

CSG Western Leadership Academy 2024

Leadership Communication *likeability, listening, & storytelling* *for better relationships*

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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 constituent**

Share one thing that might help that person:

LIKE YOU and WANT TO TALK TO YOU

Then switch

Emotional Currency

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

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

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

Emotional Currency

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

Warren Buffett

(4th 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.

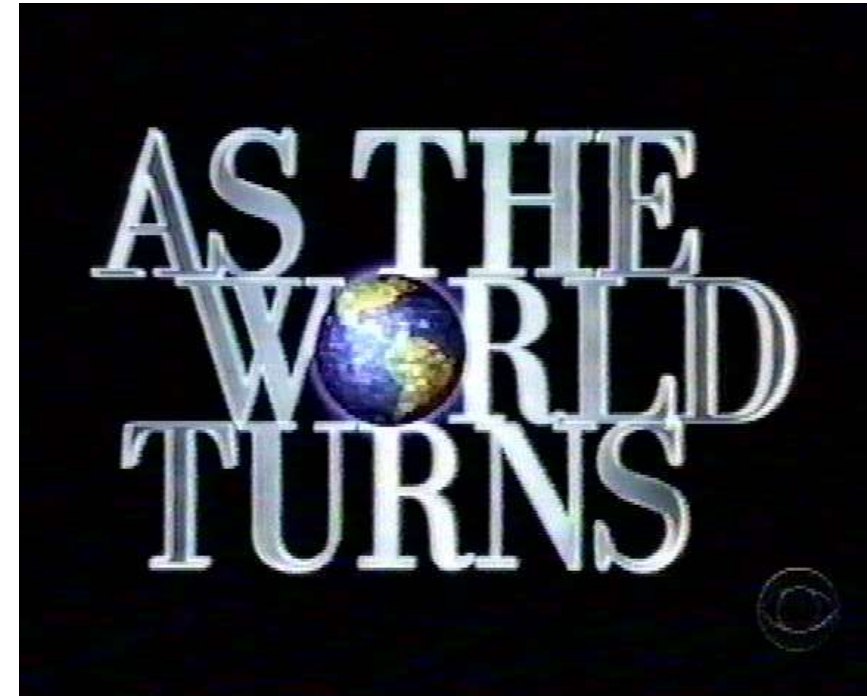
Is Communication a Two-Way Street?



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

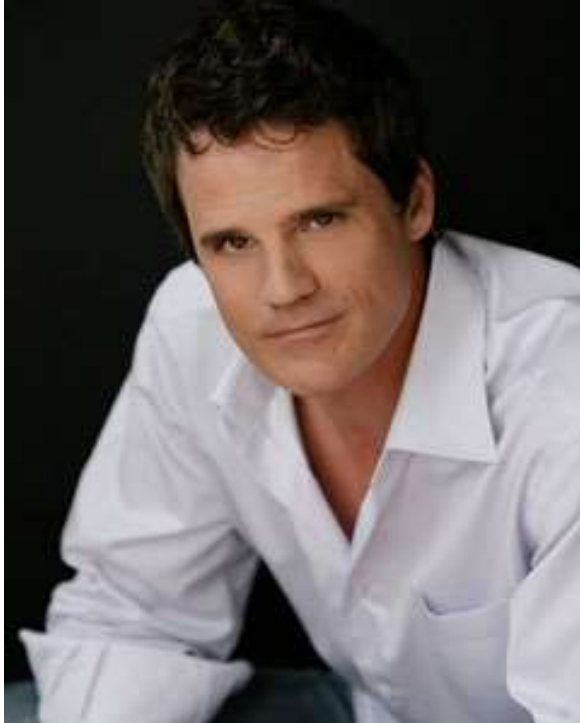
When you:

- ◆ **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

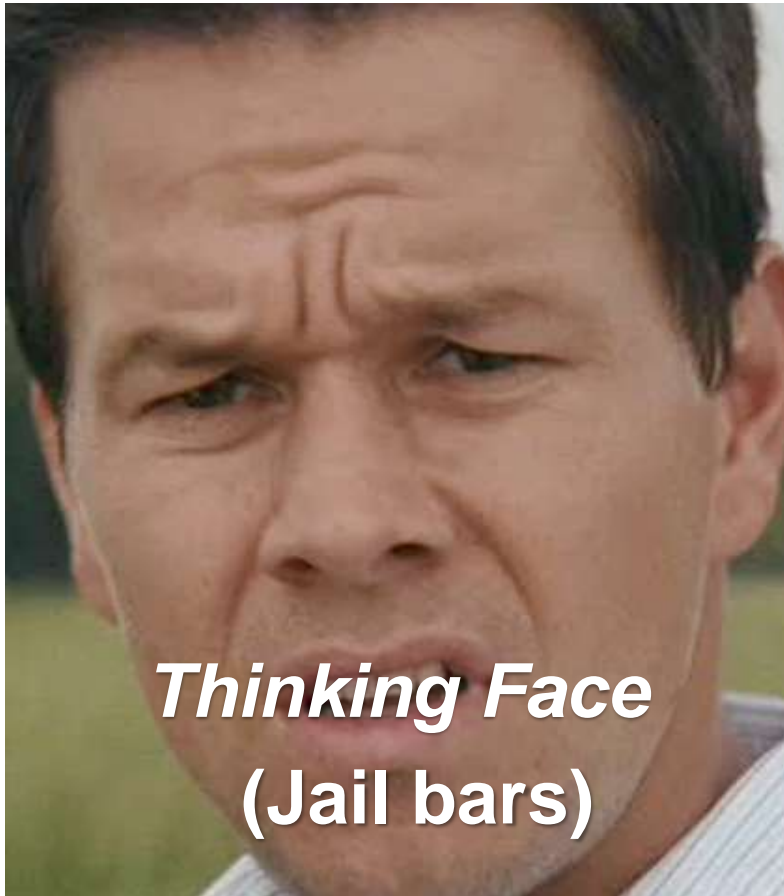
no walls ... personable ... helpful

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

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

Likeability

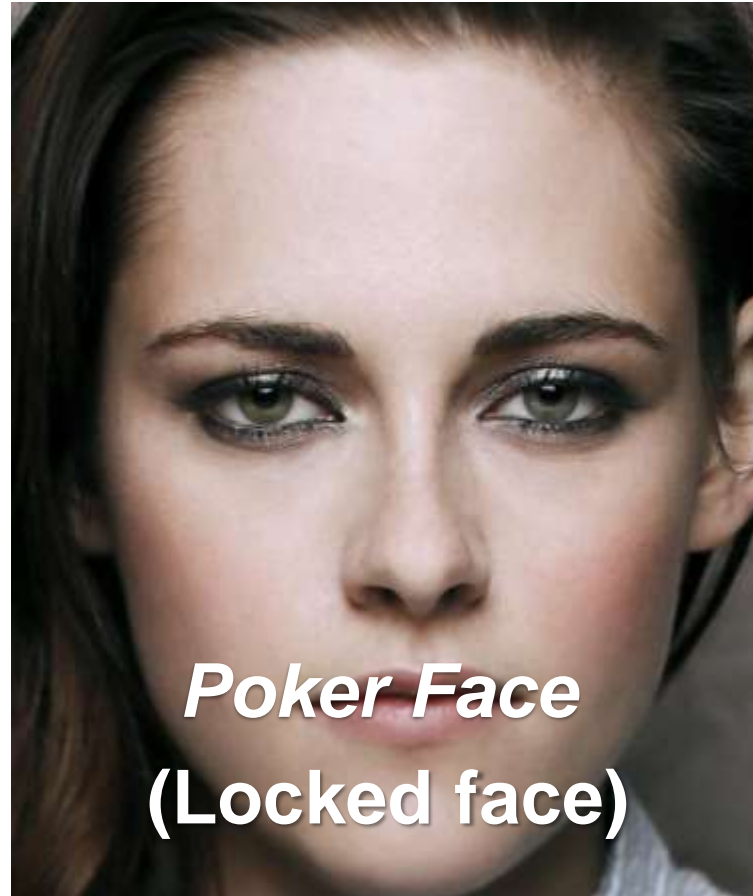
Wall



Thinking Face
(Jail bars)

Mark Wahlberg

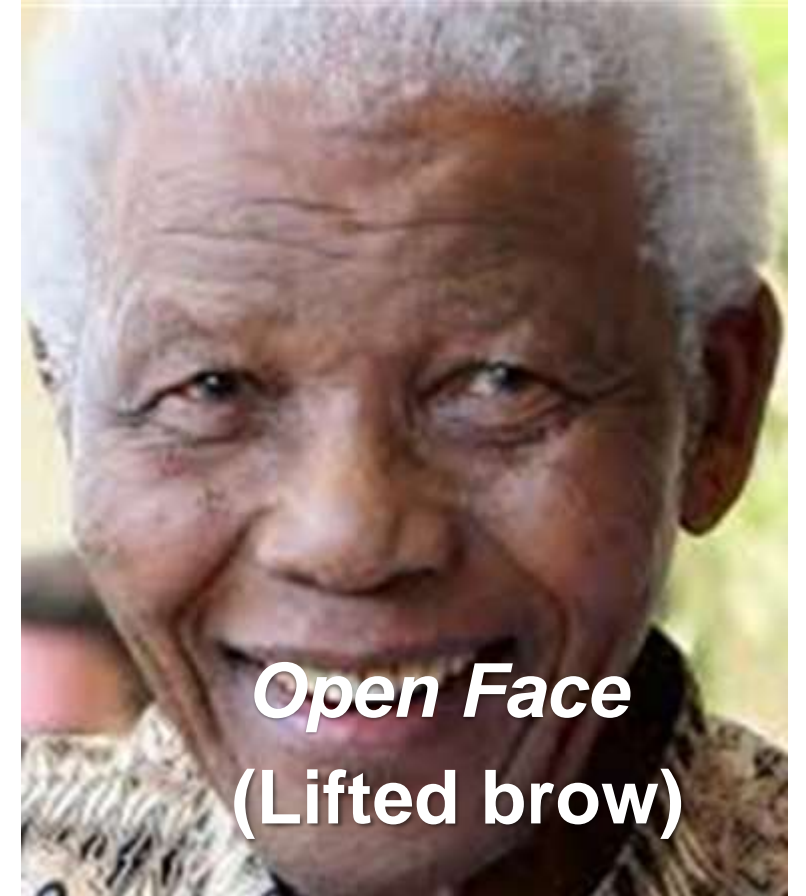
Wall



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

Emotional Withdrawals:

- ◆ **Monotone: *disrespect, dominant, & disengaged***

Emotional Deposits:

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

“People just don’t sue doctors they like,” is how Alice Burkin, a leading medical malpractice lawyer, puts it.”

Malcolm Gladwell, *Blink: The Power of Thinking Without Thinking*

The Fig Leaf ... a wall

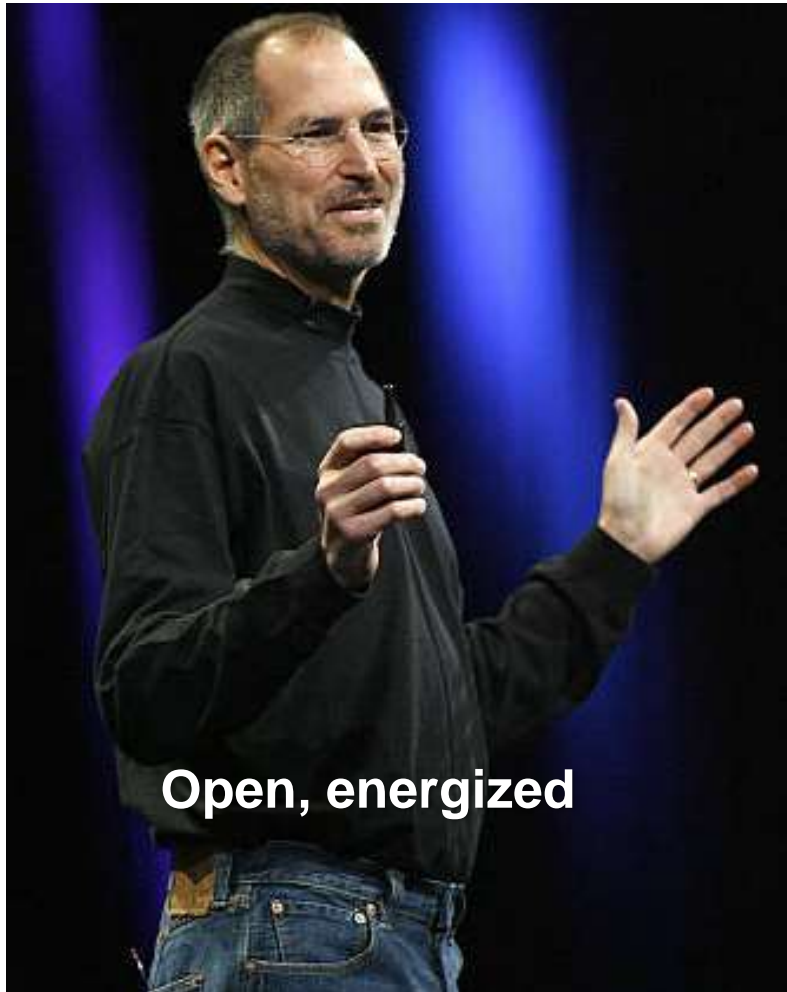


Folded Arms ... a wall



Likeability

remove the walls



Open, energized

- ◆ **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 for their issues & ideas**
- ◆ **Speak to the world they see**
- ◆ **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

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

Before You Speak ... *WAIT!*

Ask yourself:

Why

Am

I

Talking?

Presume the Best

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

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 ...

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?***

How to Find a #4, “Wow!” Moment

- ◆ Remember a turning point, a learning moment, or eye-opener in your life or your career
 - ◆ What was the revelation, caution, or clarification?
 - ◆ *What was said or revealed? That is #4, “Wow!”*
 - ◆ Can it motivate or help others? Clarify perspective? Improve relationships? Yes? That is #5.

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[®]

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