

Session 3

Connecting Goes Beyond Words

When many people try to communicate with others, they believe the message is all that matters. But the reality is that communication goes way beyond words. In an important study, UCLA psychology professor emeritus Albert Mehrabian discovered that face-to-face communications can be broken down into three components: words, tone of voice, and body language. What may come as a surprise is that in some situations, what people see us do and the tone we use can far outweigh any words we say while trying to communicate. In situations where feelings and attitudes are being communicated,

- What we say accounts for only ___ percent of what is believed.
- The way we say it accounts for ___ percent.
- What others see accounts for ___ percent.

Amazingly, more than 90 percent of the impression we often convey has nothing to do with what we actually say.

The 3 Components of Communication

- _____ : Something we know,
- _____ : Something we feel, and
- _____ : Something we do.

I believe those three components are essential to connect as well. Fail to include any one of the three, and there will be a disconnection from people and a breakdown in communication. More specifically, here's how I think the breakdown would occur. If I try to communicate...

Something I *Know* but do not Feel, my communication is _____

Something I *Know* but do not Do, my communication is _____

Something I *Feel* but do not Know, my communication is _____

Something I *Feel* but do not Do, my communication is _____

Something I *Do* but do not Know, my communication is _____

Something I *Do* but do not Feel, my communication is _____.

EVERYONE COMMUNICATES FEW CONNECT

Session **3**

Action: Something We Do...Connecting _____ – What People See

Henry Ward Beecher asserted, “There are persons so radiant, so genial, so kind, so pleasure-bearing, that you instinctively feel good in their presence that they do you good, whose coming into a room is like bringing a lamp there.”

To Connect With People Visually...

- (1) Expand Your Range of _____
- (2) Move With a Sense of _____
- (3) Maintain An Open _____

**Thought: Something We Know...Connecting _____
– What People Understand**

Any message you try to convey to others must contain a piece of you.

Knowledge Must Be _____

Nothing can happen through you until it happen in you.

Experience is not only a good teacher. It is a great _____.

Emotion: Something We Feel...Connecting _____ – What People Feel

John Kotter, an author and a friend, recently wrote a book titled A Sense of Urgency. In it he states, “For centuries we have heard the expression, ‘Great leaders win over the hearts and minds of others.’” Note that he doesn’t say that great leaders win over the minds of others. Nor does he say they win over others’ minds and hearts. The heart comes first. And if we desire to be good communicators, we need always to keep that in mind. If you want to win over another person, first win his heart, and the rest of him is likely to follow.

People may hear your words but they feel your _____.

People will not always remember what you said.

They will not always remember what you did.

But, they will always remember how you made them feel.

Key Concept: The more you do to go beyond words, the greater the chance you will connect with people.

Question: “What visual technique do I need to improve to better connect with people?”