



CREATE INFLUENCE ON DEMAND

CC BY NC ND B. Maloney



What you get

INCREASE COMMUNICATION EFFECTIVENESS UP TO 5X



Bernie Maloney, CST
PE, CSM, CSPO

Agile Leadership Coach
Accelerating Genius

Helping Clients Achieve
Performance Breakthroughs with
Teams, Organizations and Themselves

Master Practitioner & Trainer
Neuro Linguistic Programming





OUTLINE

- Outcome: Recognize and Practice Verbal Technology to Create Influence...On Demand
- Why: Significance and Basis
- How: Applications in Technology Teams
- What's Behind This: Get the Abstraction
- Summary & Resources



FIRST IMPRESSIONS MATTER



DOES THE 1ST 60 SECONDS REALLY MATTER?



& YOU ASKED TO HEAR MORE?



CONFIRMATION BIAS

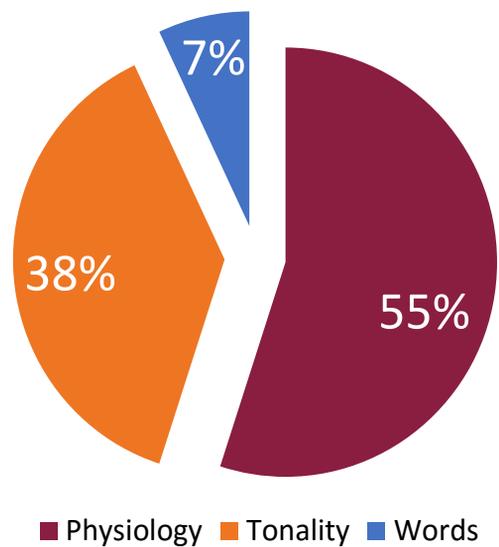


APPLICATIONS IN TECHNOLOGY TEAMS

COMMUNICATION GOES WAY, WAY, WAY BEYOND WORDS

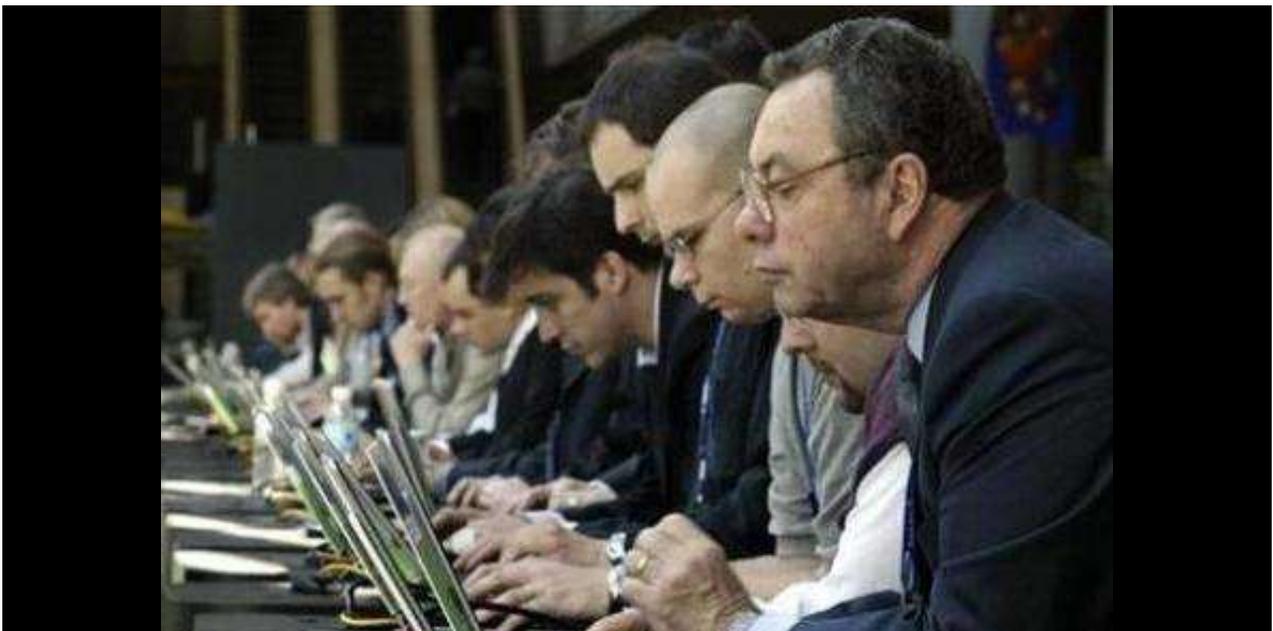
E. G. RAY BIRDWHISTLE,
UNIVERSITY OF PENNSYLVANIA

Verbal vectors: Tone, Pitch
 Tempo: Speed & Cadence
 Timbre
 Volume





TRANSLATING INTO AGILE PRACTICE



7%

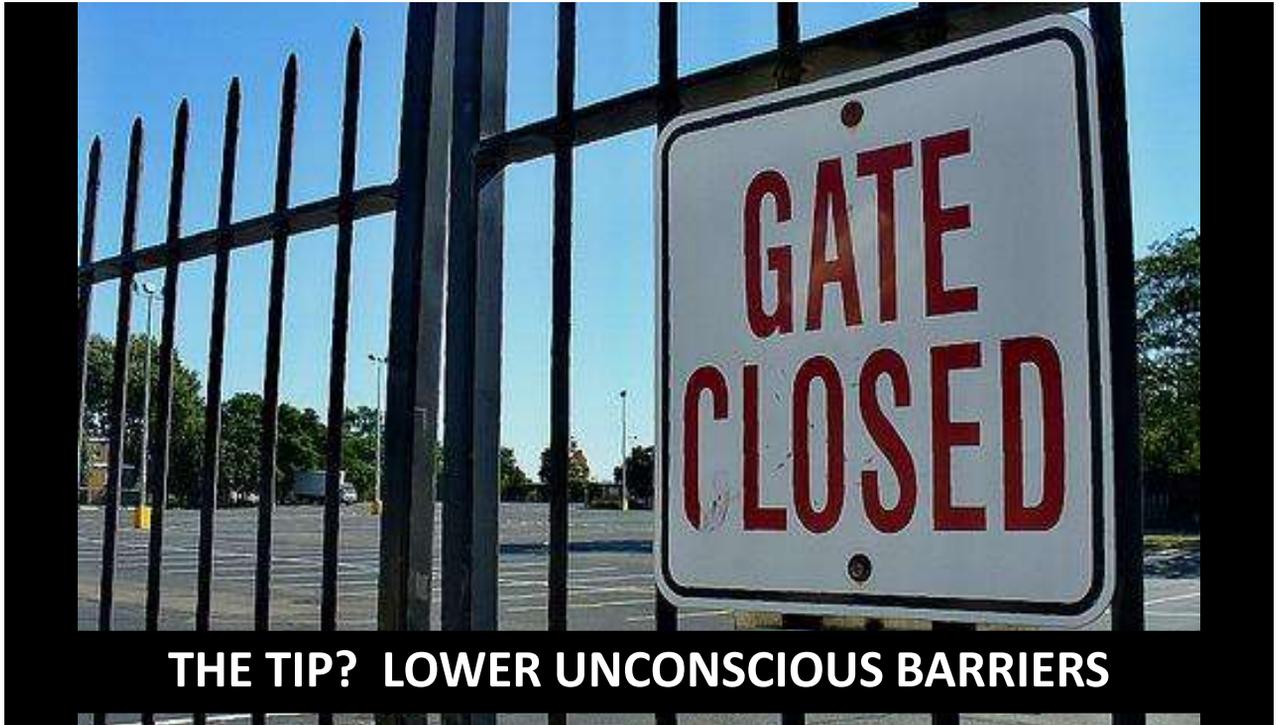


5X?

OR 10X?

**WHAT IF TEAMS INCREASE
COMMUNICATION
EFFECTIVENESS BY EVEN
HALF OF THIS?**







BUILD RAPPORT: OFFER SIMILAR PATTERNS

Tonality (35+%)

Words (7%): keys to how people represent information – another talk

Physiological (55%!)



PAIR OFF: VERBAL MIRRORING AND MATCHING

KEEP STATEMENTS SHORT (GET MULTIPLE PRACTICE EXCHANGES)

PERSON A: START WITH A QUESTION

PERSON B: SHORT RESPONSE, USING USUAL VERBAL BEHAVIORS > QUESTION

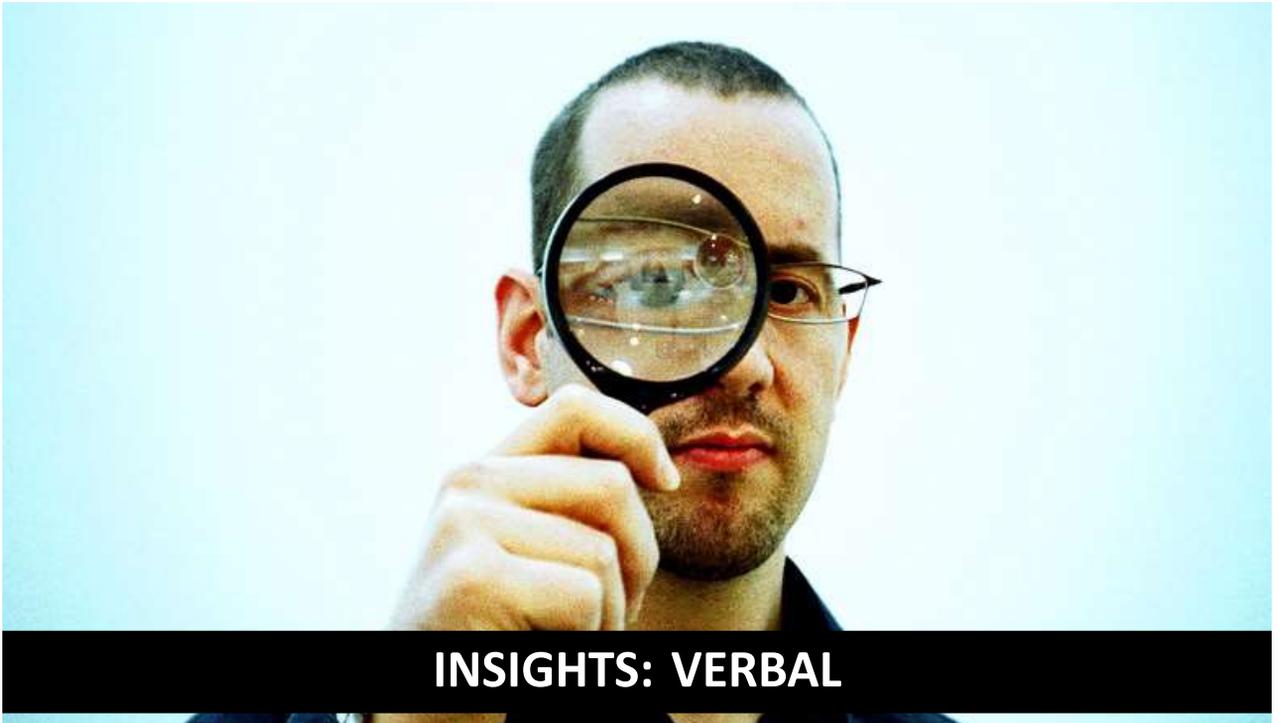
SWITCH ROLES AT SIGNAL

Tone, Pitch

Tempo: Speed & Cadence

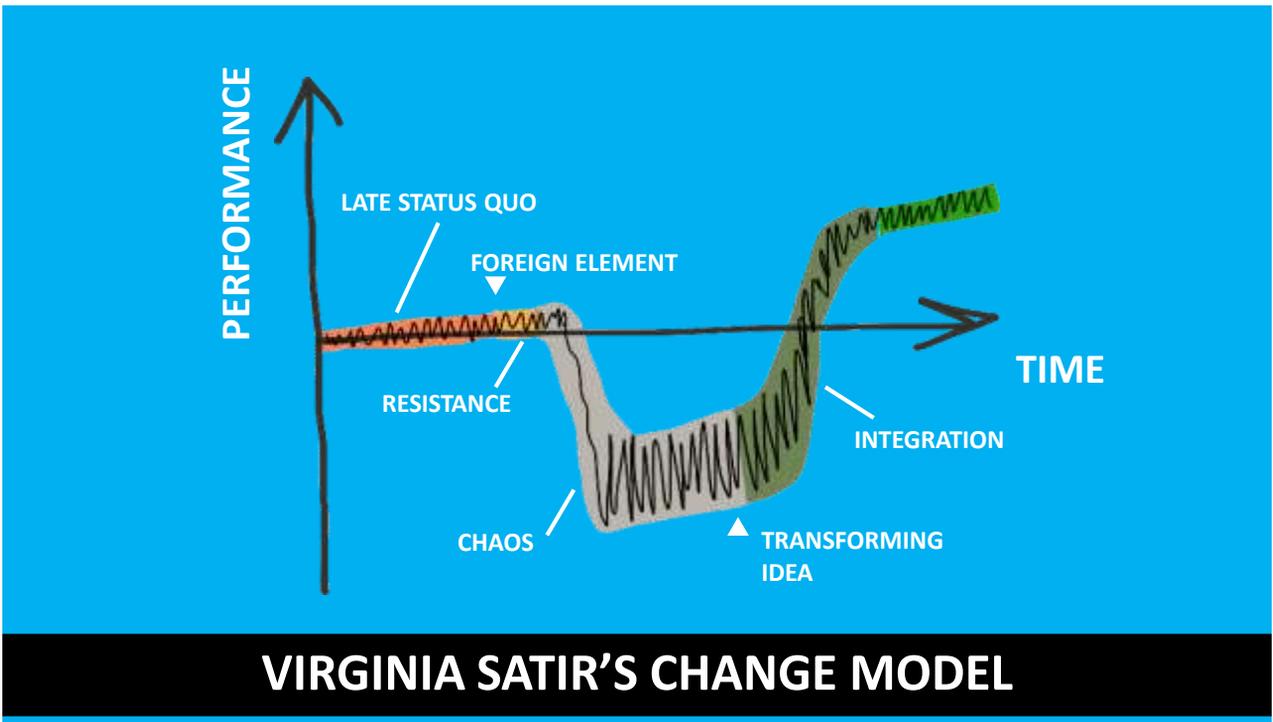
Timbre

Volume

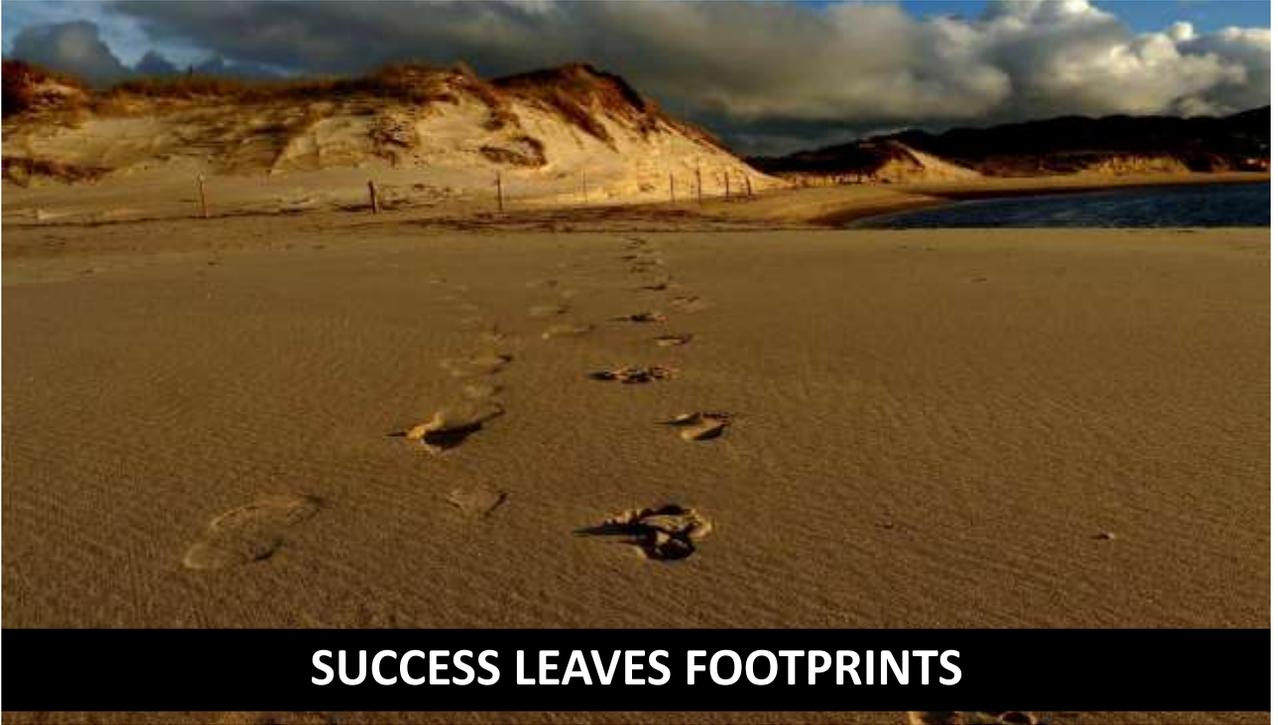


INSIGHTS: VERBAL

WHAT'S BEHIND THIS?



VIRGINIA SATIR'S CHANGE MODEL



SUCCESS LEAVES FOOTPRINTS



NLP MODEL OF COMMUNICATION

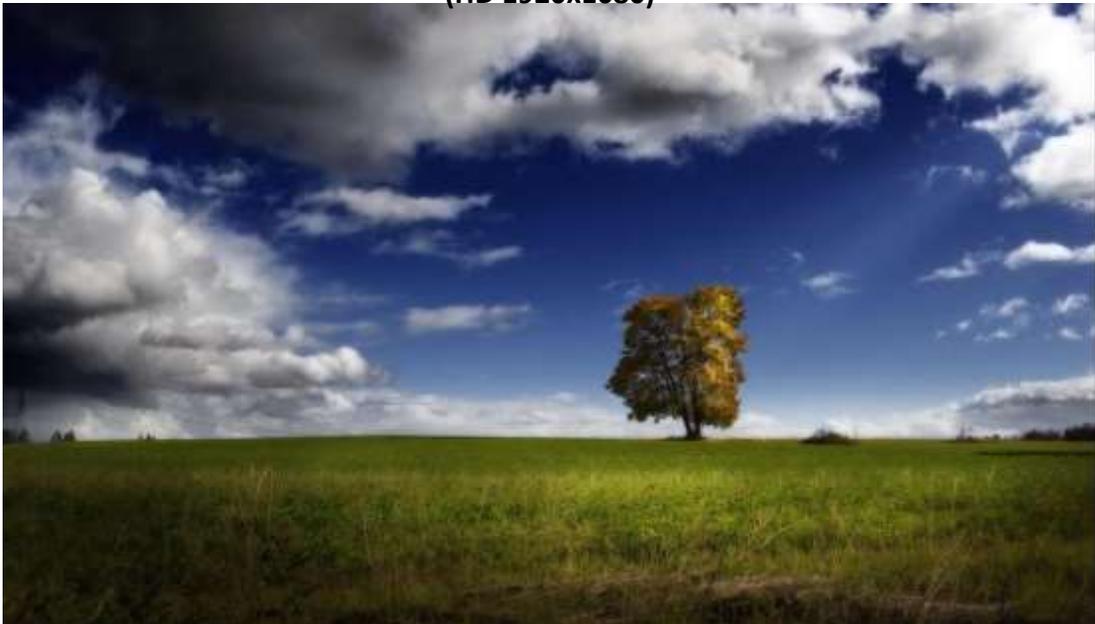
2B bps info



NLP MODEL OF COMMUNICATION

2 MB (~16Mb)

(HD 1920x1080)





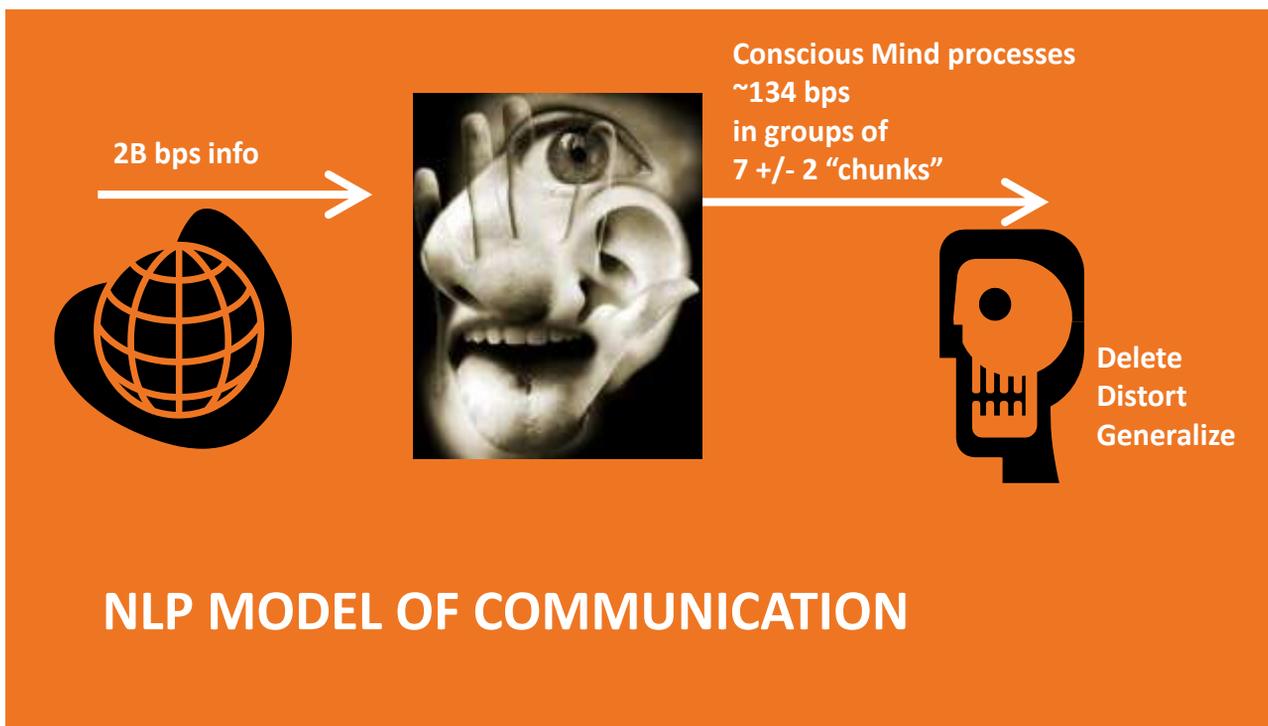
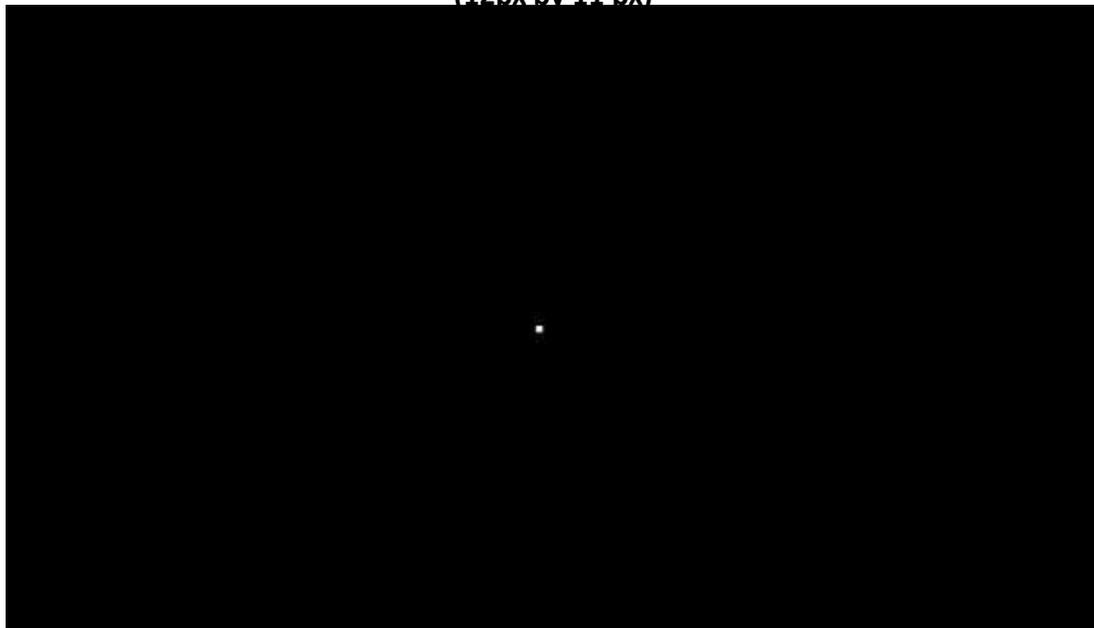
NLP MODEL OF COMMUNICATION

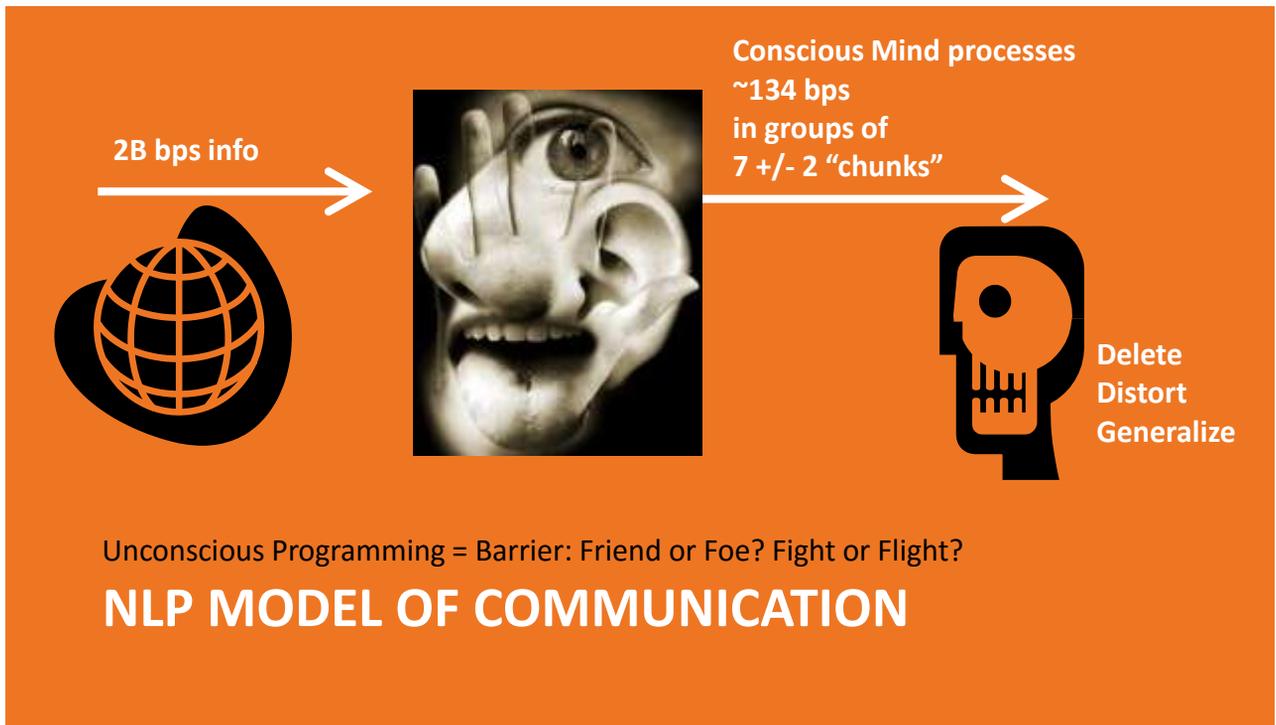


NLP MODEL OF COMMUNICATION

132 b

(12px by 11 px)

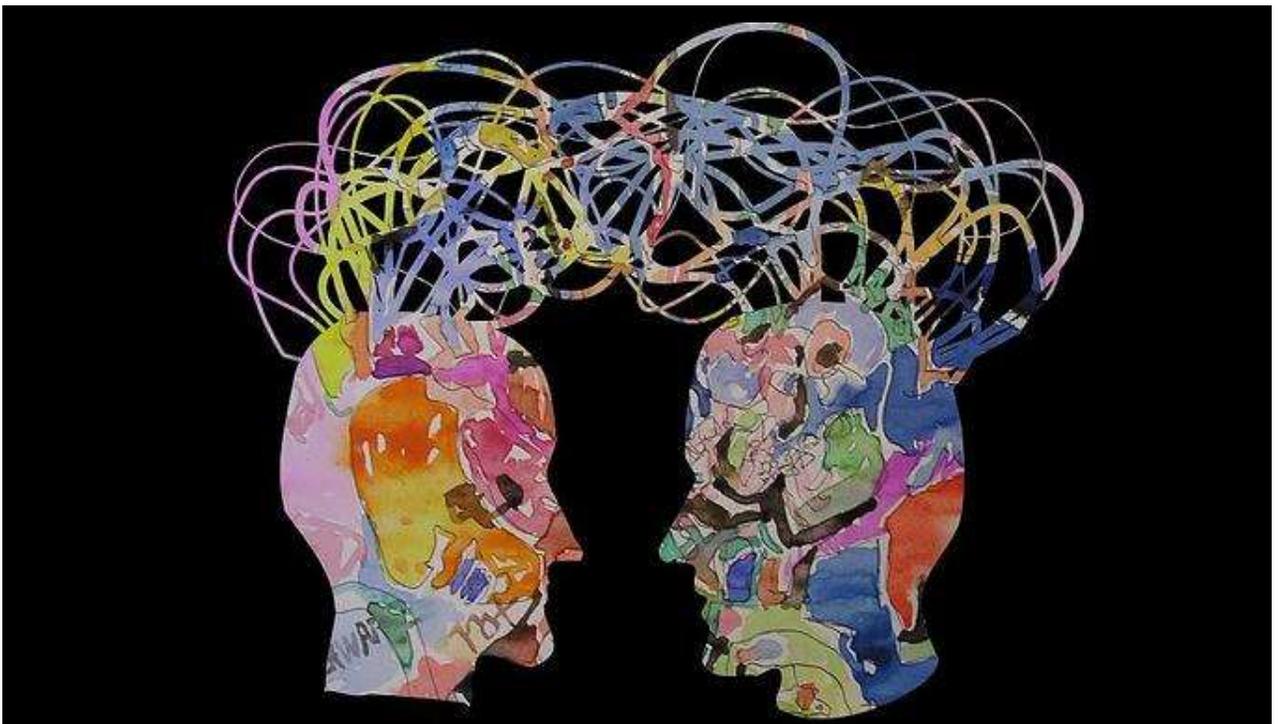




PAIR OFF: LAYER IN PHYSICAL MIRRORING AND MATCHING

KEEP STATEMENTS SHORT (GET MULTIPLE PRACTICE EXCHANGES)
QUESTION || SHORT RESPONSE || QUESTION BACK
KEEP MOVEMENTS GENTLE, AND WHEN NOTICED OFFER SIMILAR BEHAVIOR

Tone, Pitch
Tempo: Speed & Cadence
Timbre
Volumec





PAIR OFF: PACING & LEADING

KEEP STATEMENTS SHORT (GET MULTIPLE PRACTICE EXCHANGES)

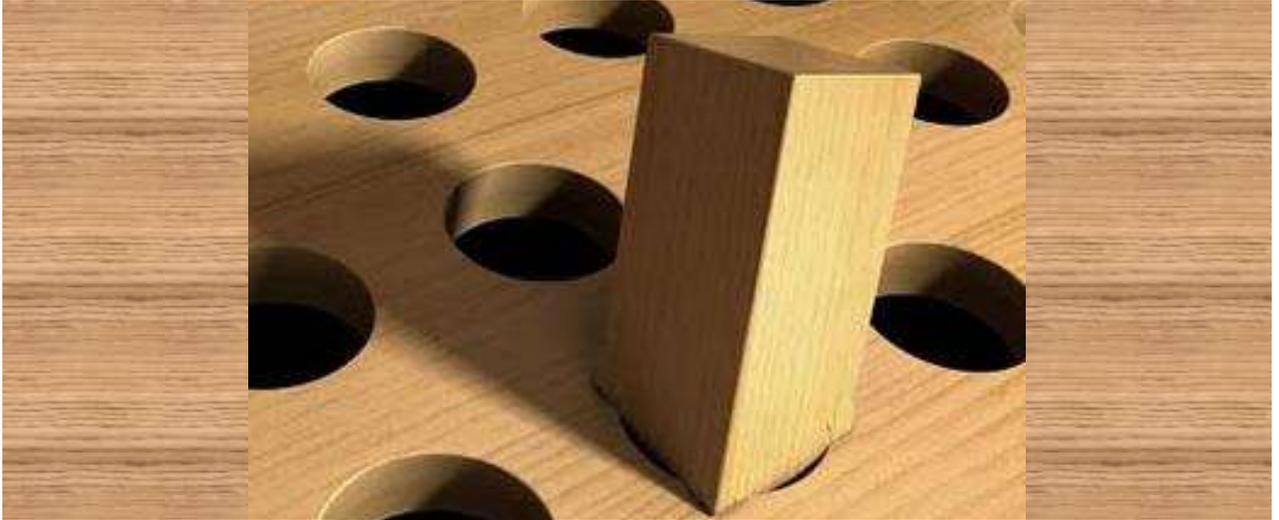
QUESTION || SHORT RESPONSE || QUESTION BACK

KEEP MOVEMENTS GENTLE,

ONCE PHYSICAL RAPPORT NOTICED, SHIFT A LITTLE AND OBSERVE



INSIGHTS: PACING & LEADING



BONUS (TIME PERMITTING): MIS-MATCHING

KEEP STATEMENTS SHORT (GET MULTIPLE PRACTICE EXCHANGES)

PERSON A: SHARE AN INSIGHT FROM THIS OR ANOTHER SOURCE TODAY

PERSON B: RESPOND USING VERY DIFFERENT VERBAL BEHAVIORS

SWITCH ROLES AT SIGNAL

Tone, Pitch

Tempo: Speed & Cadence

Timbre

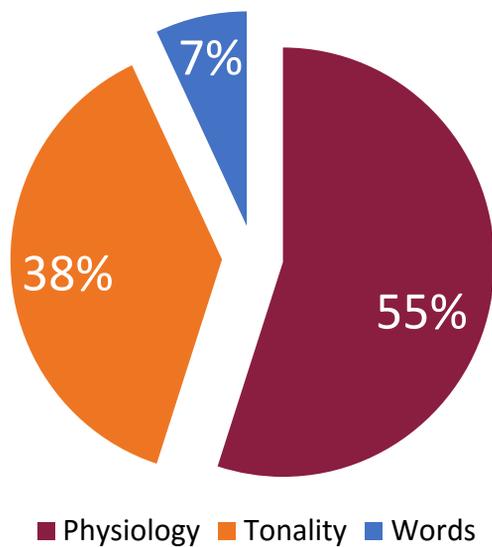
Volume



INSIGHTS: MIS-MATCHING







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Verbal vectors: Tone, Pitch
Tempo: Speed & Cadence
Timbre
Volume



BUILDING RAPPORT LOWERS UNCONSCIOUS BARRIERS



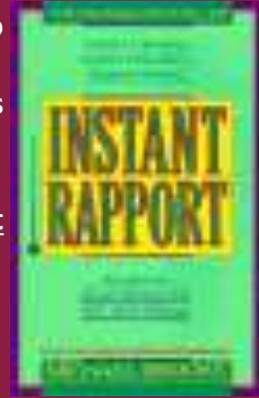
35% : OBSERVE AND SIGNAL RAPPORT BY VERBAL MATCHING

tone, pitch
tempo: speed & cadence
timbre
volume

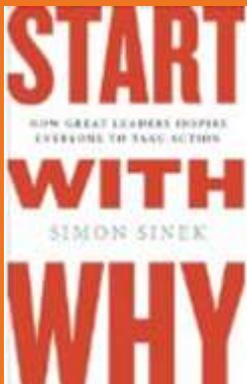


Seminal Work
Richard Bandler &
John Grinder
Frogs into Princes

For a far easier intro
Michael Brooks
Instant Rapport

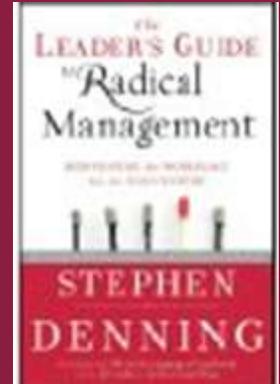


RESOURCES



A practical application to inspire action
Simon Sinek
Start With Why

A guide to leveraging Agile to transform organizations
Stephen Denning
The Leader's Guide to Radical Management



APPLIED RESOURCES FOR THOSE WHO LEAD



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Agile Leadership Coach

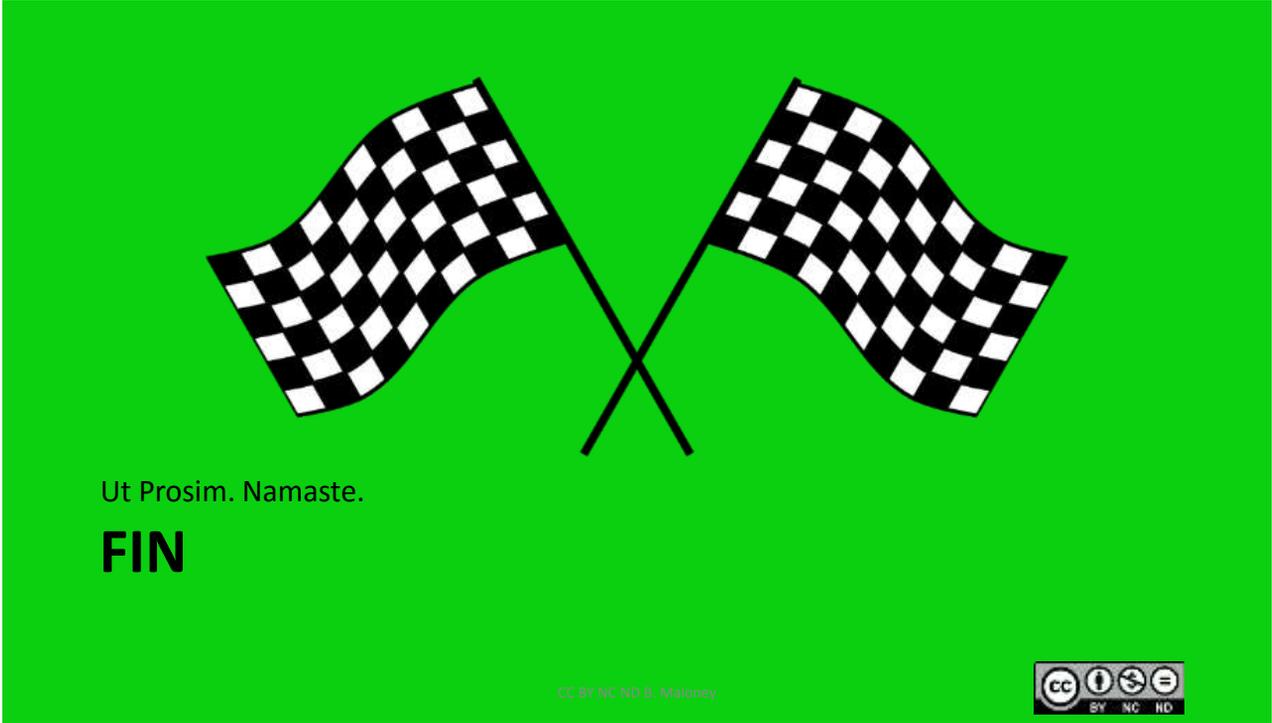
Accelerating Genius

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Performance Breakthroughs with
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