

Communicate with Strength: Key Words that Undermine your Effectiveness


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A stylized, semi-transparent profile of a human head is visible on the left side of the image. Inside the head, there are glowing yellow and orange points connected by thin, white, branching lines, resembling a neural network or brain activity. The background is a solid light purple color.

This program is about
how to communicate
more effectively



Third day and approaching
the conclusion of your
“reunion”!



Purpose

- Establish a connection.
 - Build relationships.
 - Diffuse conflict.
- Get what you want.

A stylized, semi-transparent graphic of a human brain is positioned on the left side of the slide. It features glowing yellow and orange nodes connected by thin, light-colored lines, suggesting neural activity or connectivity. The background of the slide is a gradient of light purple to white.

How do we get those results?

**Understanding Interpersonal
Neurobiology and affective
neuroscience**

Neural pathway



“Plasticity”

- The brain remakes and revises itself all the time – it is truly “plastic”. You can make fundamental changes in how your brain operates
- Aimee Lee Ball “Women and the Negativity Factor”

A stylized, semi-transparent graphic of a human head in profile, facing right, is positioned on the left side of the slide. The brain area is highlighted with glowing, interconnected lines in shades of yellow and green, suggesting neural activity or circuitry. The background of the slide is a solid, light purple color.

We can *rewire* the
circuitry of our brains –
today!

Who's here?

- Senior level leaders from engineering consultant firms (CEO, COO, Sr., VP), whose firms “provide geotechnical, geologic, environmental, construction-materials engineering and testing, and related civil-engineering and earth-science services.”
- 201 member firms in US, including Hawaii and Alaska, Canada, vendor sponsors from UK
- Affiliated practitioners

A stylized, semi-transparent graphic of a human brain is positioned on the left side of the slide. It features glowing yellow and orange nodes connected by thin white lines, set against a light purple background. The brain is oriented vertically, with the top of the head towards the top of the slide.

Communicating with:

- Employees
- Clients
- Friends and family

Goals


- Communicate more effectively with employees, clients, friends and family
- Offer communication tools to improve engagement and retention of employees and clients
- Present communication tips for optimal leading of both teams and individuals
- Leave feeling inspired, motivated, and empowered to communicate more effectively
- Provide useful material, in an engaging way and offer tools to implement immediately – even at lunch today!

Interaction

- Since the conference gives you the opportunity to collaborate on common challenges
- Asking you for examples on each word
- Co-create talk together

The Second City



A stylized, glowing brain graphic is positioned on the left side of the slide, partially overlapping the text. It features a purple and white color scheme with bright yellow and white highlights, giving it a futuristic or scientific appearance.

“The emotional region of the brain that is activated when we experience **rejection** is, in fact, the same region that registers emotional responses to **physical pain**.”

From: “Loneliness” by John T. Cacioppo & William Patrick



Say the same things
in a different way

PSE - Pictorial Superiority Effect

If information is presented orally, people remember about 10%, tested 72 hours after exposure. That figure goes up to 65% if you add a picture.”

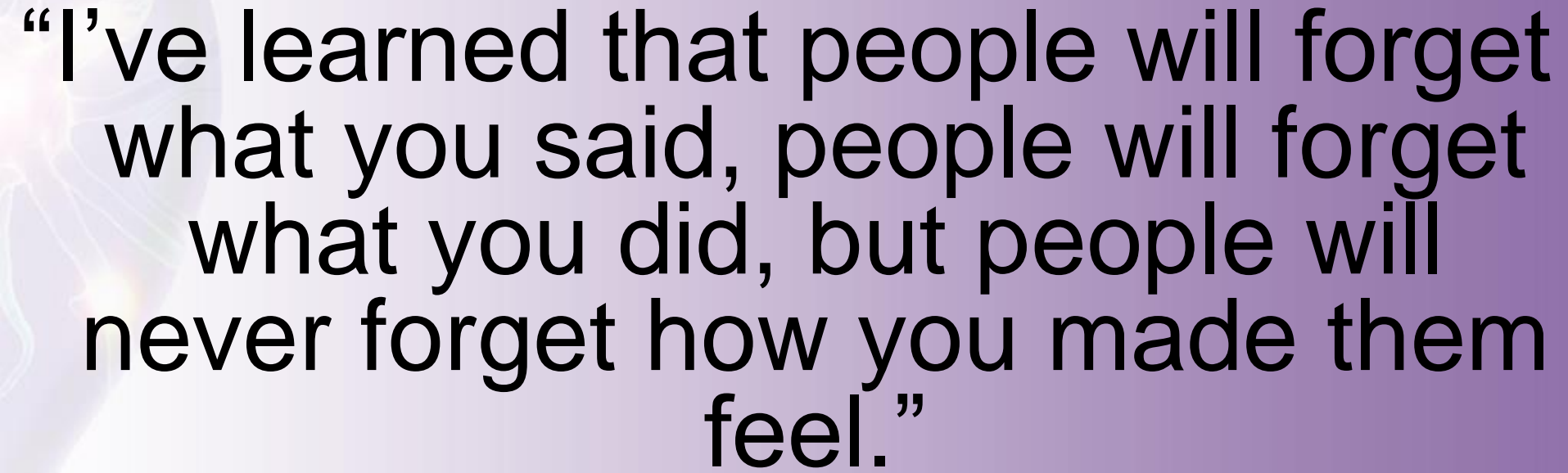
From “Brain Rules” by John Medina

A stylized, semi-transparent profile of a human head is positioned on the left side of the image. Inside the head, a network of glowing yellow and orange lines represents neural connections or a thought process. The background is a smooth gradient from light purple on the left to a darker purple on the right.

In our communication, we
want people to feel...







“I’ve learned that people will forget
what you said, people will forget
what you did, but people will
never forget how you made them
feel.”

- Maya Angelou

“...their **frequency of success is dazzling**. The secret of their effectiveness lies in the way they ***structure their requests***....To do this may take no more than **one correctly chosen word** that engages a ***strong psychological principle*** and sets an **automatic behavior** tape rolling within us.”

From: “Weapons of Influence” by Robert Cialdini, PhD

“Ask Disneyworld workers: ‘What time does the park close?’ They’re supposed to reply “The park is *open* until 8pm.””

- From “The Last Lecture” by Randy Pausch

Simple examples


- “Hey you guys...” (e.g at the beginning of a meeting)
- More effective solution?

Simple examples

- “When the engineer gets to the site, ask *him* about...”
- More effective solution?

Square root watch – “say it differently”



A stylized, semi-transparent graphic of a human head in profile, facing left. The brain is highlighted with glowing yellow and orange neural connections. The background is a gradient of light purple to white.

I don't have time to...

-example

1890 French dressing, tomato + oil + spices





You're important and...



Try
-example

My attempt at chocolate chip cookies



Yoda, *The Empire Strikes Back*



A stylized, semi-transparent graphic of a human head in profile, facing left. The brain is highlighted with glowing yellow and orange neural pathways. The background is a gradient of light purple to white.

Do or do not do

A stylized, semi-transparent graphic of a human head in profile, facing left. The brain is highlighted with glowing yellow and orange nodes and connecting lines, suggesting neural activity or a network. The background is a gradient of light purple to white.

Why
-example


African elephant, Botswana





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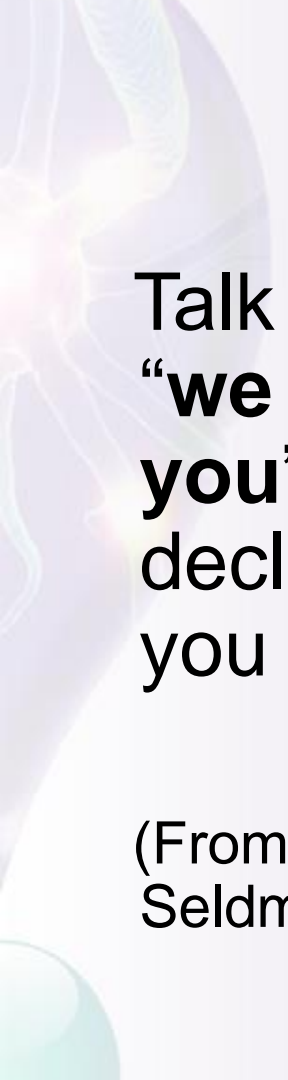
What, How



I should, you should
-example

A stylized illustration of a human head profile in shades of purple and blue. Inside the head, there are glowing yellow and orange neural connections and a bright yellow light source, suggesting a focus on the brain or mind.

Could

A stylized, light-colored profile of a human head is visible on the left side of the slide. Inside the head, there are faint, glowing lines representing a neural network or brain activity. The background of the slide is a solid light purple color.

Talk in a convicted sense: **“I recommend”** or **“we strongly suggest”** or **“my advice is that you”** or **“based on my experience”**, this declarative method raises others’ estimation of you as you earn trust.


(From "Survival of the Savvy" by Rick Brandon PhD and Marty Seldman PhD)



You don't understand
-example

A stylized, glowing brain graphic is positioned on the left side of the slide. It features a translucent, light blue outer shell with a bright yellow and orange core, suggesting neural activity or a digital brain. The background is a smooth gradient from light purple on the left to a darker purple on the right.

Let me do a better job of explaining



You disagree with someone
-example



Anchorage airport menu

BREAD
E-WHEAT
DOUGH-RYE

/SNACKS-CHOOSE ONE |
SALAD, COLESLAW, CHIPS |

CHEESE and EGG CROISSANT | 5 | 1 | 5
CHEESE and EGG ON CROISSANT | 5 | 1 | 5

BUTTER SANDWICH | 4 | 6 | 5

EN SALAD | 8 | 1 | 5

BREADED CHICKEN SANDWICH 8 7 5
CHICKEN STRIPS 8 7 5
ALASKAN HALIBUT BURGER 9 9 5
FISH & CHIPS 8 7 5

SERVED with FRIES

ALASKA REINDEER DOG 3 7 5
HOT DOG 3 3 0
4 3 0
CURLY FRIES 2 7 5
ADD CHILI 8 0
ADD CHEESE 8 0

F
MEDIU
LARGE

SNAP
MINU
ARIZO
ROCK
BOTT
V-8
MILK



Ask:


“What are your
reasons for that?”

A stylized, semi-transparent graphic of a human brain is positioned on the left side of the image. It features glowing yellow and orange highlights, suggesting neural activity or a specific focus area. The background is a smooth gradient transitioning from light purple on the left to a darker purple on the right.

Spend money

A stylized, semi-transparent graphic of a human head in profile, facing left. The brain is highlighted with glowing yellow and orange lines, suggesting neural activity or investment in technology. The background is a gradient of light purple to white.

Invest

A stylized, semi-transparent profile of a human head is positioned on the left side of the image. Inside the head, a network of glowing yellow and orange lines represents neural connections or a thought process. The background is a solid light purple color.

Do you have any
questions?

-example

Churchill, Manitoba, Canada, 11/09



Costa Rica plane dashboard, 2003



Cordova, AK grocery store



Customer Service Center

Photo/Sound

Ammunition

Film Developing




What questions do you
have?

If you want to know something, ASK

A young boy walks into a drugstore and asks to use the phone. He dialed a number and then said "Hello, Dr. Anderson? Do you want to hire a boy to cut the grass and run errands for you?" "Oh, you already have someone who does that? Are you completely satisfied with his work? Ok then. Goodbye." As the boy thanked the phramacist, the pharmacist said, "Just a minute, son. If you are looking for work I could use a boy like you." "Thank you, sir, but I have a job." "But didn't I just hear you trying to get a job with Dr. Anderson?" "No, sir. I'm the boy who is working for Dr. Anderson. I was just checking up on myself."

"The 5 Love Languages" by Gary Chapman

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Assume someone is
ready to listen



Ask:

**“Did I catch you at a
bad time?”**

A stylized, glowing brain graphic is positioned on the left side of the image. It features a translucent blue and green outline with bright yellow and orange light bursts emanating from various points, suggesting neural activity or a 'bright idea'.

Instead of

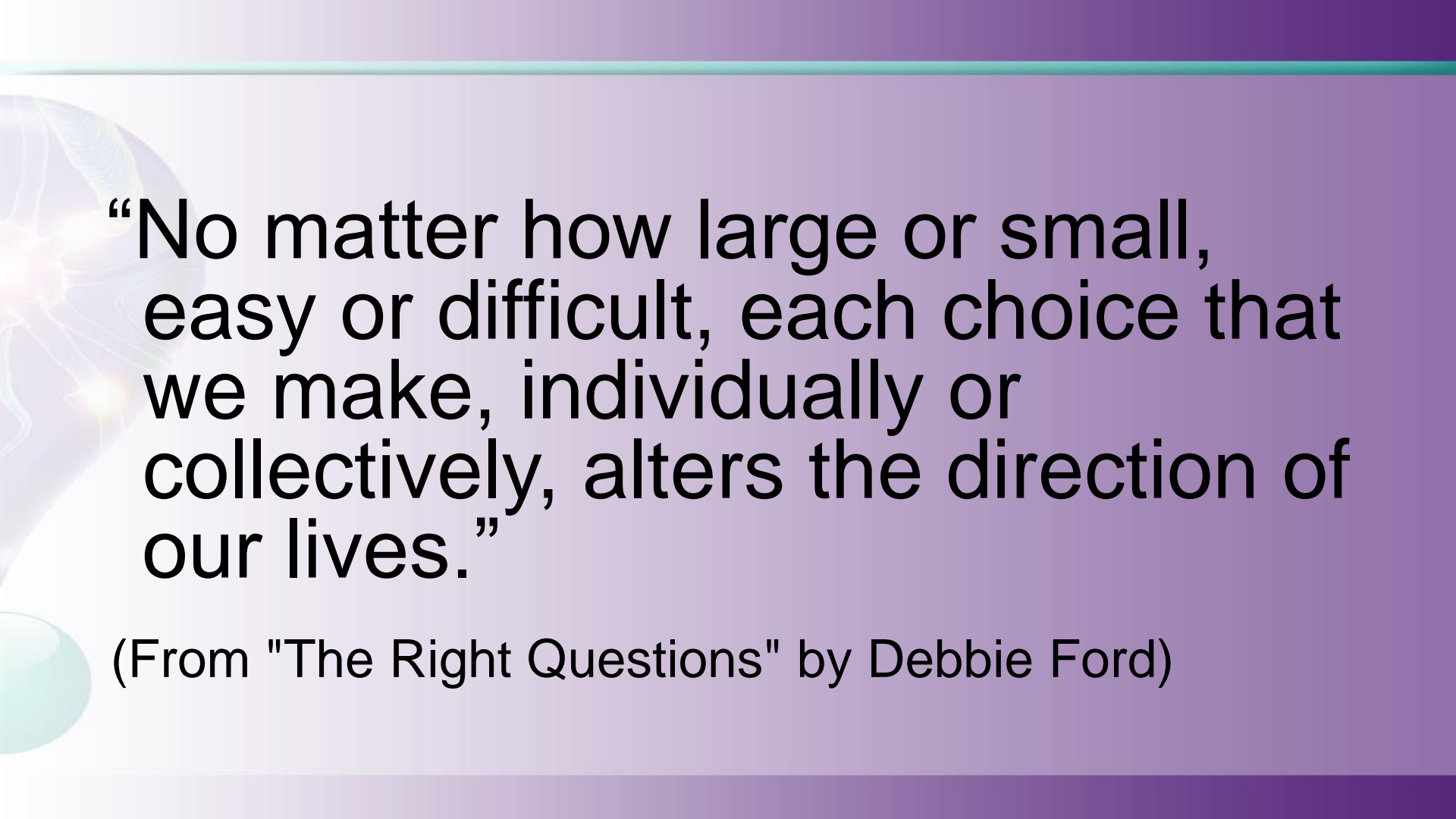
“I know!”

change to

“You’re right!”

A stylized, semi-transparent profile of a human head facing right, overlaid on a purple-to-white gradient background. Inside the head, there are glowing yellow and green lines representing neural connections or pathways. The text is centered over the head and background.

The words silent and listen
have the same letters



“No matter how large or small,
easy or difficult, each choice that
we make, individually or
collectively, alters the direction of
our lives.”

(From "The Right Questions" by Debbie Ford)

