

Breaking Through

How do we ensure that our message is heard and understood

The first seven seconds

- The moment that a stranger sees you, his or her brain makes a thousand computations: Are you someone to approach or to avoid? Are you friend or foe? Do you have status and authority? Are you trustworthy, competent, likeable, confident?

Why Does This Happen

- A primary function of our brain is to alert us to threats to our survival. This makes you realize how powerful and important social connection is. We're hard wired to be social creatures.
- Research conducted by Matthew Lieberman at UCLA shows that being social and connecting with others is as fundamental a human need as food, shelter, and water. For example, Lieberman discovered that we feel social pain, such as the loss of a relationship, in the same part of the brain that we feel physical pain.

How we enter a room

- Breathing Exercise
- Breath through your nose
- Now look around the room
- Breath with your mouth $\frac{1}{2}$ open
- Now look around the room
- Thoughts?????

What is your style?

- Degree of Directness
- Appropriate Subjects
- Facial Expressions
- Eye Contact
- Touch
- Loudness
- Silence
- Pace
- Gestures
- Pitch

What have we heard about ourselves??

- I am too direct
- I have a mad face all the time
- I am too “nice”
- People cannot understand me
- I speak too fast
- I am intimidating

What are your hooks (Verbal)

- Speaking too loudly
- Speaking too softly
- Speaking too slowly
- Speaking too fast
- Speaking with a heavy accent
- Asking intrusive questions
- Not answering questions
- Not taking initiative to ask questions
- Withholding or not volunteering information
- Speaking another language
- Not speaking English
- Calling me by my first name
- Not calling me by my first name
- Allowing too much silence
- Using inappropriate language

Communication Hooks (Nonverbal)

- Standing too close
- No eye contact
- Lack of facial expression
- Soft hand shake
- Distracting gestures
- Slouching and leaning
- Stiff, erect posture
- Vulgar gestures
- Glaring eyes
- Rolling of the eyes

Remember

- Smile
- Be Present
- Use People's Names
- Look for the Good
- Venture Beyond The Superficial
- Stop Competing and Learn From Others

In closing

- The good news is that we're programmed to connect with each other; we just keep getting in our own way. Try these tips the next time you meet someone new, and watch a superficial conversation turn into a real connection.

Get to know someone



Closing Stuff

- <https://animoto.com/play/AJWRO87OJ3vGf5elxGguqA>
- <https://www.entrepreneur.com/article/246275>
- https://www.amazon.com/Silent-Language-Leaders-Help---Hurt--How/dp/0470876360/ref=sr_1_1?ie=UTF8&qid=1449012634&sr=8-1&keywords=the+silent+language+of+leaders+how+body+language+can+help--or+hurt--how+you+lead
- Read: *The Silent Language of Leaders: How Body Language Can Help - or Hurt How You Lead*. By Carol Kinsey Goman, Ph.D.