

## **Masterful communication**

You may feel that you are an excellent communicator; that you have a good command of your native language and can string a sentence together without too much hassle. What this actually shows, is that you are able to use the words in your language to form a sentence.

The Oxford English Dictionary defines Communication as the noun 'to share or exchange information or ideas. To pass on, transmit, or convey an emotion...'

This definition indicates that communication is a much more than just the words that you use. Research has shown that 58% of our communication comes from our physiology; 37% of our communication comes from the tone of voice we use and only 7% comes from the actual words we use.

What type of reactions do you get from your friends, clients or colleagues? Are you getting the responses you want or would hope for? If the answer is 'no,' working on the way you communicate your message will help.

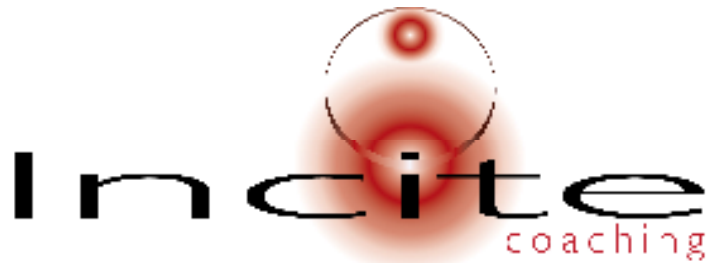
I had a telephone conversation last week where the person was telling me how excited they were. Yet their voice and tonality was flat and dull and slow. It was as if they had just been their worst nightmares were coming true. Did I believe that they were excited? No! I couldn't see their physiology and so was relying on their tone of voice.

This is why in sales training, you are told to stand up and walk around the room when making a sales call. When you are standing up straight with your chest held high, you feel more confident and you speak more clearly. This is picked up by the listener who is more likely to listen to your sales pitch.

In order to get the results that you want, use all your methods of communication to get maximum impact from your message.

## **Physiology**

Feeling confident or determined is a state, and states can be had now. Use your physiology to help you. Stand up straight, with your shoulders back and head held high. Conversely if you want to feel sad or depressed, drooping your shoulders, lowering your eyes and head will help. Prior to walking into a meeting or interview, adjust your physiology to reflect the state you want to be in and notice how differently your message is communicated.



## **Tonality**

A high pitched tone with faster communication infers excitement. Using a slower more deliberate tonality can infer sadness, depression or that you are thoroughly thinking through what you want to discuss? What tone of voice do you typically use? Is it communicating the type of message you want to? Observe the tonality of the people you are speaking to today and try to read their mood or state through the tone of voice they are using. It will help you be more in control of your own.

## **Words**

Although the actual words you use have the least impact of all the communication styles, you can still develop your communication by matching the types of words that the listener uses. For example they have a favourite term, such as "that's great," using this, will help develop rapport and therefore increase the chances of them actually listening intently to what you are saying.

This is only an introduction into how you can use your communication to influence, negotiate and lead, and you will instantly notice that you are receiving better reactions from your conversations.

These principles are vital to use if you are attending an interview or if you are a parent, manager or sales person. So give it a try and see what happens.

To learn other strategies for mastering your communication contact Jennifer at Incite Coaching on 02 9560 4407 or email [info@incitecoaching.com.au](mailto:info@incitecoaching.com.au)