

Communication Impact Control

Control the Impact.

'But I didn't mean it that way.' 'You misunderstood me.' 'Why does he storm off all the time when we discuss work?'

Sound familiar? Tired of it? Read on and take control of your communication impact.

The oft quoted 55/38/7 percent impact of everyone's communication has been around since the 70's. We have Albert Mehrabian, PhD, to thank for this effective communication control data. His background in engineering, natural sciences and psychology coupled with his love of proving validity through measurement makes him a researcher worth listening to. The 55% impact stands for how you are seen by others. This includes facial expressions, posture, grooming and clothing. The very true 'first impression' is weighed at 55% visually. Training yourself through self talk (see article The Primary Communication Element: Self Talk) to take control over what I am saying with my facial expressions and all my visual presence. Do I appear ready to run, attack, or wilt? Of course, before leaving the house your honest assessment of your clothing, jewelry, and scents is part of the 55% weight of impact. 38% of the impact of your communication is in how you sound. Not specifically what you say, but your tone of voice. Is your voice sincere in questioning or sarcastic conclusion? Is it truly interested or bored affectation? The tone, tempo, and volume impact communication is less than visual, but far more than content. Mindfully controlling your visual and your auditory puts you at 93% controlled communication impact.

The old saying 'God is in the details' should apply to the 7% factor. Yes, people first look at you, then hear you, which combined weight is 93% of your impact on them. This either tips the scale favorably or not. If not favorable, then it is unlikely they will listen. Get them to listen by evaluating what you have to say. My article on 'What You Say' deals with the content of your communication. Factor in you are primarily evaluated on how you appear, then on how you sound. To get others to listen is dependent on the visual and auditory. Attending to the visual and auditory elements of communication puts you ahead of the majority of people.

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