

Personal Action Plan

Commit to Your New Skills – Monday to Monday®

If you do not make a commitment today on how you are going to apply the skills and techniques you have learned, your new behaviors will be lost within a one-week time frame. Delivering a winning presentation, meeting, sales call, conference call, webinar or face-to-face conversation does not happen overnight. It takes time and practice to create new skills and behaviors. Make a commitment today to take your communication skills to the next step.

You have participated in the workshop and reviewed this manual. Now what? The challenge now begins.

Any time you have learned a new skill or changed a behavior I would bet you would agree that it has taken persistence, hard work and diligence. Enhancing and maximizing your communication skills requires the same level of commitment. If you are a golfer, tennis player, musician or in training for an athletic event, you understand the demand of practicing your new skills until they become habit and improving your level of perfection. In fact, you may still be working towards that level of perfection because it is a process.

The following page represents a contract with yourself. It is critical to transfer the knowledge you have gained from this workshop into specific ideas you can incorporate into your communication, whether this includes presentations, meetings you facilitate, interviews or the voicemails and emails you send. Review this manual to help you create a specific action plan that works for YOU.

On the following page, design an action plan that you can commit to by taking the time and energy to transfer these new skills into a new habit that will deliver results!



Maybe I'm successful because I've failed more than anyone else.
Warren Buffet

Personal Action Plan

The Contract

- 1 Choose one skill you want to develop and are committed to practice during the next 17 to 21 days.

Implementation Date: _____

- 2 Determine how you will practice this skill.

Implementation Date: _____

- 3 Determine how you will get feedback to increase your awareness.

Implementation Date: _____

Consider your personal brand. Only you can determine how you want to be perceived by your listener. What impression do you want to create?

Signature: _____

Date: _____

- ◆ Summary of Behavioral Skills
 - ◆ Communication Quick Start™
 - ◆ Virtual Conversations that Influence
 - ◆ Designing Visual Support
 - ◆ Interacting with Visual Aids
 - ◆ Confidence with Q and A
 - ◆ Receiving Constructive Feedback
 - ◆ Essential Business Tips
 - ◆ Personal Action Plan
- References**

References

Further Readings

*Refer to the following resources
as you continue to develop different aspects of your communication skills.*

Business Relationships and Leadership

- *Basic Black* by Cathie Black
- *Go Put Your Strengths to Work: 6 Powerful Steps to Achieve Outstanding Performance* by Marcus Buckingham
- *Leadership from the Inside Out: Becoming a Leader for Life* by Kevin Cashman
- *Lincoln on Leadership* by Donald T. Phillips
- *Now, Discover Your Strengths* by Marcus Buckingham
- *PeopleSmart: Developing Your Interpersonal Intelligence* by Mel Silberman and Freda Hansburg
- *Practicing the Power of Now* by Eckhart Tolle. The author demonstrates the power of engaging in the present (not the past or the future)
- *Start with Why: How Great Leaders Inspire Everyone to Take Action* by Simon Sinek
- *To Sell is Human: The Surprising Truth About Moving Others* by Daniel H. Pink
- *The 7 Habits of Highly Effective People* by Stephen R. Covey
- *The Power of Full Engagement* by Jim Loehr and Tony Schwartz
- *What Got You Here Won't Get You There: How Successful People Get More Successful* by Marshall Goldsmith
- *Working PeopleSmart: 6 Strategies for Success* by Mel Silberman and Freda Hansburg

References

Further Readings, continued

Communication Skills and Personal Development

- *Amplifiers: The Power of Motivational Leadership to Inspire and Influence* by Matt Church
- *Aspire* by Kevin Hall
- *Blink: The Power of Thinking Without Thinking* by Malcolm Gladwell
- *Conversations on Success*, Hanke, S. et al Chicago, 2005
- *Crucial Conversations: Tools for Talking When Stakes are High* by Kerry Patterson, Joseph Grenny, Ron McMillan and Al Switzler
- *Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life* by Paul Ekman
- *Enchantment: The Art of Changing Hearts, Minds and Actions* by Guy Kawasaki
- *Essentialism: The Disciplined Pursuit of Less* by Greg McKeown
- *How to Win Friends & Influence People* by Dale Carnegie
- *Listening: The Forgotten Skill (A Self-Teaching Guide)* by Madelyn Burely-Allen
- *Power Cues: The Subtle Science of Leading Groups, Persuading Others, and Maximizing Your Personal Impact* by Nick Morgan
- *Presentation Zen: Simple Ideas on Presentation Design and Delivery* by Garr Reynolds
- *Questions that Work: How to Ask Questions That Will Help You Succeed in Any Business Situation* by Andrew Finlayson
- *Resonate Present Visual Stories That Transform Audiences* by Nancy Duarte, author of *slide:ology*
- *Talk Like Ted: The 9 Public-Speaking Secrets of the World's Top Minds* by Carmine Gallo
- *The Naked Presenter: Delivering Powerful Presentations With or Without Slides (Voices That Matter)* by Garr Reynolds
- *Thought Leaders* by Matt Church, Scott Stein and Michael Henderson
- *The Trust Edge: How Top Leaders Gain Faster Results, Deeper Relationships and a Stronger Bottom Line* by David Horsager
- *Yes You Can! Everything You Need From A to Z To Influence Others To Take Action* by Stacey Hanke and Mary Steinberg

References

Further Readings, continued

Sales and Marketing

- *Guerrilla Trade Show Selling: New Unconventional Weapons and Tactics to Meet More People, Get More Leads, and Close More Sales* by Jay Conrad Levinson, Mark S.A. Smith and Orvel Ray Wilson
- *How To Master the Art of Selling* by Tom Hopkins
- *Stick* by Chip Heath and Dan Heath
- *Purple Cow: Transform Your Business by Being Remarkable* by Seth Godin, author of Permission Marketing
- *Selling 101: What Every Successful Sales Professional Needs to Know* by Zig Ziglar
- *Small is the New Big and 183 Other Riffs, Rants, and Remarkable Business Ideas* by Seth Godin
- *Switch: How to Change Things When Change Is Hard* by Chip Heath and Dan Heath

Coaching Skills

- *Coaching for Improved Work Performance: How to Get Better Results from Your Employees* by Ferdinand F. Fournies
- *Co-Active Coaching* by Laura Whitworth, Henry Kimsey-House and Phil Sandahl
- *Effective Coaching* (Briefcase Books) by Marshall J. Cook

Podcasts

- Harvard Business Review IdeaCast <https://soundcloud.com/hbrideacast>
- Wall Street Journal Podcast <http://www.wsj.com/podcasts/challenger-more-than-a-quarter-of-job-cuts-in-oil/49B5B389-F732-4FE4-A647-4A0A4A415EA6.html>
- Ted Radio Hour – NPR <http://www.npr.org/podcasts/510298/ted-radio-hour>
- TEDTalks Business <http://www.podbean.com/podcast-detail?pid=135138>

Website Resources

- Stacey Hanke Inc. Blog: <http://www.staceyhankeinc.com/blog/>
- Stacey Hanke Inc. LinkedIn: <http://www.linkedin.com/in/staceyhanke>
- Stacey Hanke Inc. Twitter: <https://twitter.com/StaceyHankeInc>
- Stacey Hanke Inc. YouTube: <http://www.youtube.com/staceyhanke>
- Take 5® One Year Online Mentoring Program: <http://www.staceyhankeinc.com/take-5/>
- *Success Magazine*: <http://www.successmagazine.com/>
- TED: <http://www.ted.com/>

