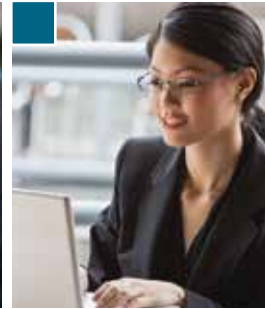




# Communicating with Power and Impact



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The Success Doctor™



# Communicating with Power and Impact - Retooling Your Communication Skills



## Effective Communication

Let's discuss how you can achieve success through effective communication, which includes:

1. The power of first impressions
2. Communicating a commanding presence
3. Using the most effective communication style
4. Active listening
5. Exuding a positive attitude
6. Communicating your personal brand

List the names of three of your favorite communicators:

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List some of the characteristics that you feel make them great communicators:

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Our success and our image are tied to how we communicate. Effective communication skills are essential for achieving success in your career, your personal business, personal relationships, social settings, and in every facet of your life.

*Making a great first impression starts with having a great sense of self-worth, knowing what it is you have to offer, and having the ability to project it in a positive and a powerful way.*





## Communicating with Power and Impact - First Impressions



Let's assess what first impression you are making in the first 10 seconds.

**Do you feel that you are noticed when you walk in a room? Why?**

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Do you offer your hand immediately, regardless of the person's gender or race or size or color?  Yes  No

Do you make eye contact when you greet people?  Yes  No

**What do you feel is your greatest asset when making a first impression, i.e., your smile, your attire, your firm handshake, your posture?**

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**What do you feel is your greatest weakness when making a first impression?**

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**Do you have any distracting or overused expressions or gestures that may get in the way of people really being able to fully connect with you? If so, what are they?**

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**How do you show nervousness under stress?**

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**Do you feel that you send clear nonverbal messages that match your words, tone, and inflection? If not, what do you need to change?**

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# Communicating with Power and Impact - Using the Most Effective Communication Style



Communication experts identify four unique communication styles:

1. Aggressive
2. Passive
3. Passive-aggressive
4. Assertive

Depending on the context or a specific situation, most of us have a dominant communication style. Read and then rank each of the communication styles below from 1 to 4 according to how frequently you use each—with 1 being the communication style you use most often. For example, when all else fails and you fall into your natural habit, which of these communication styles do you default to? The communication style that you use least often you would rank number 4. If you really feel that you don't use the communication style at all, write a zero next to it. It is important to understand your communication style should you need to make any changes to enhance your journey toward success. Be honest and real with yourself. Remember, the title of this program is "Reinvent Yourself."

## Aggressive Communication (Ranking \_\_\_\_\_)

- a. Forcefully expresses feelings, opinions, and needs.
- b. Violates the rights of others.
- c. Verbally and sometimes physically abusive, which is born out of low self-esteem and feelings of powerlessness, oftentimes caused by having some past physical or emotional abuse, unhealed emotional wounds, or unresolved issues.
- d. Manipulative. Attempts to make people do what they want by inducing some kind of guilt, hurt, intimidation, and control tactic
- e. Loud, demanding, and sometimes overbearing voice.
- f. One way communication. Refusal to listen.
- g. Frequently interrupts others.
- h. Often blames; uses "you" statements.

## Passive Communication (Ranking \_\_\_\_\_)

- a. A pattern of avoidance. Avoids expression of opinions or feelings, oftentimes born out of low self-esteem.
- b. Compliant, conforming, and avoids confrontation at all costs.
- c. Speaks infrequently, questions even less, and does very little.
- d. Doesn't react, or respond openly, clearly, or visibly.
- e. Disappears rather than stand up and confront the issue.
- f. Allows grievances and annoyances to mount up and fester, and usually unaware they're building up.
- g. Fails to assert self-rights. Allows infringement of self-rights.
- h. Can reach a breaking point that eventually explodes.

## Passive-aggressive Communication (Ranking \_\_\_\_\_)

- a. Passive on the surface, but typically acts subtly and indirectly behind the scenes in a behind-your-back way.
- b. Doesn't openly express beliefs and opinions.
- c. Masks communication or actions and causes conflicts indirectly.
- d. Nonresponsive altogether.
- e. Expands the issues and the conflicts.
- f. Difficultly acknowledging anger, or denies it altogether.
- g. Uses facial expressions that don't match emotions.

## Assertive Communication (Ranking \_\_\_\_\_)

- a. Reflects an intact self-esteem.
- b. Effectively expresses feelings, opinions, and needs.
- c. Firm but expresses thoughts without violating the rights of others.
- d. Emotionally and spiritually strong.
- e. States needs clearly, appropriately, and respectfully.
- f. Uses tactful and politically correct language.
- g. Uses "I" versus "you" statements.



## Communicating with Power and Impact - Active Listening—How Well Do You Listen?



### Listening

Listening is one of the most important components of communication, yet it is one of the most underutilized skills.

As one author writes, we need to listen proportionately to the way we are designed, two ears and one mouth... that means we need to listen twice as much as we speak.

What we hear is what we remember. Not so!

On average, what percentage of what we hear do you think we remember?

- 75% to 85%
- 5% to 20%
- 25% to 50%.
- 95%

Effective listening builds greater, stronger, healthier relationships because people want to know that we care about what they are saying to us. Because we only remember approximately twenty-five to fifty percent of what we hear, it is important to demonstrate that you care, by:

- » Listening actively.
- » Repeating back your understanding of what you hear the other person say.

*By becoming a better listener, you improve your productivity, your ability to influence and to connect with other people.*

*Listening skills can also help you to avoid conflicts and minimize misunderstandings.*

*All of these are important in our careers, in our relationships, and in every aspect of our lives.*



Attitudes are either good or bad; there is no in-between!

Remember, your attitude can determine your altitude!

Has anyone ever told you that you need to have an attitude adjustment? If so, why?

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What adjustments do you feel you need to make to move closer toward your goals?

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If there are people in your life who are close to you and who you consider a member of your inner circle, but who exhibit negative attitudes, it is important that you do not allow their bad attitudes to rub off on you and that you reconsider their placement in your inner circle. Conversely, if you are within someone else's inner circle, make it a point to speak words of encouragement and inspiration rather than words of doubt or pessimism.

