

## Communicating - To get what you want.

It's amazing how little we think about communication but even more amazing how much we rely on it. Our businesses cannot survive without good communication both internally and externally.

Do you meet the other person in your communication, or do you expect them to come to you?

Do you use language they will understand or lots of jargon from your industry?

In conversation does your speech match the speed and tonality of others in the discussion?

How much does your body language match that of the person or people you are talking to?

Most of the studies you read on communication indicate it is largely visual followed by sound and then the other senses of touch and smell and taste.

A "buzz" term used by many business consultants these days is NLP. This stands for Neuro Linguistic Programming and was proposed by two senior psychology students Dr John Grinder (Linguistic Professor) and Richard Bandler (Mathematician) around 1973-75. Their first book "The Structure of Magic, I", published in 1975, is seen as the birth of NLP. They have been noted as saying that they don't know why this works but their studies and observations appear to confirm their proposition.

The basics of NLP are that you should learn to read other people's behaviour and psychological state and to better communicate put yourself in their "zone".

This is done by using a technique known as mirroring where you use similar –

- Body language,
- Tone of voice,
- Vocabulary and expressions.

Can you recollect a conversation where you and the other person were deeply engaged in the moment? Take a few moments to revisit that occasion. Visualise the scene and observe the conversation as another person watching would have seen and heard it.

You will probably have noticed that each of you were in –

- similar body position;
- using similar gestures;

- talking at the same
  - speed,
  - intensity, and
  - tone
- Any other similarities?

This is a good example of unconscious mirroring. It can be learnt and will improve your ability to communicate and therefore become a more attractive person to do business with.

I highly recommend you take time to learn these techniques and a good start would be to read some well written books on the subject. My favourites are –

"Frogs into Princes" Dr John Grinder and Richard Bandler.

"The definitive book on Body Language", Alan and Barbra Pease.

"Selling with NLP", Kerry L Johnson.

"NLP - The New Art and Science of Getting What you Want", Dr Harry Alder.

You could seek out teachers of this subject but please ensure the teacher is properly trained. This is practical psychology and using it incorrectly might have unintended consequences.

Also take time to read The Seven Habits of Highly Effective People by Steven Covey and in regard to this aspect of business life the chapter titled "Seek first to understand then be understood".

**Contact us for an exercise to help you put this information to work.**

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