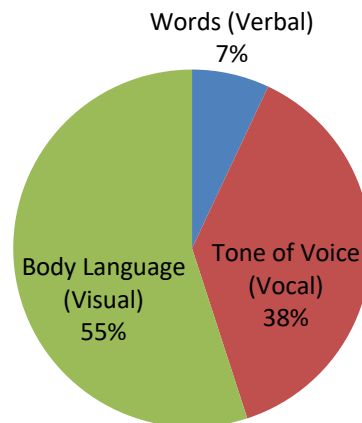




COMMUNICATION OVERVIEW

There are three major elements to communication per Albert Mehrabian (currently Professor Emeritus at UCLA). His findings have become known as the 7-38-55 rule.

Communication



The non-verbal elements are particularly important for communicating *feelings* and *attitude*, especially when they are *incongruent*: if words and body language disagree, one tends to believe the body language. The non-verbal cues are very important in conveying the speaker's *attitude* towards their words, notably their *belief* or *conviction*. The most powerful presentations are ones in which the vocal and visual communication is completely congruent with the verbal communication

HANDLING QUESTIONS

Two Techniques: You Answer
They Answer

1. YOU ANSWER (always have your body in an open position)

Move away from the “asker” to include the whole group and diffuse any negative energy
Acknowledge them for asking
Repeat the question (or paraphrase)
Answer the question
Confirm: “Does that answer your question?”
Applause



2. **THEY ANSWER** (always have your body in an open position)

Move away from the “asker” to include the whole group and diffuse the energy

Acknowledge them for asking

Repeat the question (or paraphrase)

Ask the audience “Who has an answer to that question?”

Move away from the person who is answering

Confirm: “Does that answer your question?”

Thank and acknowledge BOTH asker and answerer

Applause

HAND GESTURES

Hand gestures, like your posture, are part of your body language.

You can use hand gestures consciously to increase the congruence of your message by understanding some simple archetypal patterns. These two examples are part of series of gestures that were developed by Virginia Satir, a well-known American author and psychotherapist. The patterns are known as The Satir Categories and evoke an unconscious response in the audience.

- i. **Placater** – hands palm up as if pleading (symmetrical)
Unconscious message = “Help me” “I want to please you”.
Note: Women should NOT use this gesture.
- ii. **Blamer** – pointing one finger (asymmetrical)
Unconscious message = “It’s down to you”.
Note: use sparingly except to motivate (especially if you are a big man as this tends to be an intimidating gesture).

LESS IS MORE: It is best to err on the side of fewer hand gestures. When used unconsciously hand gestures tend to distract the audience from your main message. Paradoxically, the appropriate hand gesture at the right time will make your point extremely memorable. The point is to use hand gestures consciously and with volition and eliminate any unconscious “flapping”.