

BILLD: 31st Bowhay Institute

Communication for Lawmakers
skills to improve 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 when you meet someone for the first time**
- **Share one thing that might help that person:**

LIKE YOU, or REMEMBER YOU, or WANT TO ENGAGE

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

(a rich guy)

“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.

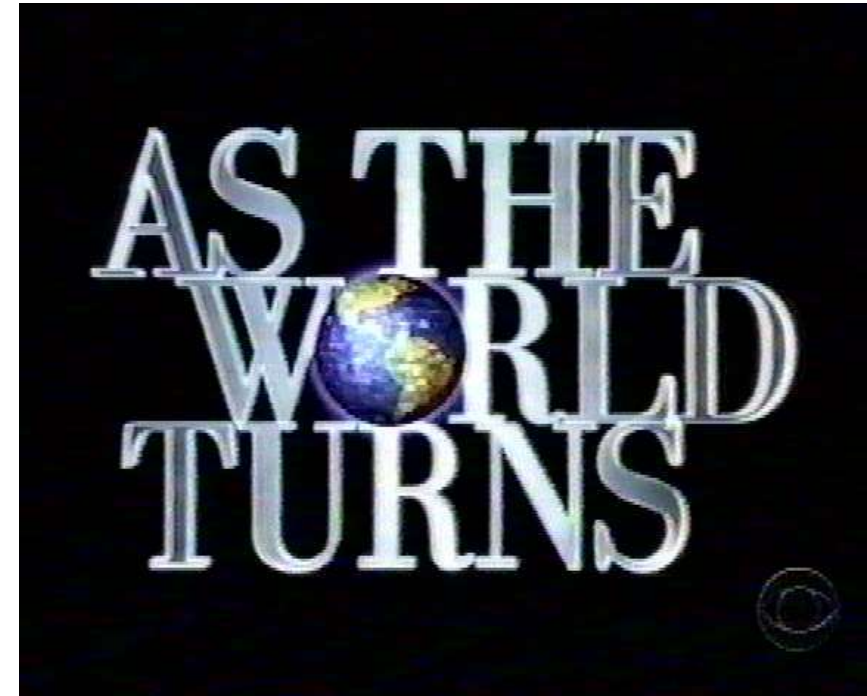
Is Communication a Two-Way Street?



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

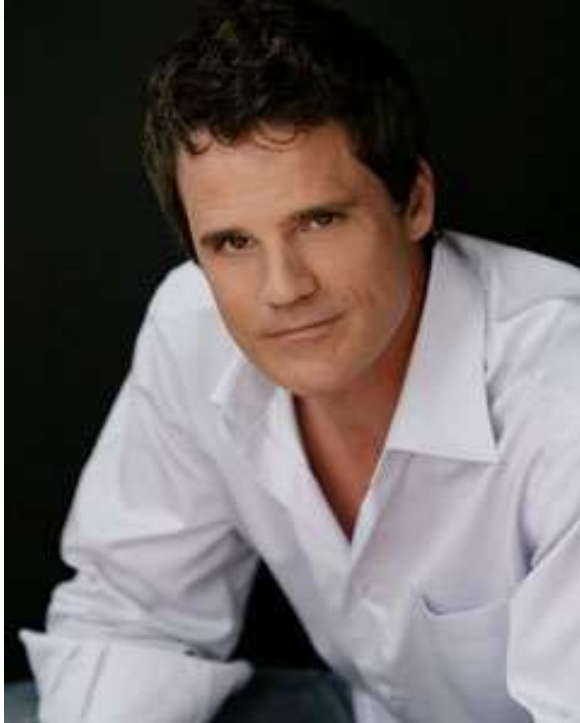
When you:

- ◆ **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:

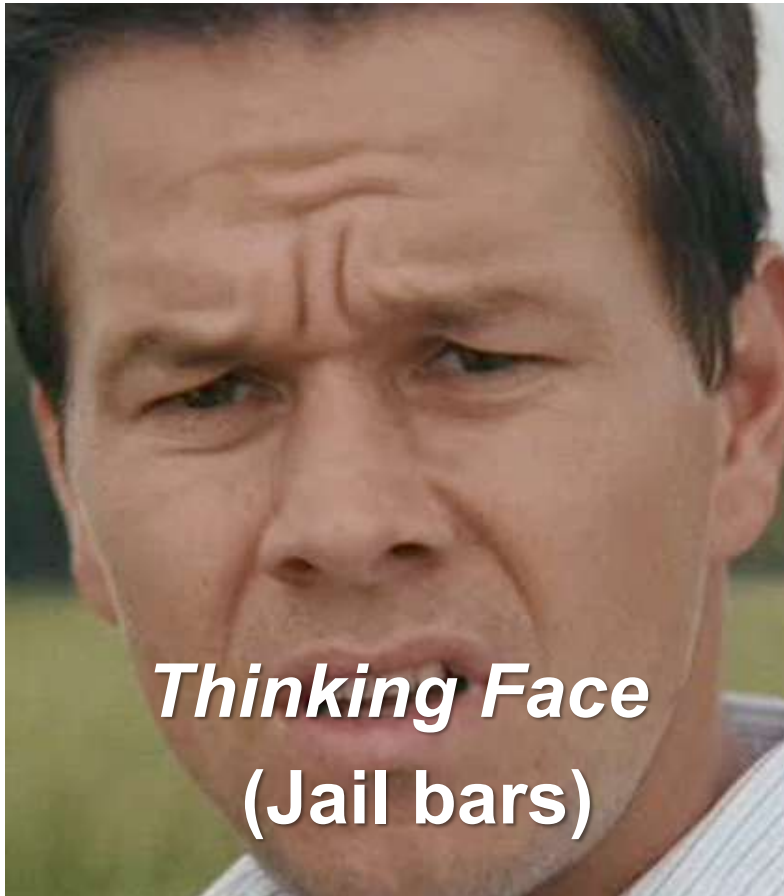
“trying to be liked.”

Likeability IS:

“being your most likable.”

Likeability

Wall



Thinking Face
(Jail bars)

Mark Wahlberg

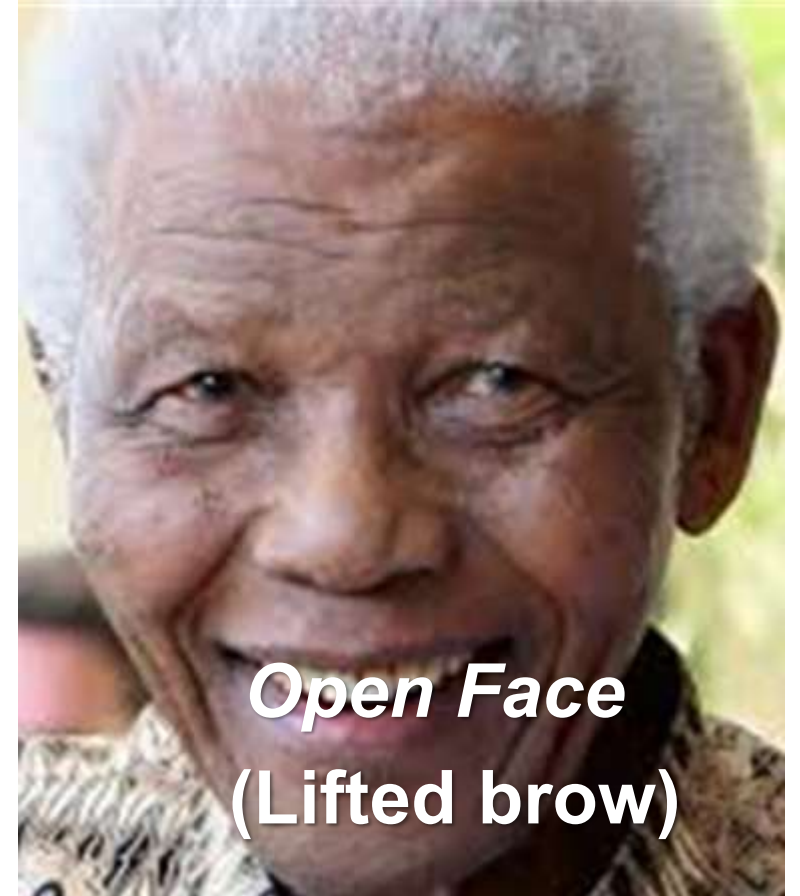
Wall



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*

The Fig Leaf ... a wall



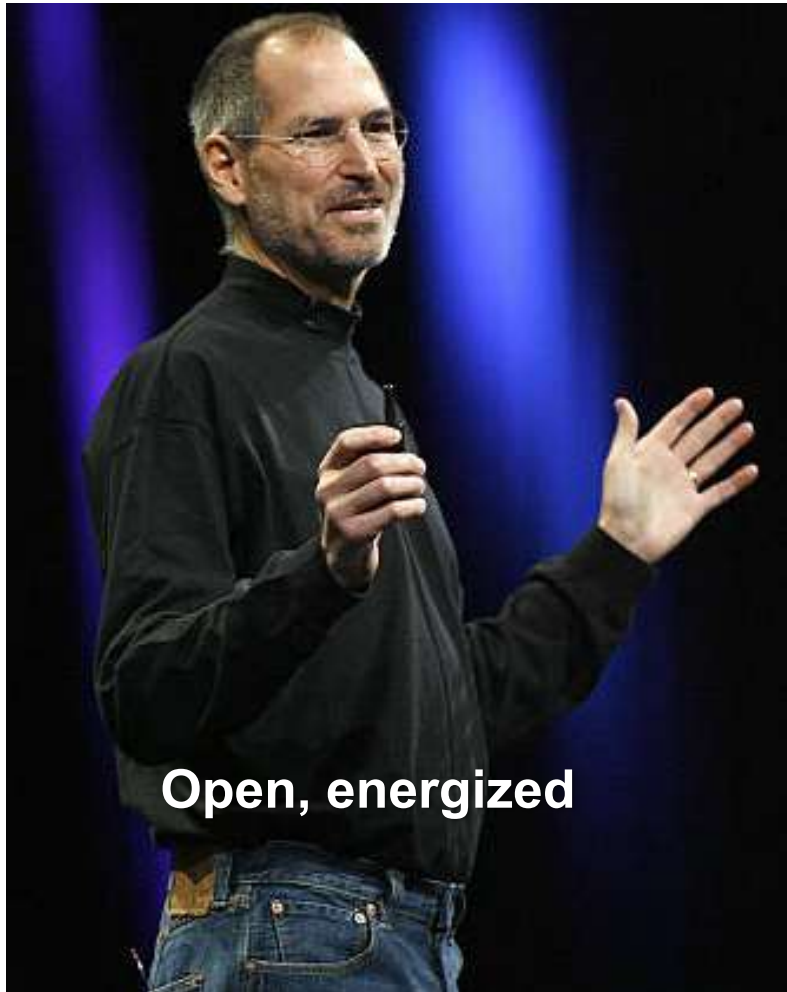
Folded Arms ... a wall



mediapost.com/arms-crossed

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**

Checklist for Likeability

Remove the Walls

- ◆ Face: open, helpful (caring face, slightly raised eyebrows)
- ◆ Voice: warm with inflection
- ◆ Body: open, energized

Be Personable

- ◆ Eye Contact (with an open face)
- ◆ Silent Pause (avoid um, ah, & junk phrases, i.e.: it's like, you know)
- ◆ Speak to One Person (Avoid PowerPoint Voice)

Be 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.”**

**Don't prove you're a politician.
*Prove you're a human being.***

***“Most people think vulnerability is weakness. I live in the space of vulnerability... and that is what has made me so successful.
... all you really need in life: to be more of yourself.”***

Oprah

<https://www.youtube.com/watch?v=Fi0IEOBDRpQ>

Listening

Before You Speak ... *WAIT!*

Ask yourself:

Why

Am

I

Talking?

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

Presume the Best

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

Getting the big picture:

Directive Statements™

non-question questions

- ◆ **Help me see ...**
- ◆ **Tell me about ...**
- ◆ **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?*

Wow Moments & Recognizing Value

- ◆ Remember a “Wow!” moment (#4)
 - A moment in life where you recognized the value the other person’s value
 - Describe the moment
 - *Specifically, name what was said.*
- ◆ What did you learn? (#5)
 - Could it help the other person?
 - Would it improve the relationship?

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!”***

Simple, Sincere, Specific, & Helpful

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

Switch Roles

Followers Want from Leaders

“4 basic needs”

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

**Don't prove you're a politician.
*Prove you're a human being.***

***“Most people think vulnerability is weakness. I live in the space of vulnerability... and that is what has made me so successful.
... all you really need in life: to be more of yourself.”***

Oprah

“You can't get to courage without walking through vulnerability.”

Brene Brown

<https://www.youtube.com/watch?v=Fi0IEOBDRpQ>

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making the complicated simple
and the simple powerful®

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