

# **CSG: Western Legislative Academy**

## **Communication for Lawmakers**

**Bill Graham**

**bill@grahamcc.com**

**(917)705-0663**

**December 15, 2023**

## **With a Partner**

**Your partner records you on your cell phone  
from your waist up ...**

**Introduce yourself the way you might to a new  
colleague or customer**

**Share one thing that might help that person:**

***LIKE YOU* and *REMEMBER YOU***

*Then switch*

# Emotional Currency

- ◆ **Are you worth their time?**
- ◆ **Do your benefits include emotional currency?**

# ***“4 basic needs”* Followers Want from Leaders**

- ◆ **Compassion**
- ◆ **Trust**
- ◆ **Stability**
- ◆ **Hope**

# Emotional Currency

- ◆ **Compassion**
- ◆ **Trust**
- ◆ **Stability**
- ◆ **Hope**

# **Warren Buffett**

*(4<sup>th</sup> richest person in the USA)*

***“The easy way to become worth at least 50% more than you are now is to hone your communication skills.”***

***“You can have all the brainpower in the world, but you have to be able to transmit it.”***

***“The transmission is communication.”***

# **Communication is not:**

- ◆ **Speaking**
- ◆ **Delivering a presentation**
- ◆ **Writing an email**
- ◆ **Running a meeting**

**These are activities**

**Communication**

**is not an activity.**

**Communication is a result.**



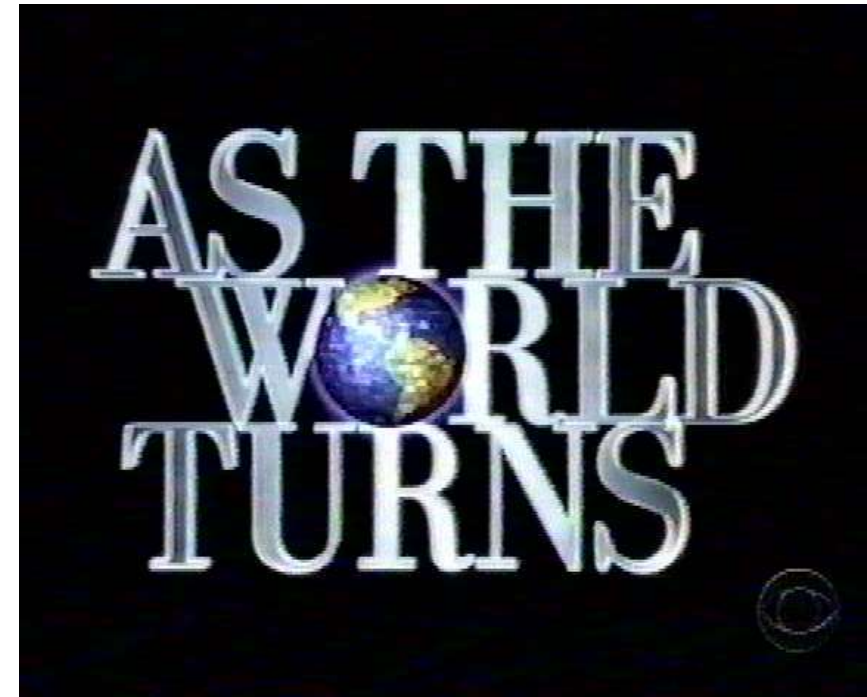
# Is Communication a Two-Way Street?



# **You are a TV Show** *they are always rating you*

**When you:**

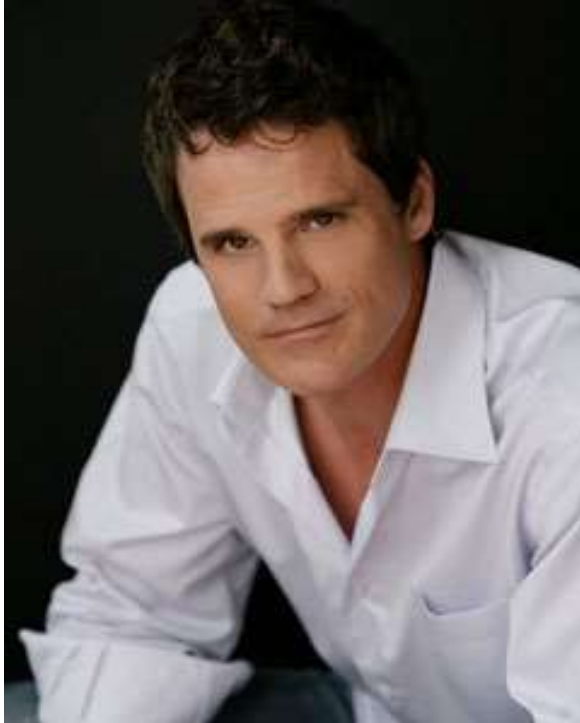
- ◆ **Enter a room,**  
*they are watching*
- ◆ **Speak,**  
*they are listening*



***Are you a turn off? We listen to people we like.***

# Likable?

*you are one in a million*



- ◆ In New York, that means there are 10 of you
- ◆ If there are 10 of you, be the one they like *best*

# Wanna Have a Beer?

All things being equal ...

- ◆ Elect
- ◆ Hire
- ◆ Promote
- ◆ Buy
- ◆ Follow



***Likeability is the final decision maker***

# Likeability

## ***“The 55%-38%-7% Rule”***

- ◆ **55% Face and Body**
- ◆ **38% Sound of Voice**
- ◆ **7% Actual Words**

The elements of communication specifically relating to: ***Like & Dislike***

Mehrabian Study, UCLA

# Likeability

*What they see & what they hear*

- ◆ **Remove the Walls**
- ◆ **Be Personable**
- ◆ **Be Helpful**

**Likeability**

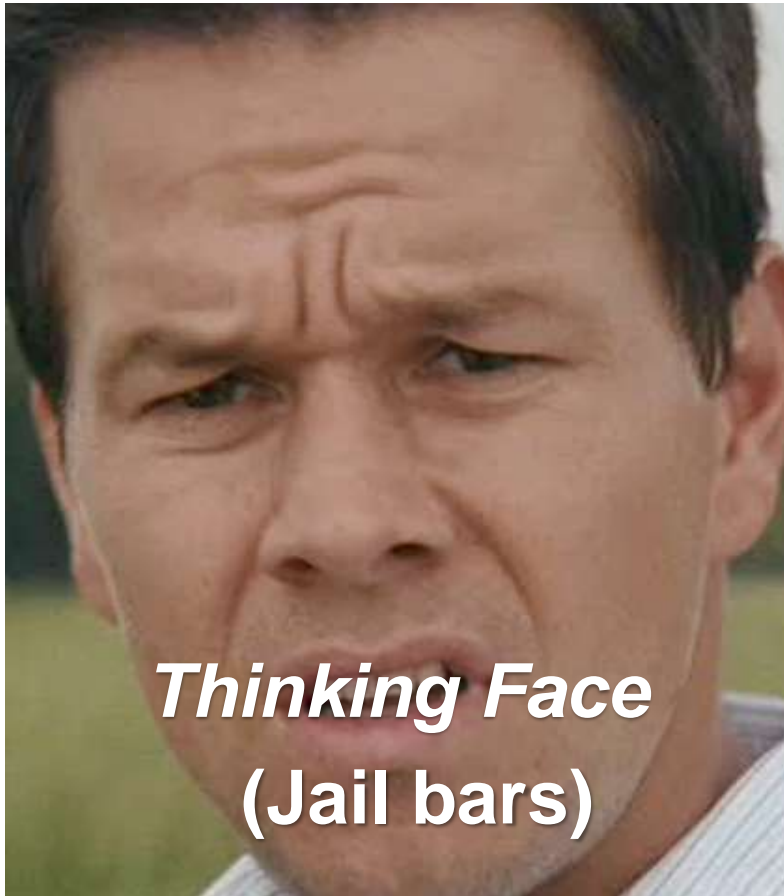
***no walls ... personable ... helpful***

**Likeability is NOT:  
*“trying to be liked.”***

**Likeability IS:  
*“being your most likable.”***

# Likeability

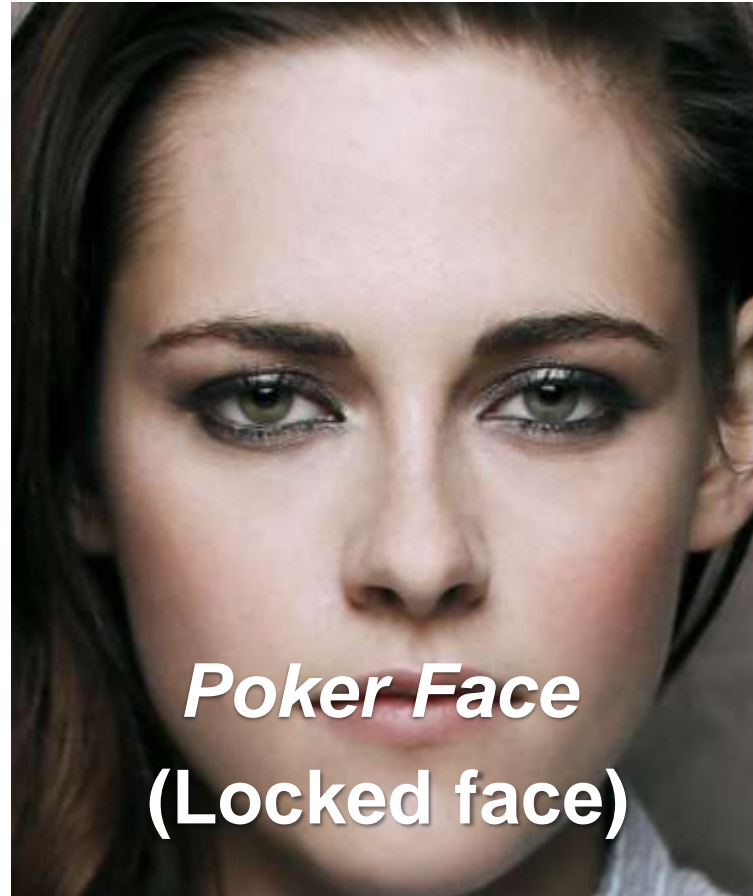
**Wall**



*Thinking Face*  
(Jail bars)

*Mark Wahlberg*

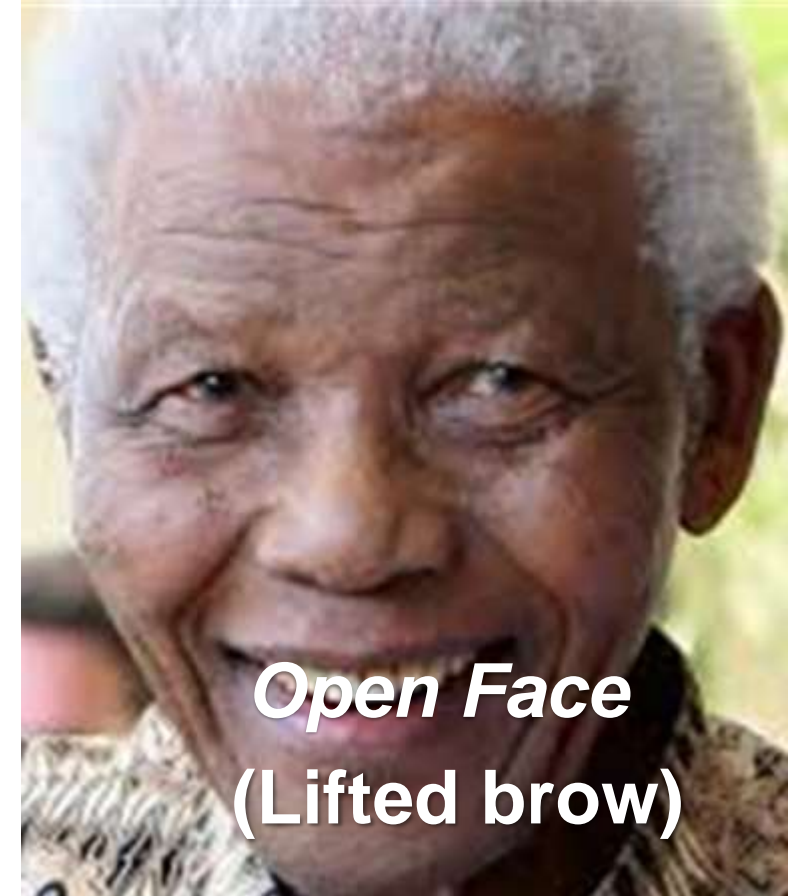
**Wall**



*Poker Face*  
(Locked face)

*Kristen Stewart*

**No Wall**



*Open Face*  
(Lifted brow)

*Nelson Mandela*



# **Likeability**

***remove the walls***

- ◆ **38% Sound of Voice**

***“Wow! I can’t believe we’re making faces today!”***

- ◆ **with *Jail Bars***
- ◆ **with *Open Face***

# Likeability

*remove the walls*

- ◆ **Face: open, helpful**
- ◆ **Voice: warm with inflection**
- ◆ ***Your forehead controls your voice!***

**Likeability = Emotional Currency**  
***Are You Worth Their Time?***

**Emotional Withdrawals:**

◆ **Monotone: *disrespectful, dominant, & disengaged***

**Emotional Deposits:**

◆ **Inflection: feels *unguarded, caring, & creative***

# Likeability

*remove the walls*

- ◆ Face: open, helpful
- ◆ Voice: warm with inflection
- ◆ Body: open, energized



# Likeability

*make it personable*

- ◆ Eye contact
- ◆ Silent pauses
- ◆ Speak to *one* person
- ◆ *Avoid PowerPoint voice*

# Likeability

*make it helpful*

- ◆ Listen
- ◆ *High Focus, focus on *their* world*
- ◆ *Appreciate challenges*
- ◆ Only say what *helps*

**Oprah Winfrey**  
*the helpful leader*



**advocating and debating are different**  
*Be on the Same Team*

**Likeability**

***no walls ... personable ... helpful***



**“... a person can change his future  
by merely changing his attitude.”**



**Listening**

# **Before You Speak ... *WAIT!***

**Ask yourself:**

**Why**

**Am**

**I**

**Talking?**

**It's harder to listen →**  
***If you need to be right***

# Before You Speak ... *Listen!*

**They want to be heard:**

- ◆ **Listen**
- ◆ **Respond**
- ◆ **Ask**
- ◆ **Repeat**

## Getting the big picture:

# Directive Statements™

*non-question questions*

- ◆ Tell me about ...
- ◆ Help me see ...
- ◆ Walk me through ...
- ◆ Paint the picture of ...
- ◆ Define for me ...
- ◆ Share with me ...
- ◆ Guide me ...
- ◆ Describe ...
- ◆ Explain ...
- ◆ Point out/Point me ...
- ◆ Elaborate ...
- ◆ Clarify ...
- ◆ Outline ...
- ◆ Correct ...

# Presume the Best

- ◆ **Praise Loud ... Fix Soft**
- ◆ **Recognize their unique value.**

# Recognizing Strengths: *Tiger Pistol Shrimp*

- ◆ Their power claw is half the size of its entire body.
- ◆ It precisely shoots bubbles from that gun-like claw
  - ◆ momentarily as hot as the sun's surface.
  - ◆ at 210dB, it's about as loud, as a blue whale
- ◆ They have weaknesses
  - ◆ A big pistol shrimp = 1¼ inches
  - ◆ They are almost all blind.



## **Recognizing Strengths: *Goby Fish***



- ◆ **Some might say a Goby has no strengths, no defenses**
- ◆ **Goby fish sleep in burrows in the sediment,**
- ◆ **The shrimp dig better burrows.**
- ◆ **The shrimp digs and shares its burrow with the goby**
- ◆ **Goby fish work as the Pistol Shrimp's eyes: feeding, guiding, and sleep with the shrimp every night.**



## ***Pistol Shrimp & Goby Fish***



- ◆ **When a predator nears, the goby leads the pistol shrimp back to the sediment.**
- ◆ **If they can't make it back, the goby positions the shrimp to shoot a bubble at the predator.**
  - ◆ ***Bubble air can reach 14,000<sup>o</sup> F.***
  - ◆ ***Sound is as loud as the blue whale.***
- ◆ **This is not a marriage. It's a partnership.**
- ◆ **Different, collaborative, and engaged**

# Telling Your Story

# Storytelling with Impact

1. **Set up the high-stakes situation**
2. **Know what your main character wants**
3. **Make your audience care**
4. **Have a “Wow” (life-changing) moment**
5. **Explain the value: *How does it help?***

# **The Sincere Compliment** *genuine communication*

*They will listen ...  
when they know ...  
that you are listening.*

# What is a Compliment?

**A relationship building tool that is:**

- ◆ **Simple**
- ◆ **Specific**
- ◆ **Sincere**
- ◆ ***Helpful***

# Why Compliment?

- ◆ **Inspires and motivates**
- ◆ **Builds trust**
- ◆ **Models & encourages humanity**

***“Everybody likes a compliment.”***

**Abraham Lincoln**

# How to Compliment

- ◆ **Describe a specific strength**
- ◆ **Why do you like working with him/her?**
- ◆ **Be precise with your praise**

# Accept a Compliment

## *“Genuine Gratitude”*

- ◆ *“Wow, you just made my day!”*
- ◆ *“Thank you. I really appreciate that!”*



# Your Turn

- ◆ **Person A: Share one thing that you are proud of.**  
*(professional or personal)*
- ◆ **Person B: Give *Person A* a compliment based on the new information**
- ◆ **Person A say: *Thank you!***
- ◆ **Person B say: *You are welcome!***

Switch Roles

# Followers Want from Leaders

## *“4 basic needs”*

- ◆ **Love**
- ◆ **Trust**
- ◆ **Stability**
- ◆ **Hope**

**Graham Corporate Communications**  
*making the complicated simple*  
*and the simple powerful*<sup>®</sup>

**Bill@GrahamCC.com**

**CONTACT:**  
**Bill Graham**  
**917-705-0663**  
**[www.GrahamCC.com](http://www.GrahamCC.com)**