



Executive Training for Legal & Business Professionals

**Communicating Information
with Clarity and Confidence:
The Power of Nonverbal Communication**

Presented to:



**WOMEN IN PUBLIC FINANCE
LOS ANGELES CHAPTER**

Presented by:

Lee Broekman & Judith Gordon

Tuesday, June 2, 2015

To collaborate Call **818-212-9196** • Email **Lee@OrganicComm.com** • Visit **www.OrganicComm.com**

Nonverbal Greetings





What are the 3 essential elements of communicating and presenting?

The Power of Three

TRANSACTIONAL MODEL OF COMMUNICATION

- 1. Sender**
- 2. Message**
- 3. Receiver**

MAJOR COMPONENTS OF PRESENTATIONS

- 1. Structure**
- 2. Content**
- 3. Delivery**

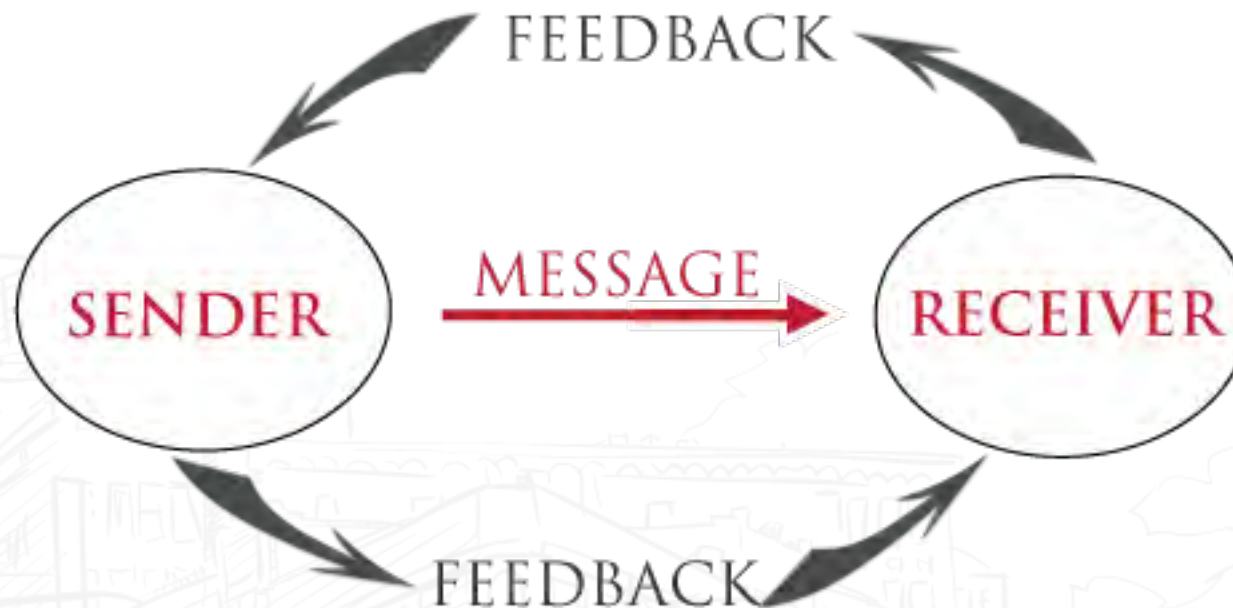
RHETORICAL DEVICES

- 1. Ethos**
- 2. Pathos**
- 3. Logos**

DELIVERY

- 1. Voice**
- 2. Face**
- 3. Body**

Transactional Model of Communication



- **Simultaneous sending and receiving of verbal and nonverbal messages during a communication interaction**

STRUCTURE



CLARIFY

Description	What?	Picture
Explanation	Why?	Policy
Demonstration	How?	Process

CONTENT



Content that Compels

- + Stories and anecdotes
- + Startling statistics
- + Listener relevance links
- + Scenarios and examples
- + Quotes and testimonials
- + Humor
- + Charismatic conversation
- + Clear and simple (simplified)
- + New and different (breadth/depth)
- + Concise and to the point

VS.

Content that Repels

- Factoids
- Dry data
- Generalities
- Lists and bulleted items
- Restatements
- Dullness and tedium
- Monotonous monologue
- Complex and confusing
- Repetitive
- Drawn out

DELIVERY



The Power of Nonverbal Communication

Studies show that during communication interactions:

- Less than 20% of the message is verbally communicated
- While more than 80% of the message is nonverbally transmitted



DELIVERY



The Power of Nonverbal Communication

Studies show that during communication interactions:

- Nearly 40% of a message is transmitted through vocal tones
- More than 40% of a message is transmitted through facial expression and body language



What is Thin-Slicing?

Thin-slicing is what we do when we first see someone.
We take a very quick snapshot of who we think they are.
We gauge very quickly, in less than a second:

- Do we think that they are credible?
- Do we think they are competent?
- Do we think that they are charismatic?

And we do that very, very quickly based on very few cues, almost always nonverbal.

Source: Van Edwards, *Science of People*

Five Nonverbal Patterns from Blockbuster Talks

1. It's not what you say, it's how you say it
2. Jazz hands rock
3. Scripts kill your charisma
4. Smiling makes you look smarter
5. You have seven seconds

Source: Van Edwards, *Science of People*

Recent Research

1. Your **mind** changes your body – **self-talk**
2. Your **body** changes your mind – **power poses**
3. **Breath** is the link between the body and the mind.

Source: Amy Cuddy, "Power Posing"

Putting it into Practice



Conveying Emotions

Hickory Dickory Dock

The Mouse Ran Up The Clock

The Clock Struck One

And Down He Run

Hickory Dickory Dock

The Science of Connectivity

Daniel Kahneman, Nobel Laureate

- 2002 Nobel Prize in Economics for proving that decision making is irrational
- People make important financial decisions (e.g. whether or not to hire you) based on emotions and biases
- Disproved the belief that people are rational and motivated by self interest when making financial decisions



To bring trainings on **Presentation,
Persuasion or Interpersonal Communication
to your firm or organization, contact:**



Lee Broekman
(818) 212-9196
Lee@OrganicComm.com



Judith Gordon
(310) 968-7270
Judith@OrganicComm.com

THANK YOU

To collaborate Call **818-212-9196** • Email **Lee@OrganicComm.com** • Visit **www.OrganicComm.com**