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(How your mind works)

- Emotional intelligence in Leadership
 - Decision Making Process
 - Awareness
 - Reading Emotions
- Social intelligence in Leadership (reality & tricking the mind)
 - Plain communication
 - Clear directions

LEADING PRACTICE
We set the Enterprise Standards!

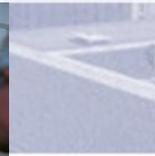


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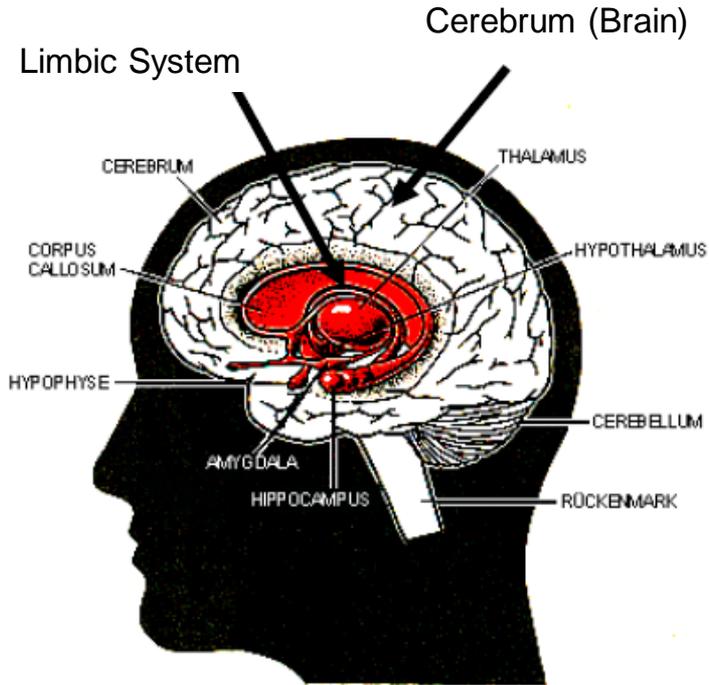
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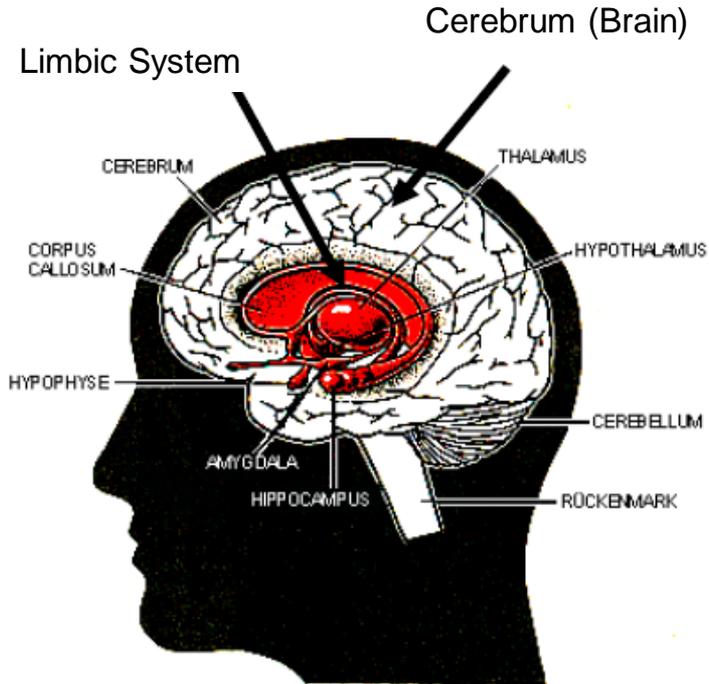
Rational versus Irrational

Decision Making Process



Rational versus Irrational

Decision Making Process



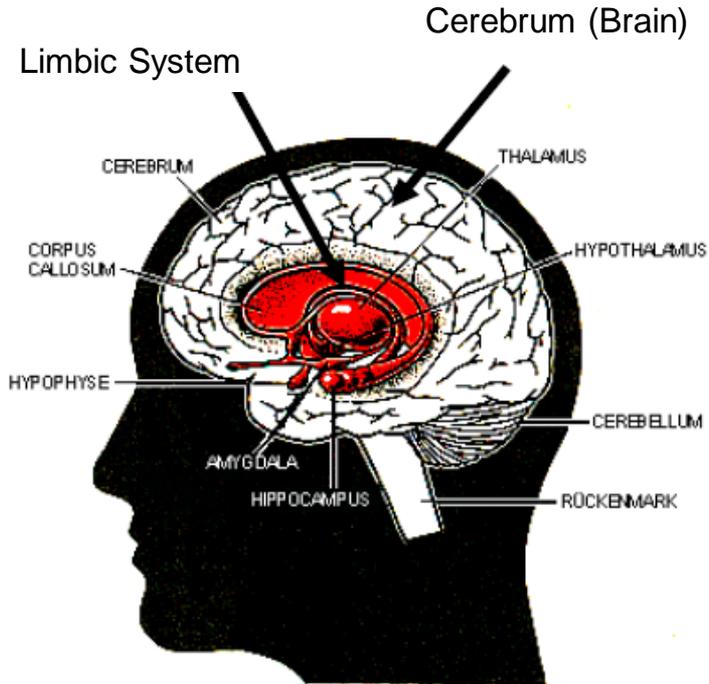
The Rational Brain

- Delivers facts



Rational versus Irrational

Decision Making Process



The Rational Brain

- Delivers facts

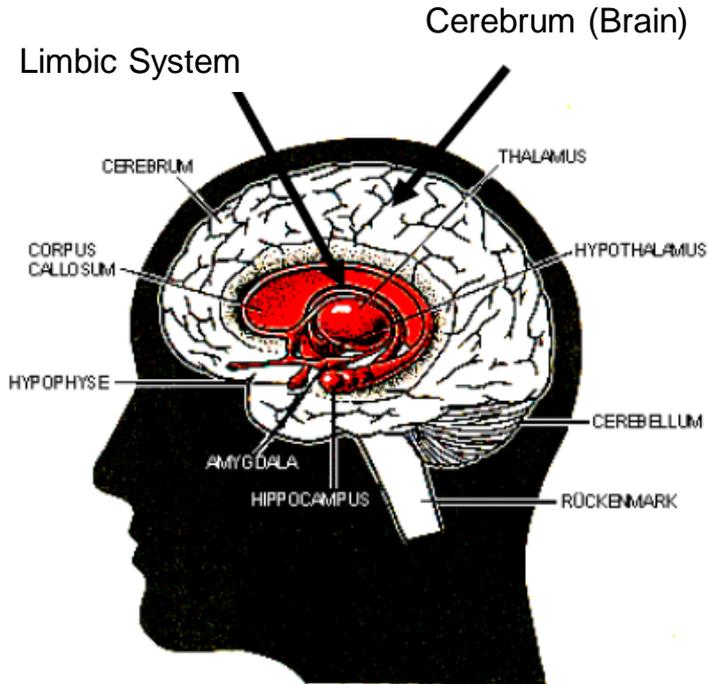
The Limbic System

- Judges
- Decides



Rational versus Irrational

Decision Making Process



The Rational Brain

- Delivers facts

The Limbic System

- Judges
- Decides

Conclusion:

Decisions are more unknowingly and emotional than one knows or thinks



How it all works in the decision making process

Emotional Intelligence

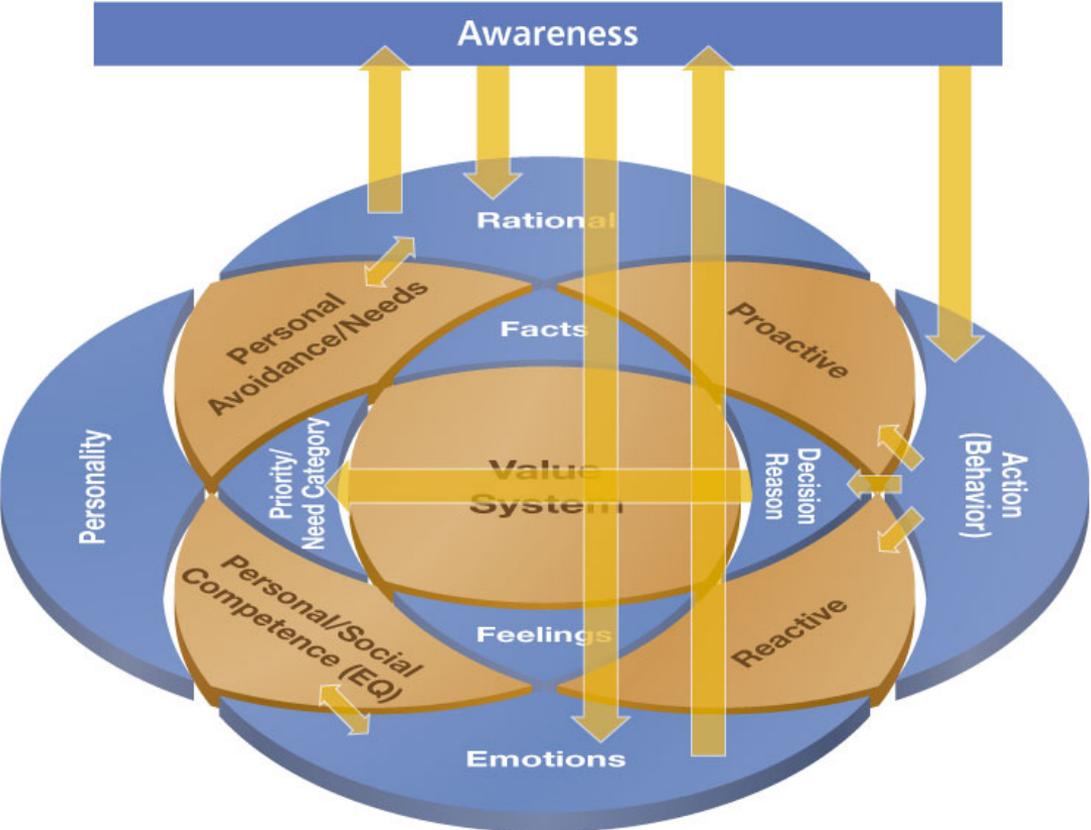
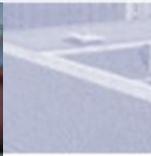


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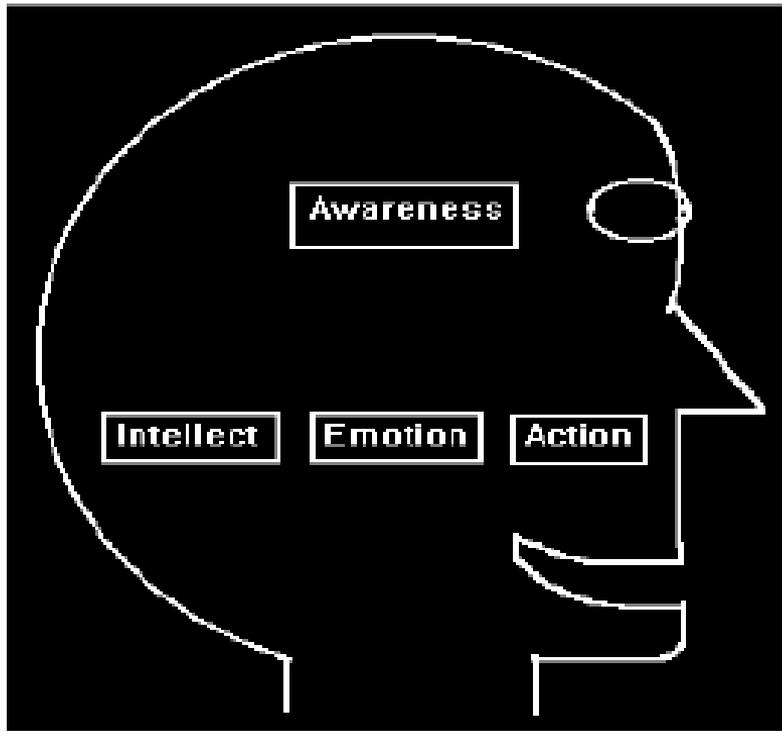
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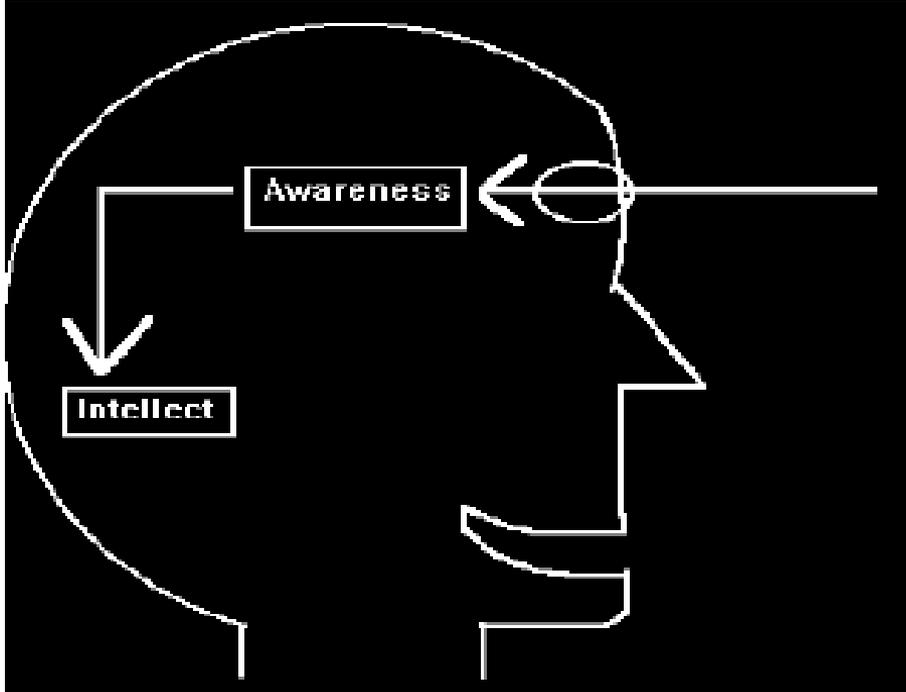
Awareness

How the Mind Works (highly simplified)



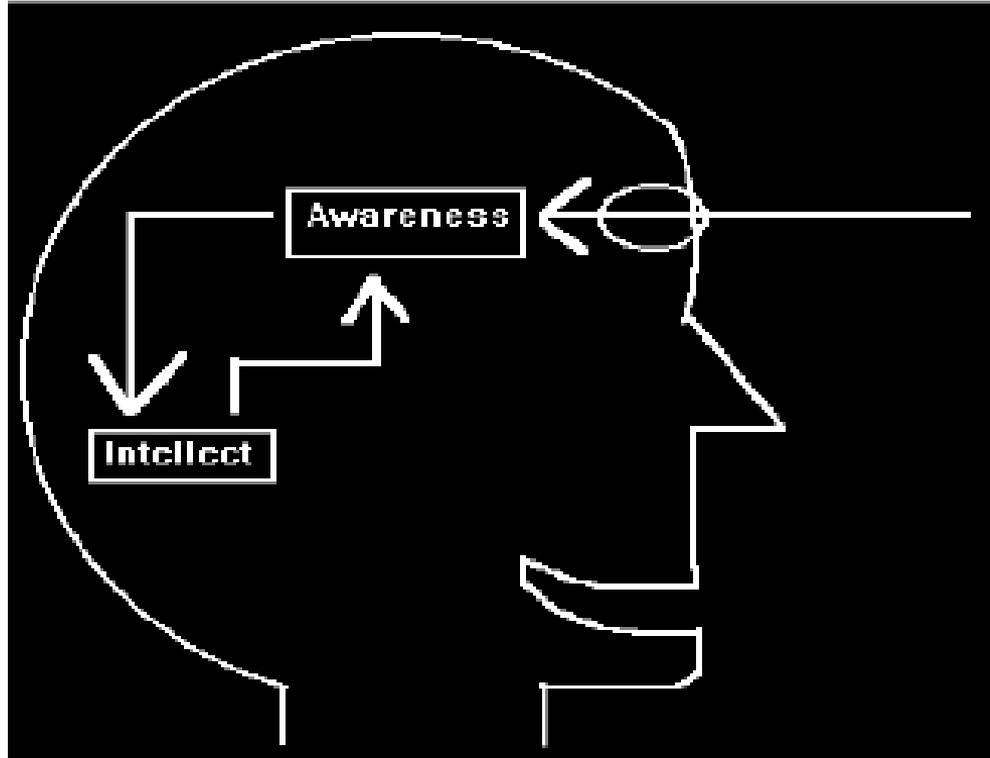
Awareness

How the Mind Works



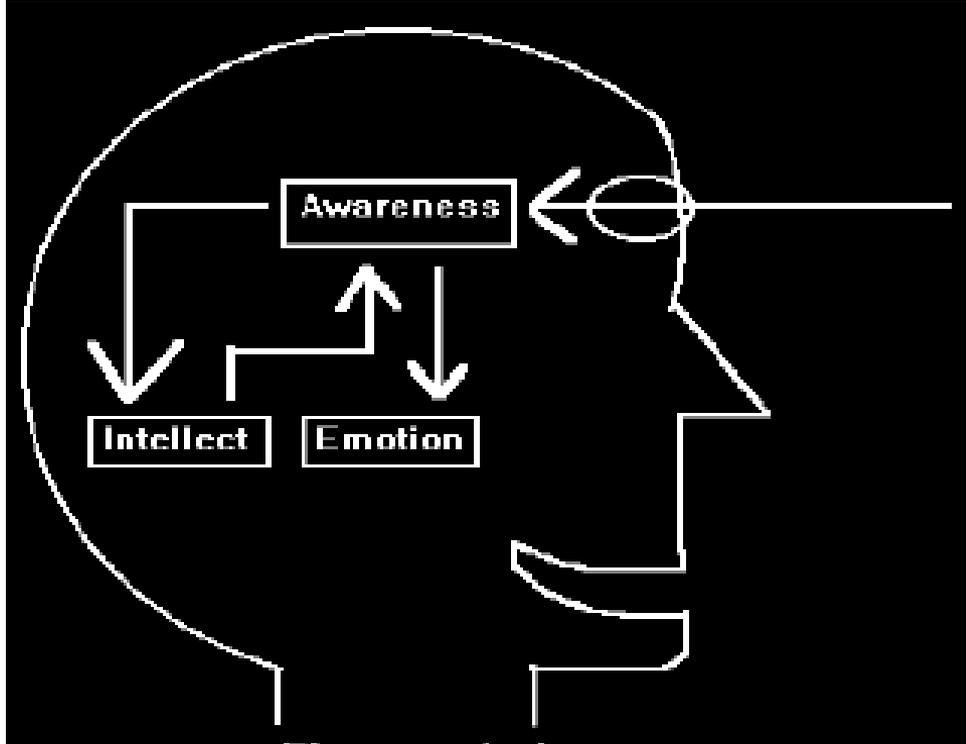
Awareness

How the Mind Works



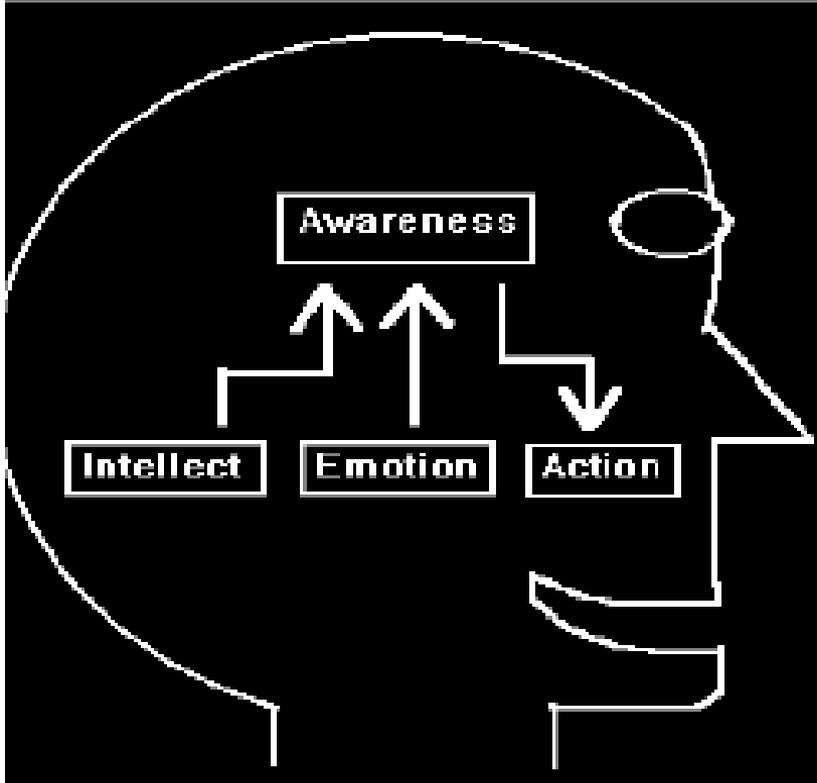
Awareness

How the Mind Works



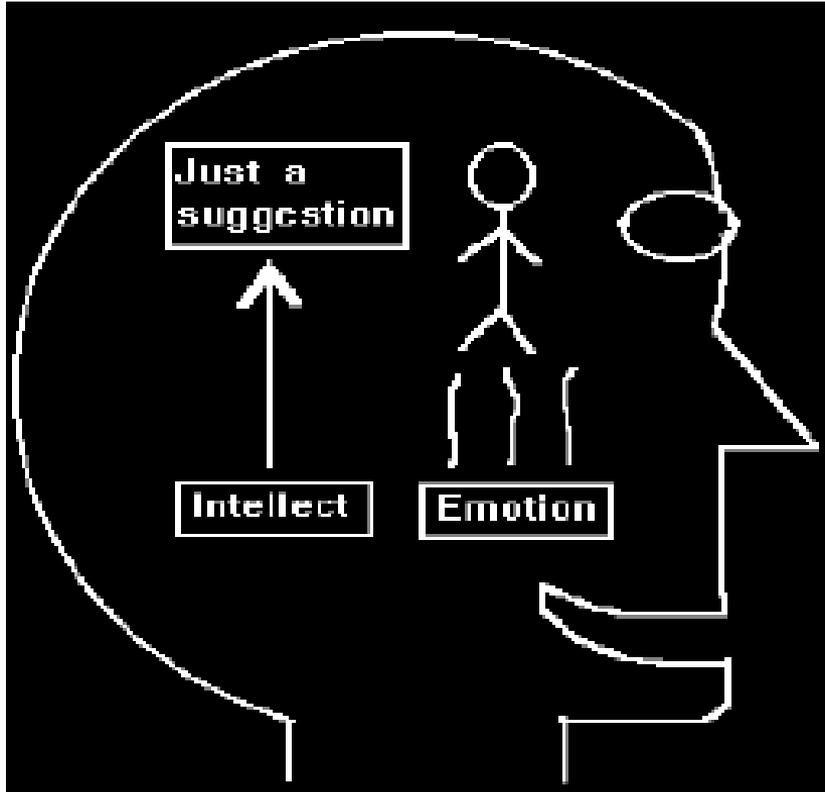
Awareness

How the Mind Works



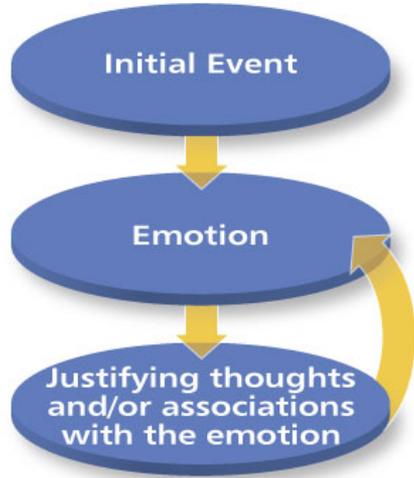
Awareness

How the Mind Works



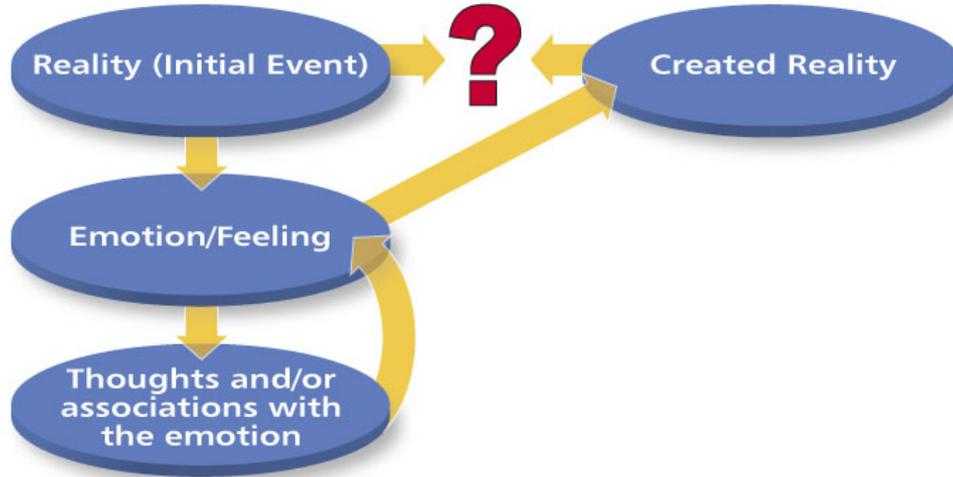
Reality

How your mind works



Reality

How your mind works



The Phenomenal Power of the Human Mind

Tricking the Mind



I cdnuolt blveiee taht I cluod aulacly uesdnatnrd waht I was rdanieg.

The phaonmneal pweor of the hmuan mnid! Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mtttaer inwaht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae.

The rset can be a taotl mses and you can sitll raed it wouthit a porbelm.

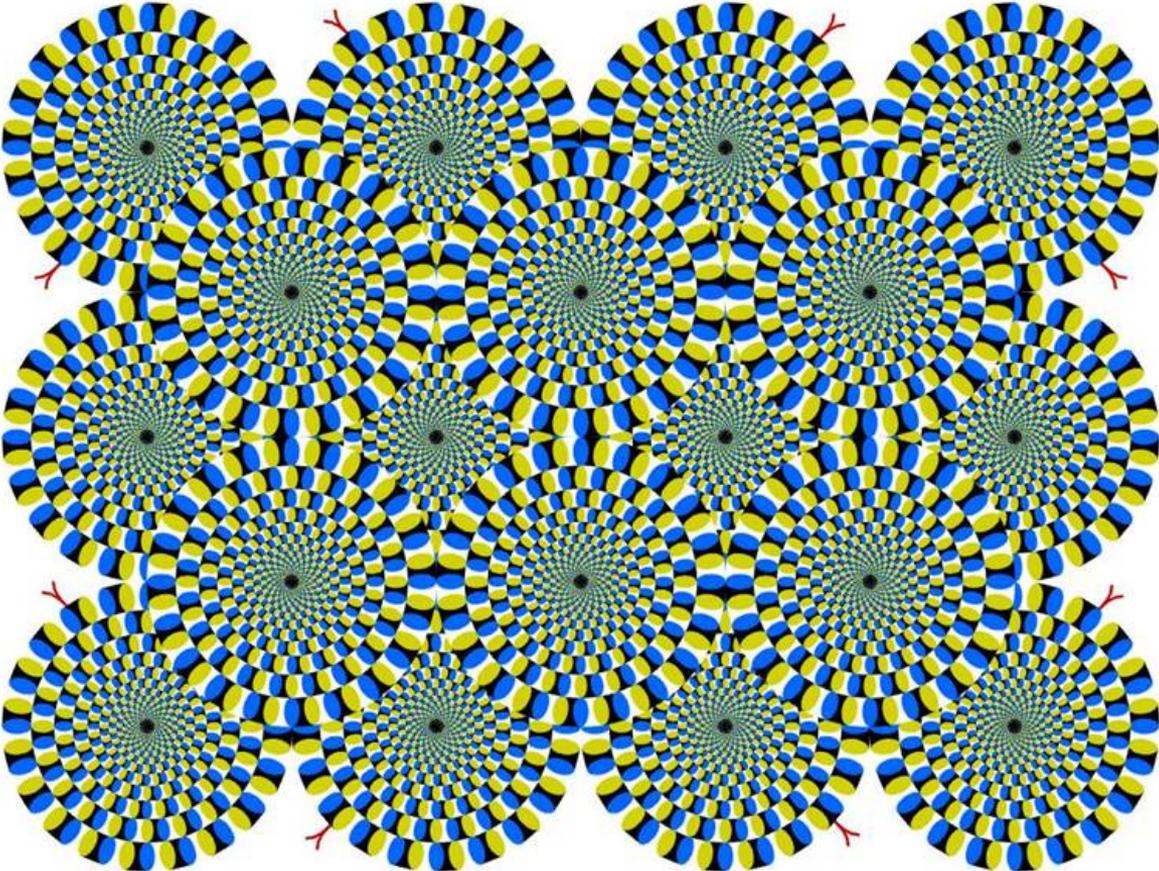
Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe.

Amzanig huh? Yaeh, and I awlyas thought slpeling was ipmorantt.



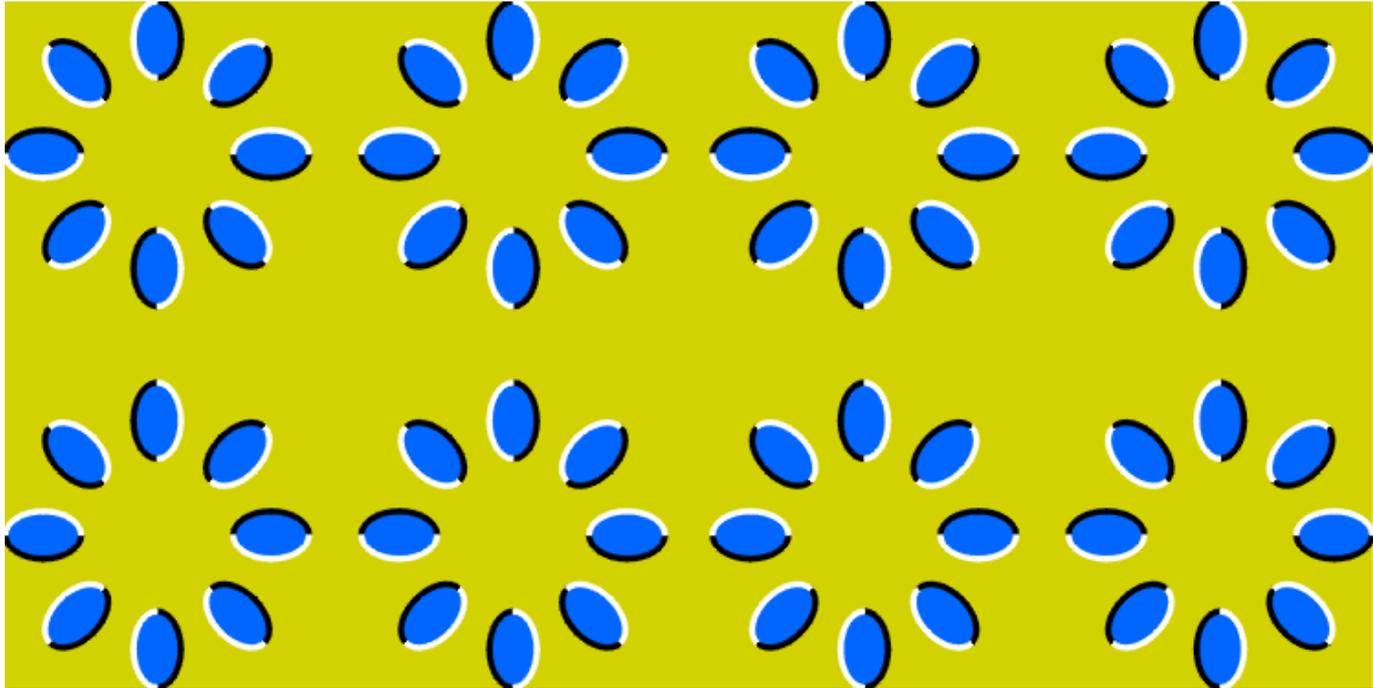
If something's rotating – go home, you need a break! *g*

Tricking the Mind



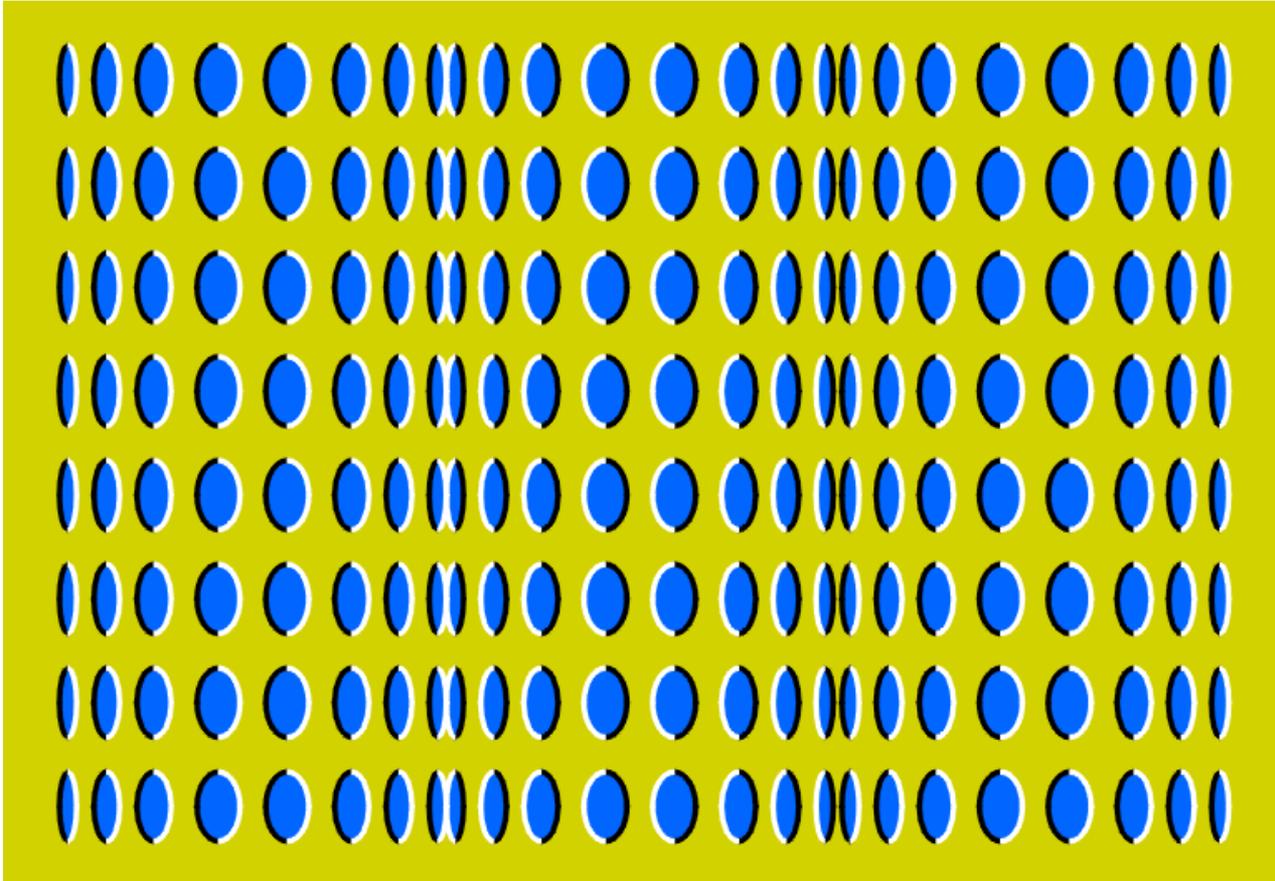
Reality – Does it move?

Tricking the Mind



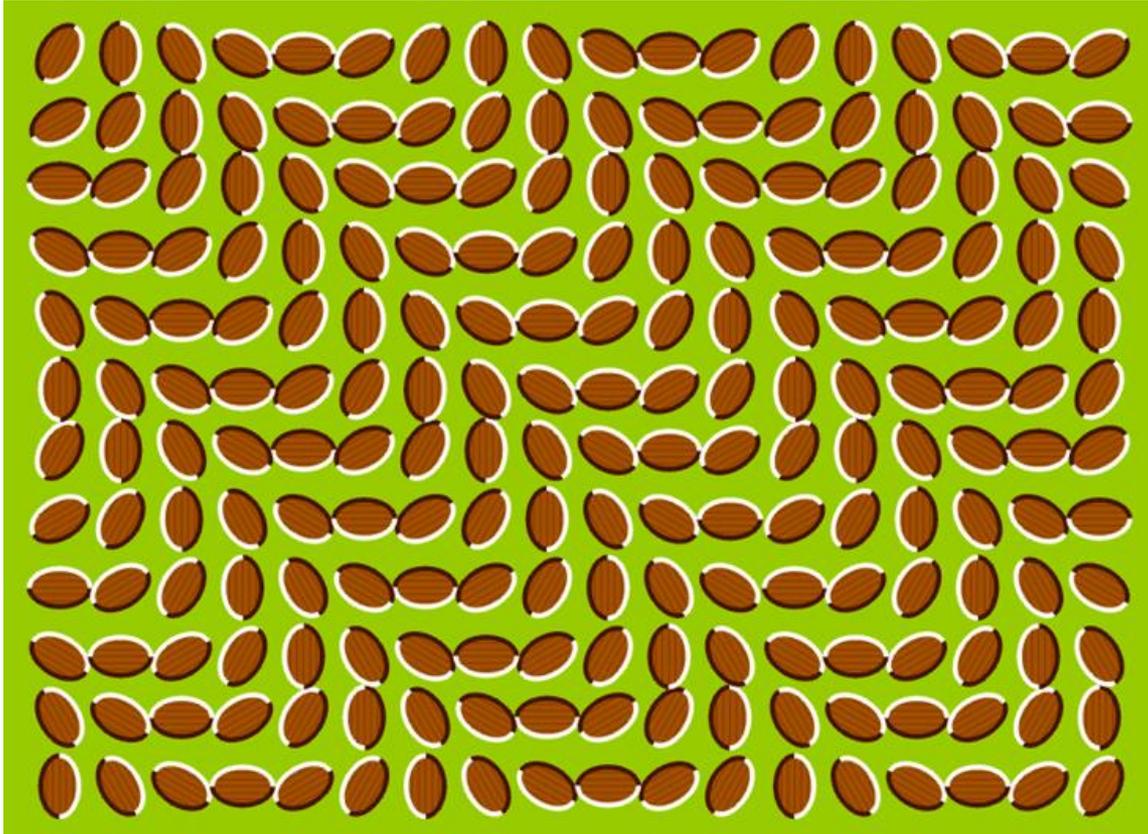
... Does it move?

Tricking the Mind



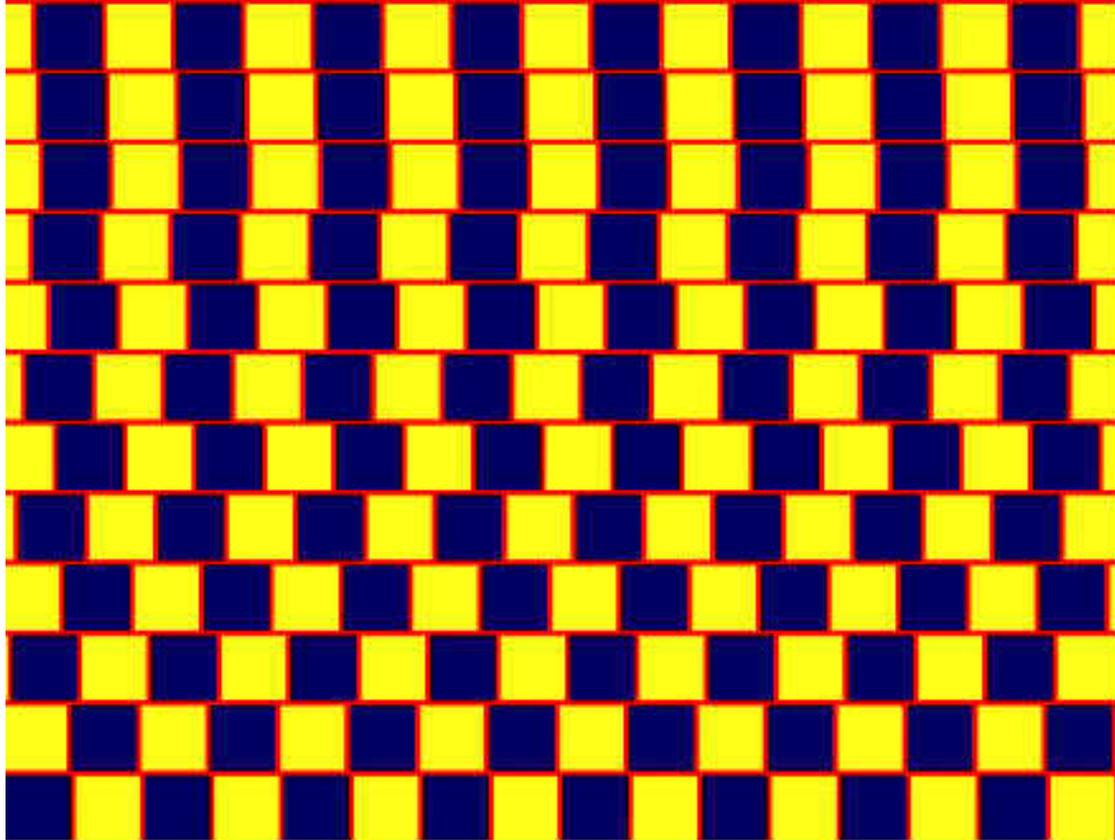
... Does it move!

Tricking the Mind



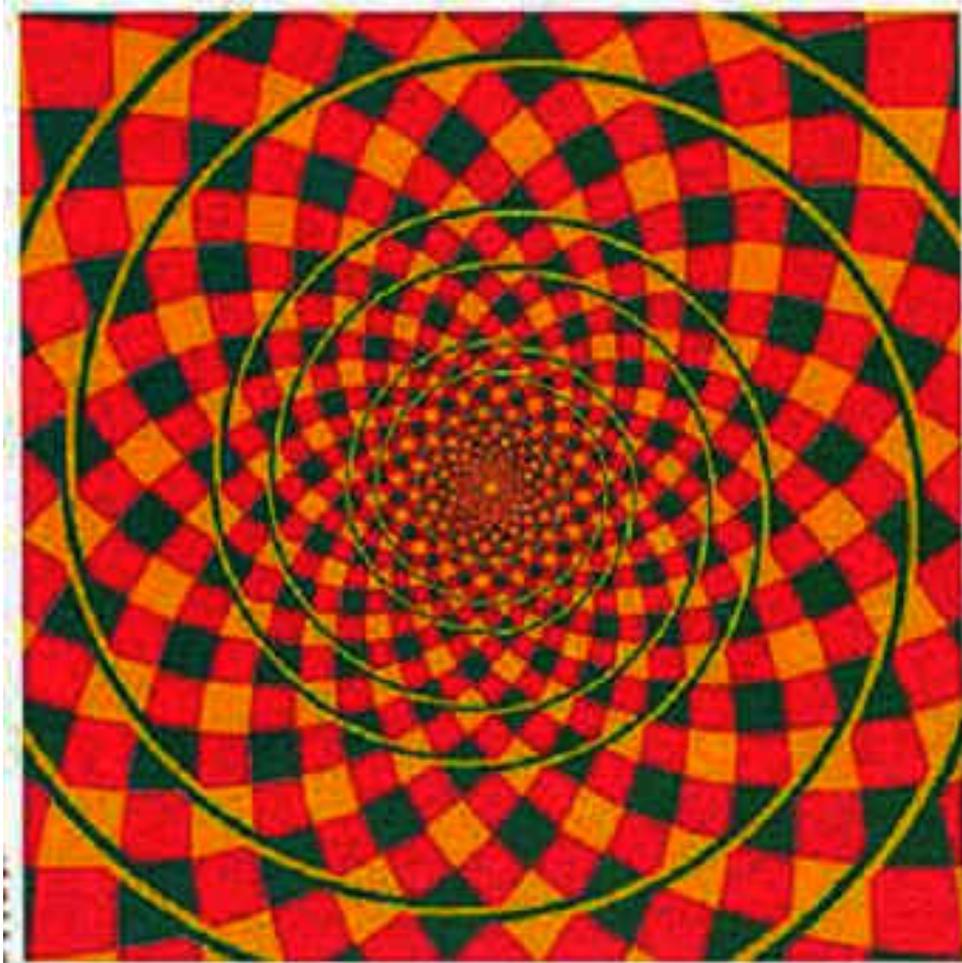
... Parallel or not?

Tricking the Mind



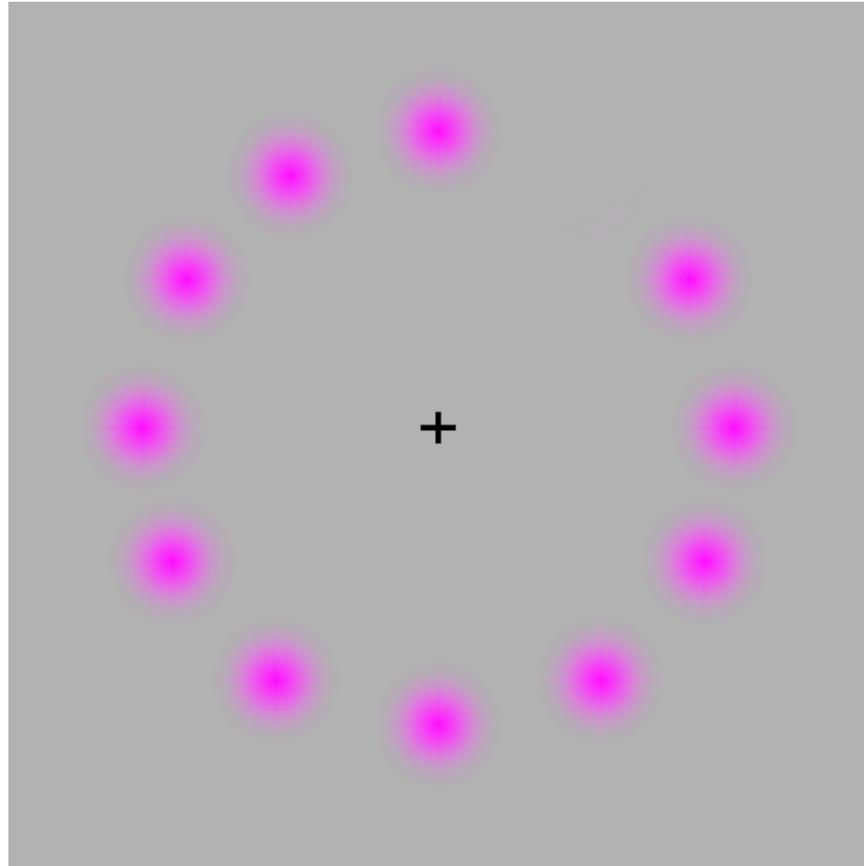
... Coil or Circle

Tricking the Mind



Concentrate on the middle

Tricking the Mind



The best for last...

Tricking the Mind



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Understanding and Reading Emotions

Emotional Intelligence



Do you speak or understand the language of the customer?

Reading Emotions

- Which kind of the language does he/she speak?
- How does he/she stand to new ideas?
- How big is his/her requirements of safety?
- How important are inter-human aspects?
- How is his/her body language?



To Understand and Read Emotions - Example

Reading Emotions



To Understand and Read Emotions – Test Picture 1

Reading Emotions

To Understand and Read Emotions – Test Picture 1

Reading Emotions



To Understand and Read Emotions – Test Picture 2

Reading Emotions

To Understand and Read Emotions – Test Picture 2

Reading Emotions



To Understand and Read Emotions – Test Picture 3

Reading Emotions

To Understand and Read Emotions – Test Picture 3

Reading Emotions



To Understand and Read Emotions – Test Picture 4

Reading Emotions

To Understand and Read Emotions – Test Picture 4

Reading Emotions



To Understand and Read Emotions – Test Picture 5

Reading Emotions

To Understand and Read Emotions – Test Picture 5

Reading Emotions



To Understand and Read Emotions – Test Picture 6

Reading Emotions

To Understand and Read Emotions – Test Picture 6

Reading Emotions

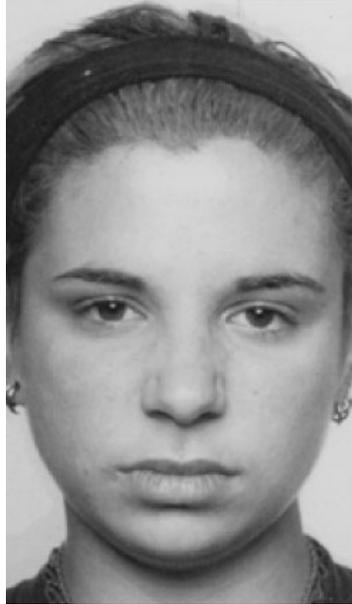


To Understand and Read Emotions – Test Picture 7

Reading Emotions

To Understand and Read Emotions – Test Picture 7

Reading Emotions



To Understand and Read Emotions – Test Picture 8

Reading Emotions

To Understand and Read Emotions – Test Picture 8

Reading Emotions



To Understand and Read Emotions – Test Picture 9

Reading Emotions

To Understand and Read Emotions – Test Picture 9

Reading Emotions

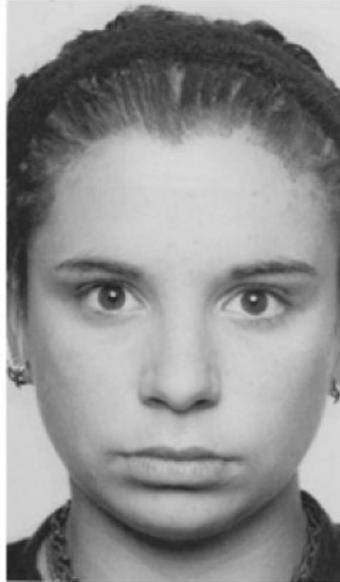


To Understand and Read Emotions – Test Picture 10

Reading Emotions

To Understand and Read Emotions – Test Picture 10

Reading Emotions



To Understand and Read Emotions – Test Picture 11

Reading Emotions

To Understand and Read Emotions – Test Picture 11

Reading Emotions

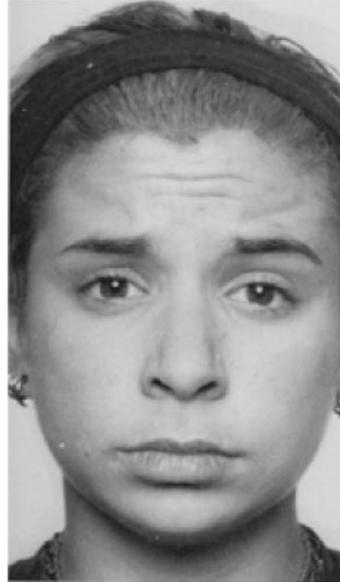


To Understand and Read Emotions – Test Picture 12

Reading Emotions

To Understand and Read Emotions – Test Picture 12

Reading Emotions



To Understand and Read Emotions – Test Picture 13

Reading Emotions

To Understand and Read Emotions – Test Picture 13

Reading Emotions



To Understand and Read Emotions – Test Picture 14

Reading Emotions

To Understand and Read Emotions – Test Picture 14

Reading Emotions



To Understand and Read Emotions – Answers

Reading Emotions



Photo 1
Depressed



Photo 2
Anger rage



Photo 3
Sad,
disappointed



Photo 4
Easy joy



Photo 5
Anger,
annoyanc-
controlled



Photo 6
Fear,
light controlled



Photo 7
Disgust
disrespect



Photo 8
Anger



Photo 9
Masked anger



Photo 10
Afraid
surprised



Photo 11
Beginning
anger



Photo 12
Worry
Fear
Anxiety



Photo 13
Controlled
anger



Photo 14
Disrespect
disdain

Exercise: Micro Expression Test

Reading Emotions

Test: 3 – 5 sec.	Anger Rage		Fear Worry Misgiving		Sorrow Disappointment Sad,Depression		Contempt Disgust Disrespect		Astonishment Amazement		Pleasure Joy	
Photo 1						X						
Photo 2		X										
Photo 3						X						
Photo 4												X
Photo 5		X										
Photo 6				X								
Photo 7								X				
Photo 8		X										
Photo 9		X										
Photo 10				X								
Photo 11		X										
Photo 12				X								
Photo 13		X										
Photo 14								X				

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Powerful Communication & Persuasion Techniques

Plain Communication

The "ultimate communication way" is not manipulation nor is it taking advantage of the customer.

It is about creating a **WIN-WIN relationship** between the Business Partner manager and the customer or client, and it is based on powerful communication and persuasion techniques.

Contrary to some of the "new age" philosophers we do not believe it is bad to be persuasive.

In fact, we believe that a lack of communication and persuasion skills has seriously harmed thousands of businesses and consumers (and marriages).



Powerful Communication & Persuasion Techniques

Plain Communication

- The art of getting others to accept our views and
- to feel happy about them
- to be so enthusiastic about them that they will persuade others
- Especially important when managing change



Basics within Communication

Plain Communication

The role of Communication



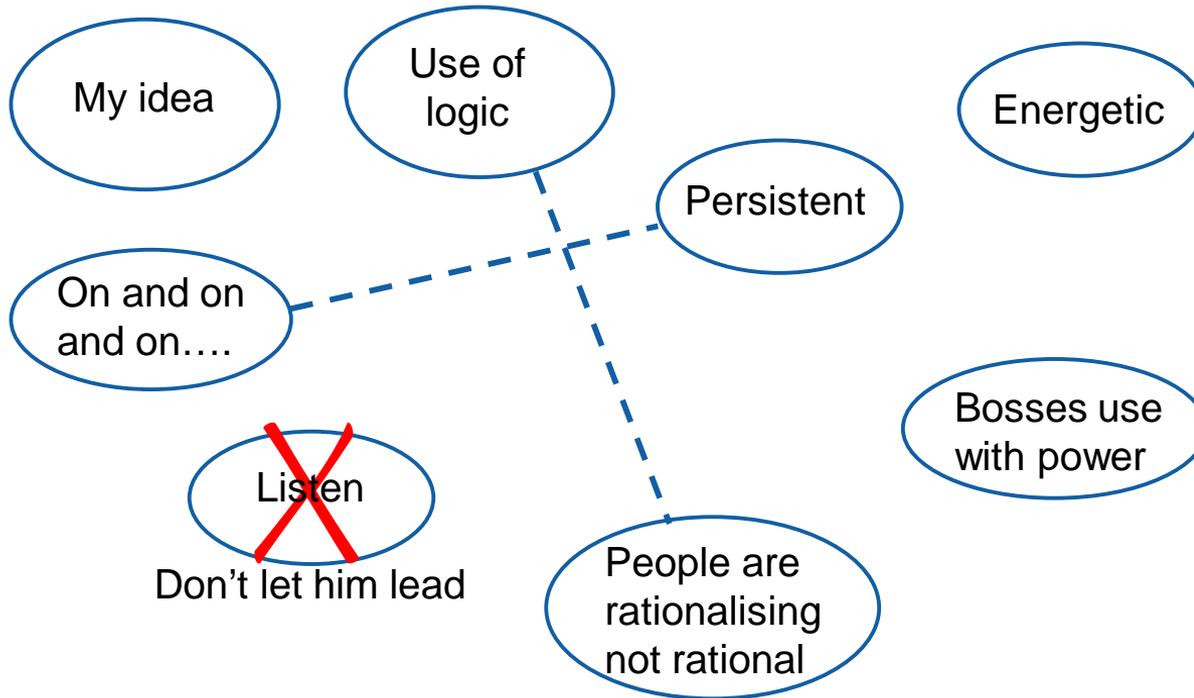
Feedback helps the sender to know whether the receiver has received, understood and been persuaded.



Communication – Persuasion Technique 1

Plain Communication

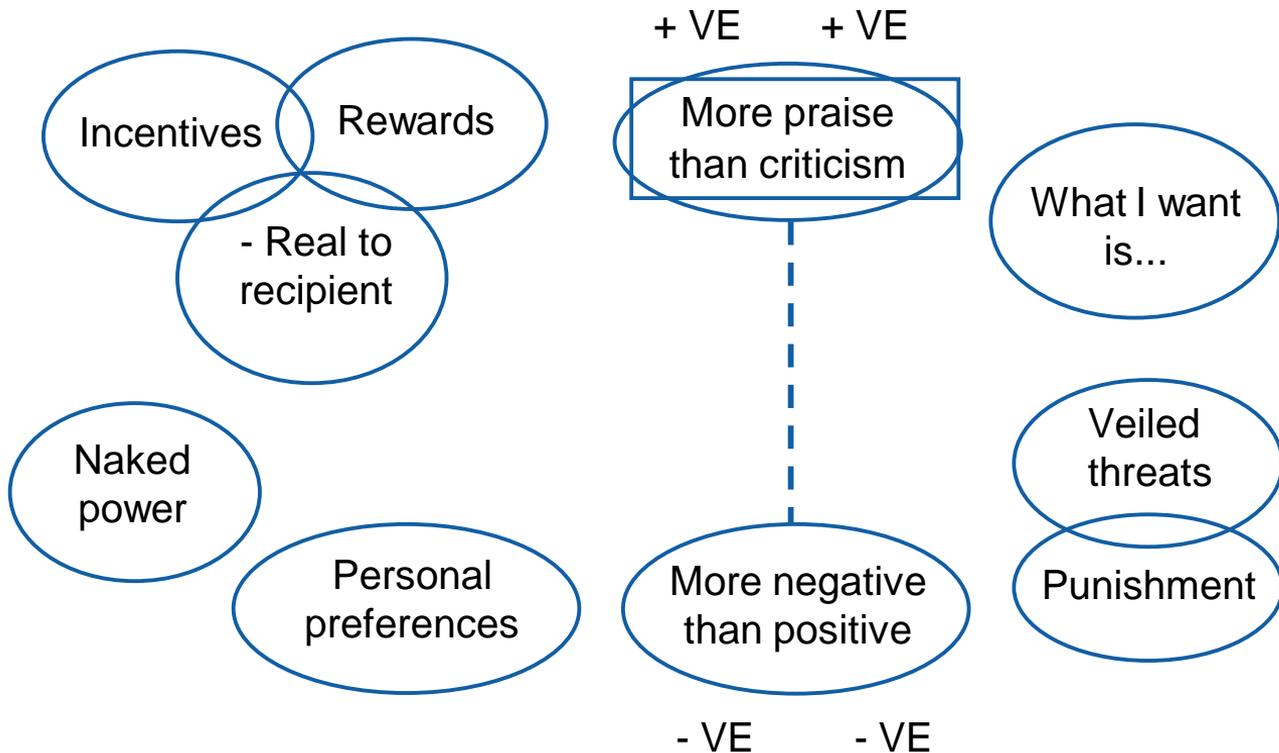
Assertive communication and persuasion (AP)



Communication – Persuasion Technique 2

Plain Communication

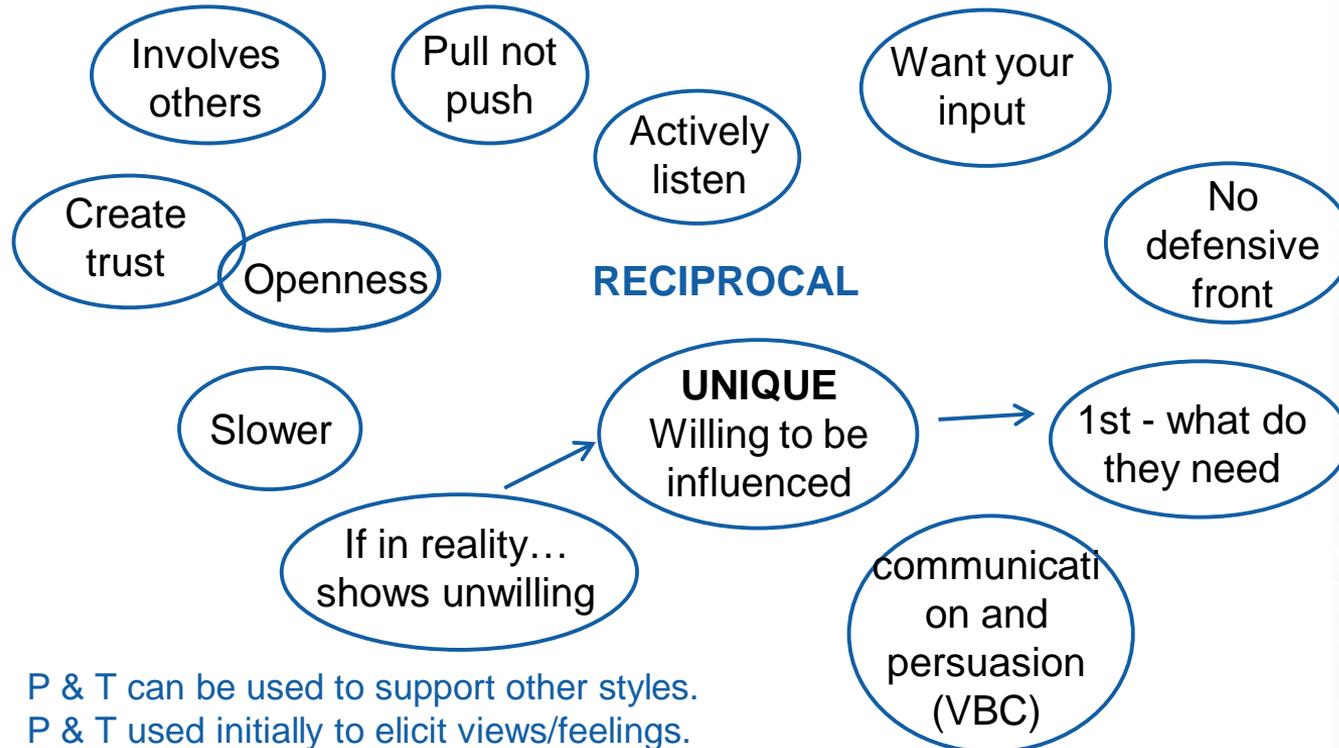
Reward & Punishment (R&P)



Communication – Persuasion Technique 3

Plain Communication

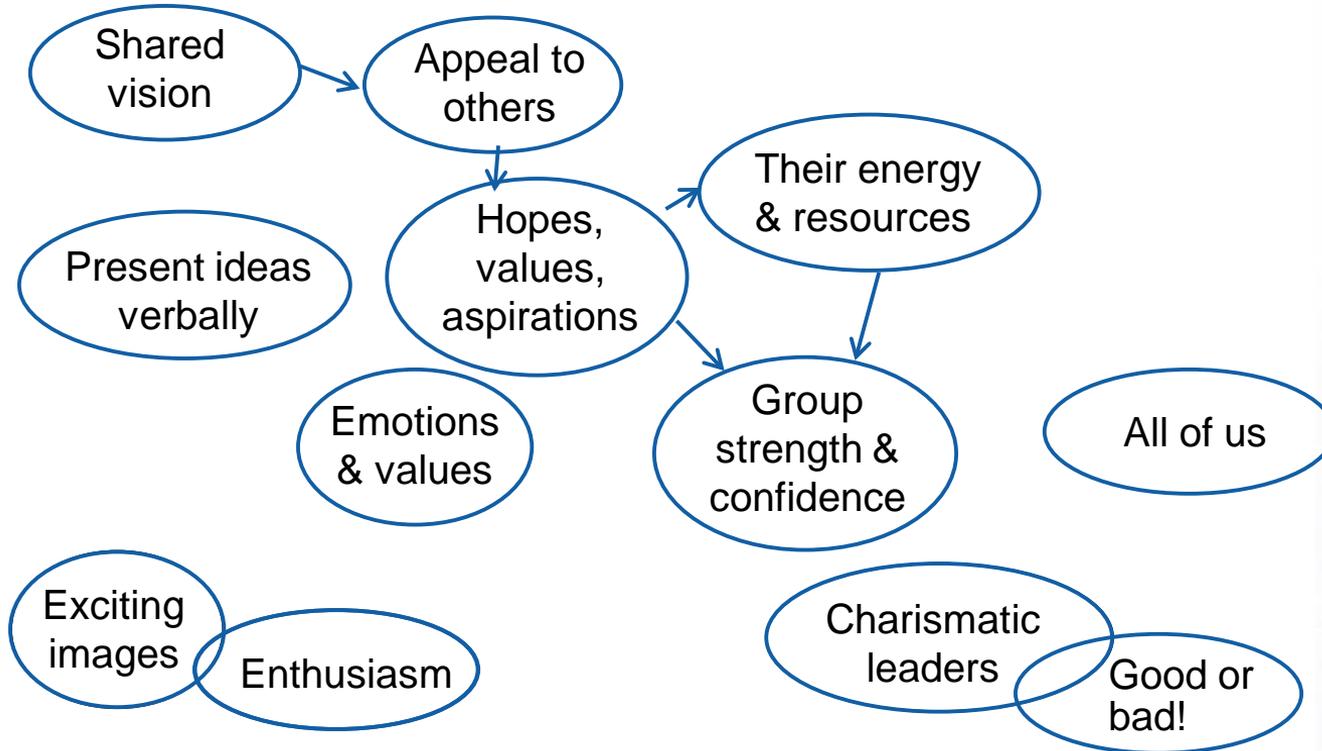
Participation & Trust (R&T)



Communication – Persuasion Technique 4

Plain Communication

Common Vision (CV)



Communication & Persuasion Technique Overview

Plain Communication

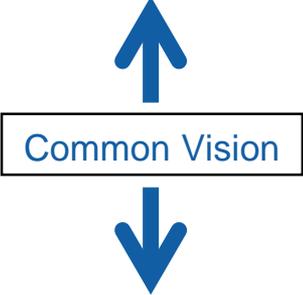
Method	Style	Behaviour
- Push	- Assertive communication and persuasion	- Proposing
- My Agenda	- Reward & Punishment	- Reasoning
- Pull	 Common Vision	- Exploring - Listening
- Our Shared Agenda	- Participant & Trust	- Common ground - Building trust

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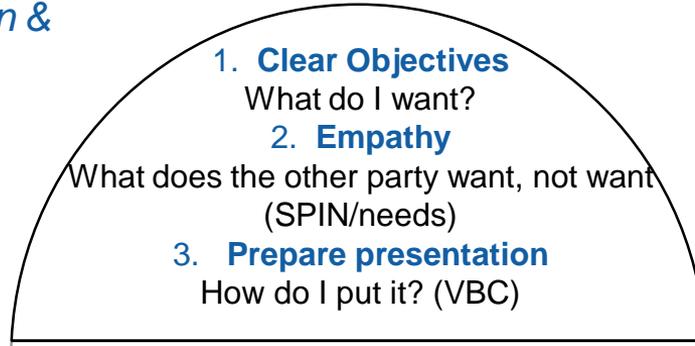
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Communication & Persuasion

Clear Direction

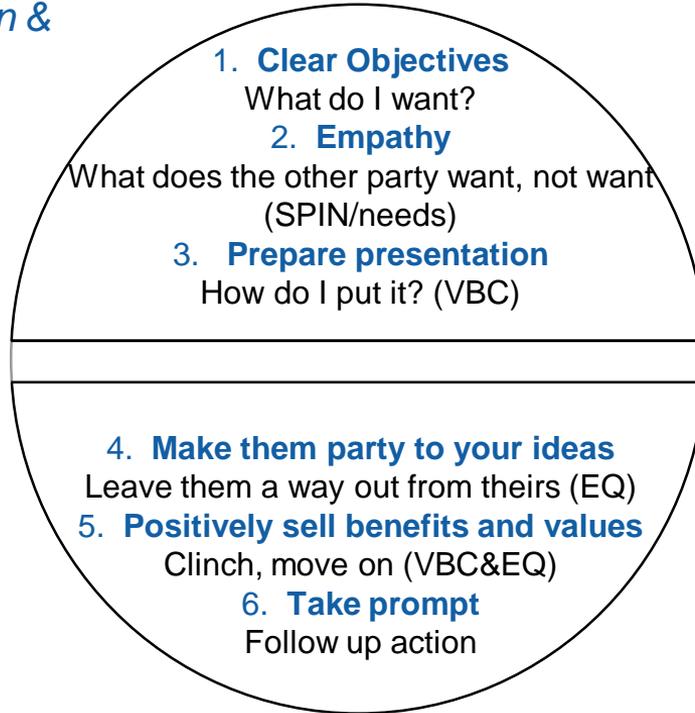
Half of communication & persuasion is
preparation



Communication & Persuasion

Clear Direction

Half of communication & persuasion is preparation



The other half is presentation

The Need for Value Based Communication?

Communication Survey

Our investigation of buyers (from all major industries and regions) showed that they are willing to pay additional 12,2% for a product of *higher quality* (value) than the one they normally use, and 8,5% in addition for a *better service* than the one they are normally provided.

We showed them a list of 36 entries to choose from, asking them to rank the ten most important issues:

Top 10 list:

1. Well informed salespeople
2. Product/service value
3. Product/service range
4. Comfortable administrative procedures
5. Technical knowledge/support
6. Purchase price in terms of value
7. The sellers ability to get things done
8. Sellers follow-up
9. Product standard
10. Support after sale



What will you remember?

Clear Direction

Apples

Butter

Milk

Pears

Cabbage

Cheese

Carrots

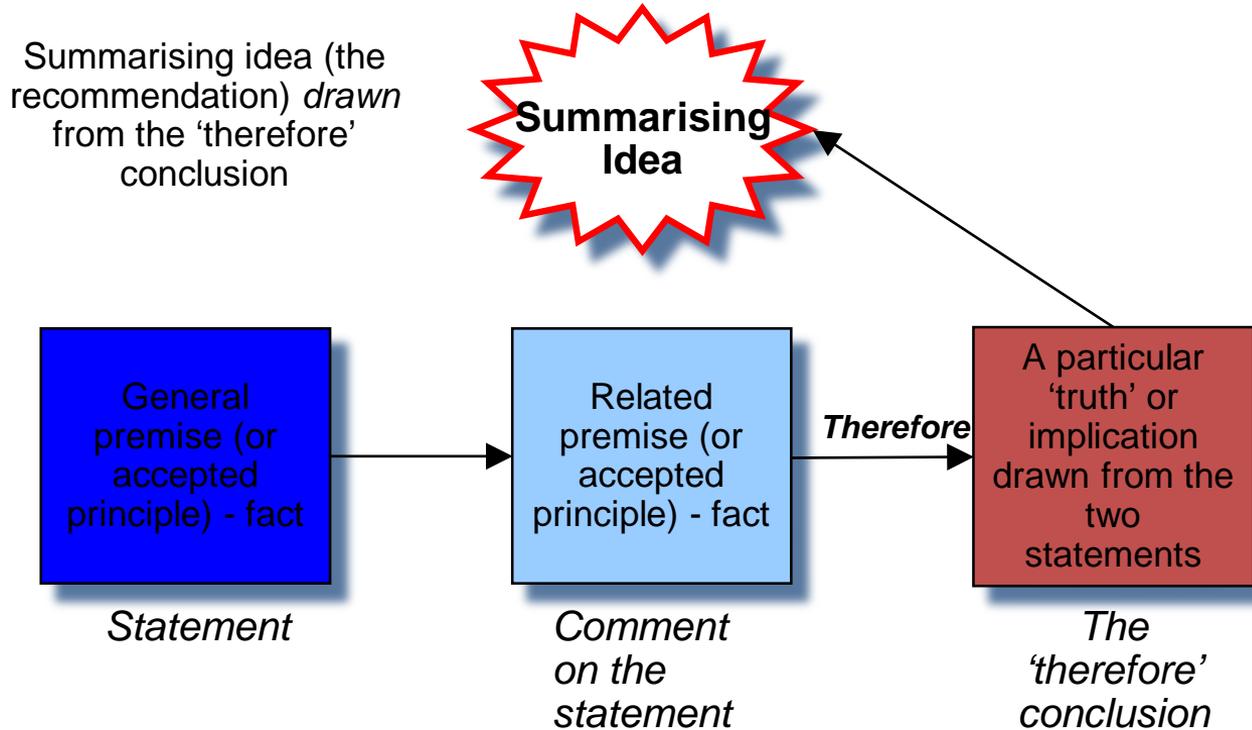
Potatoes

Cream

Bananas

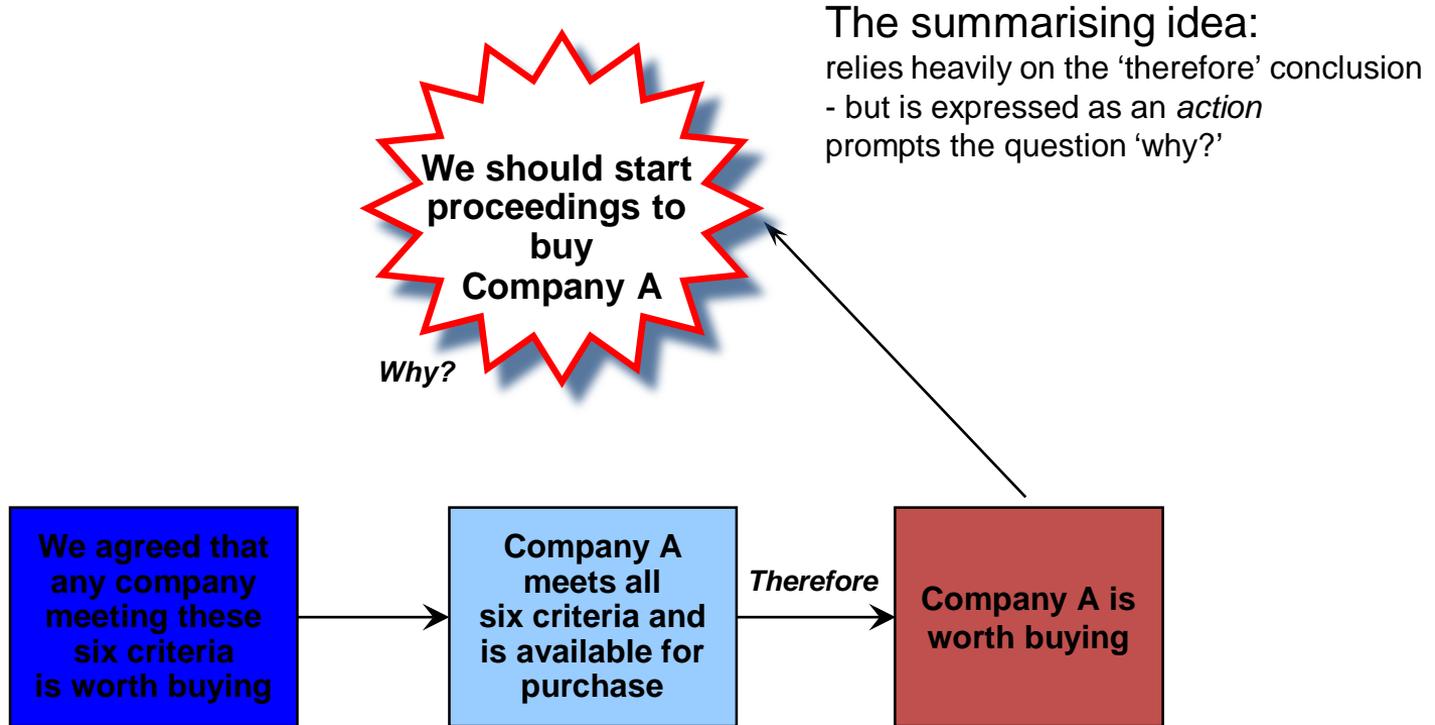
All Deductive Arguments Follow a Generic Structure

Clear Direction



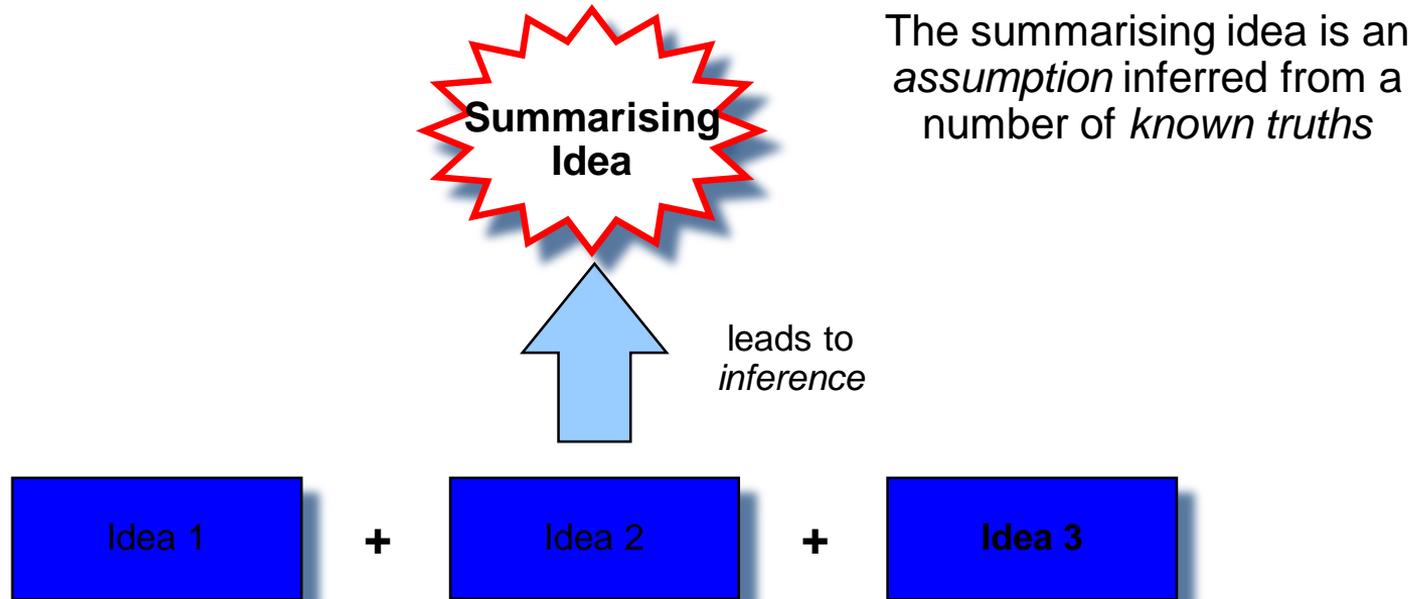
The Summarizing Idea is then *Drawn* from the 'therefore' Conclusion

Clear Direction



All Inductive Groupings Follow a Generic Structure

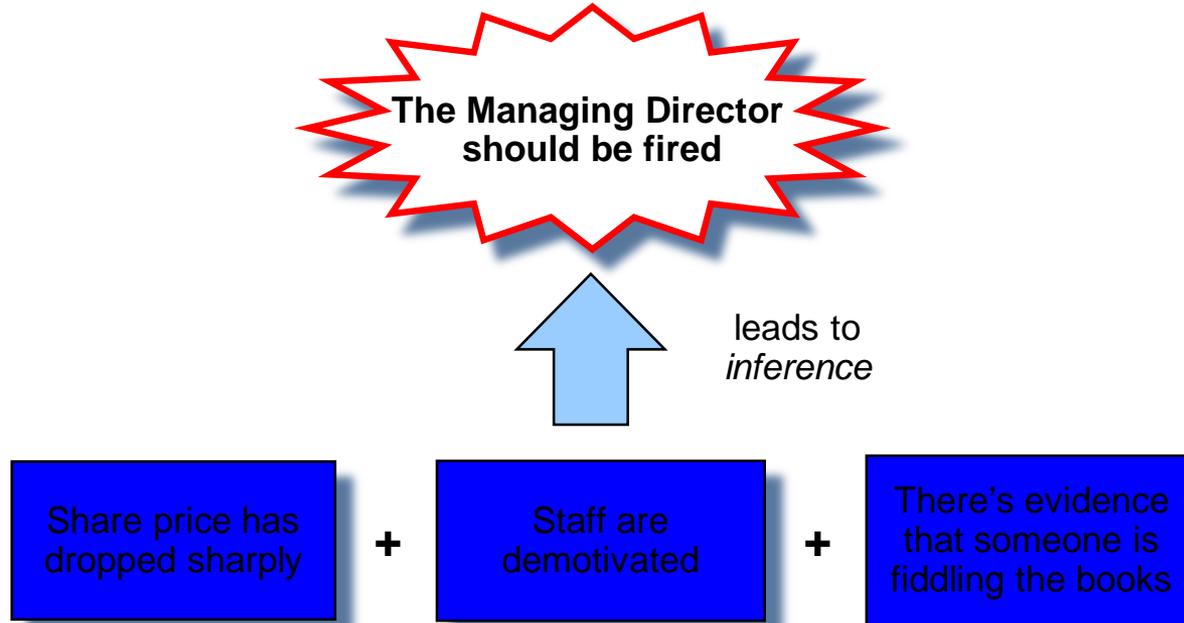
Clear Direction



All ideas in the logical group are described by the same *collective noun* (here it is “*ideas*”, it could also be *reasons*; *examples*; *actions*; *stages*; and so on)

Inductive Groupings Lead the Audience to the Summarising Idea

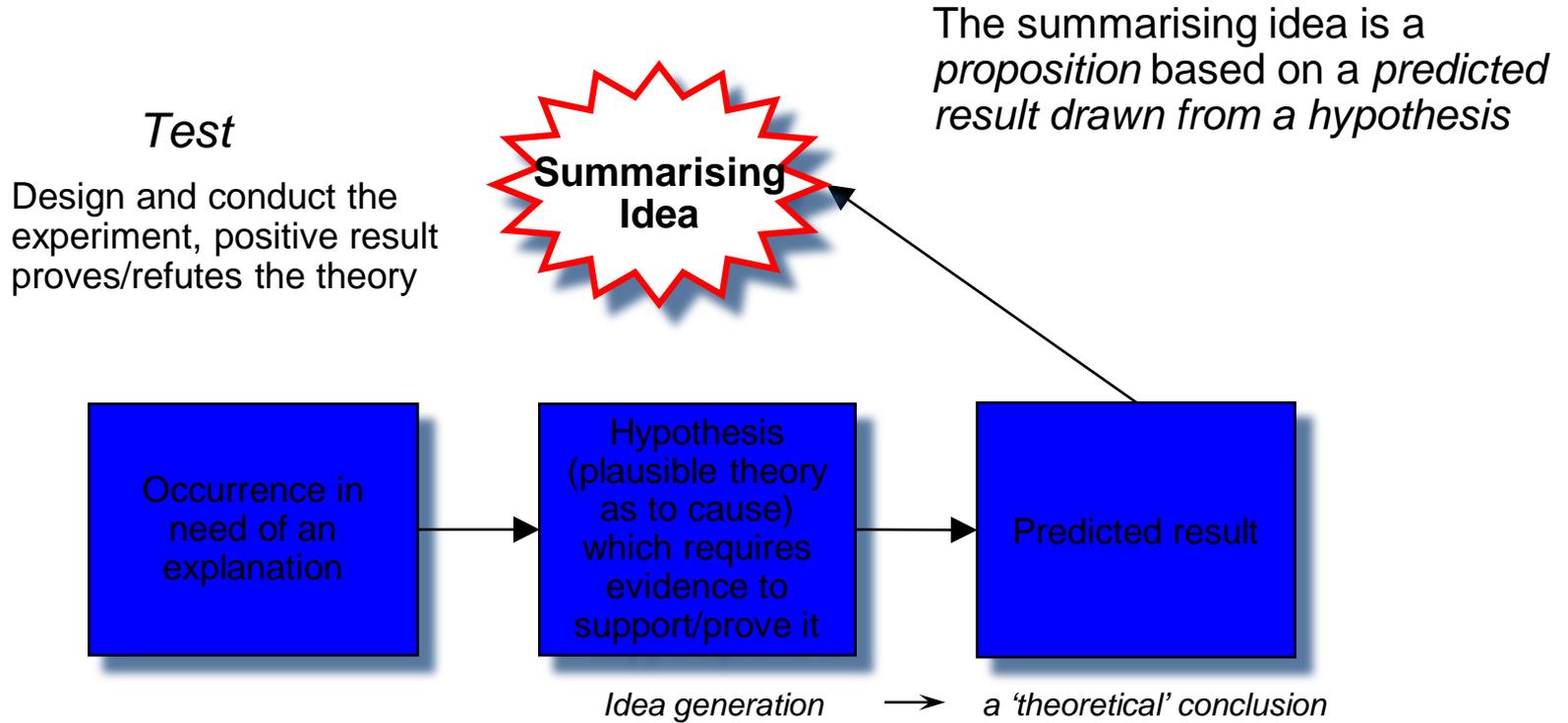
Clear Direction



What is your evidence? Here the collective noun is “reasons”

Abductive Reasoning Follows a Generic Structure

Clear Direction

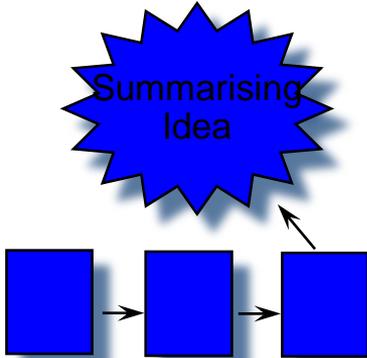


There are 3 Types of Horizontal Relationships

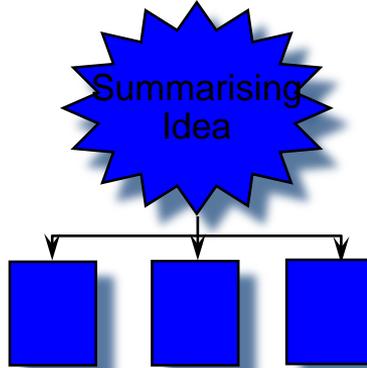
Clear Direction

You use the horizontal relationship to force your reader to see the sense of your conclusions because the power of your logic is so strong:

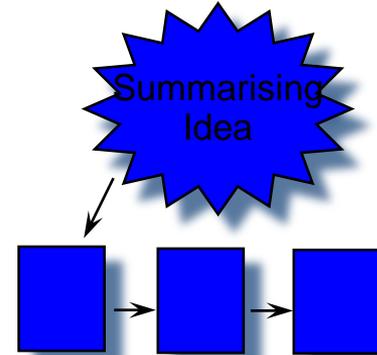
a) Deductive Argument



b) Inductive Grouping



c) Abductive Reasoning



Group Ideas Logically before Presenting to your Audience

Clear Direction

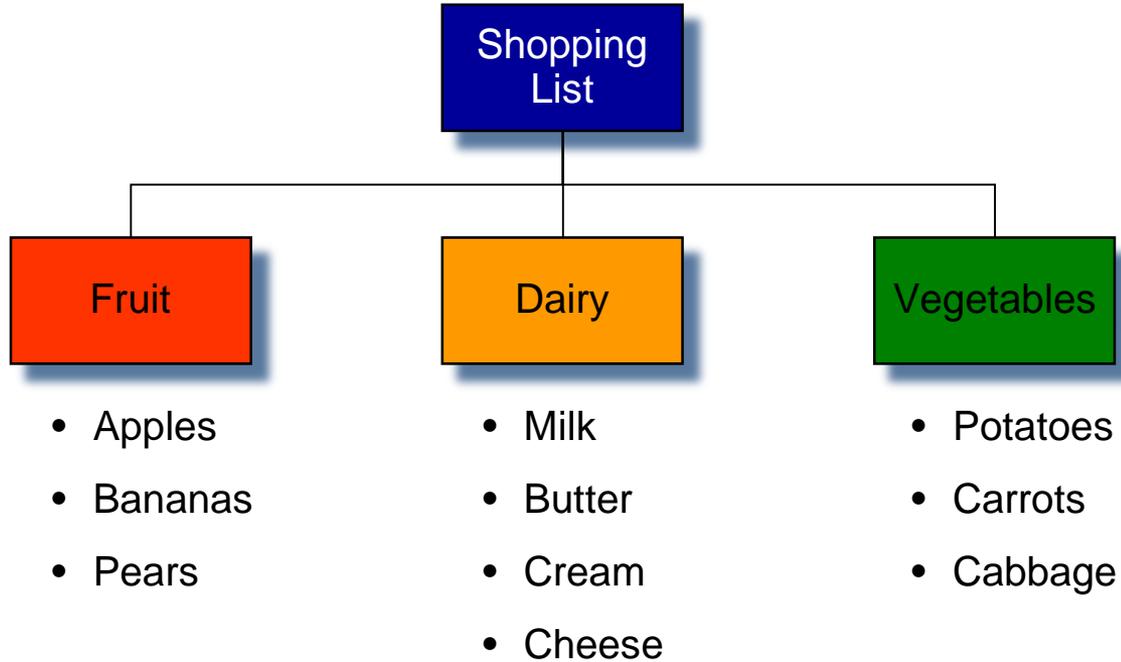
1. Summarise ideas into groups
2. Aim for no more than five ideas in any group
3. Form a pyramid of ideas

Grouping and summarising ideas allows us to rise up a level of abstraction and deliver insight to our clients



Groupings – *Is this easier to remember?*

Clear Direction



Grouping and Summarizing – *Confirming the Concepts*

Clear Direction

Ideas at any one level must be summaries of the ideas grouped below

Groups of ideas must be:

1. at the same level of abstraction
2. presented in a logical sequence

The ‘summarising idea’ must be given first, ie. before going into any detail at a lower level of abstraction

Main summarising idea of the whole communication is called the ‘governing thought’



Structuring the Message

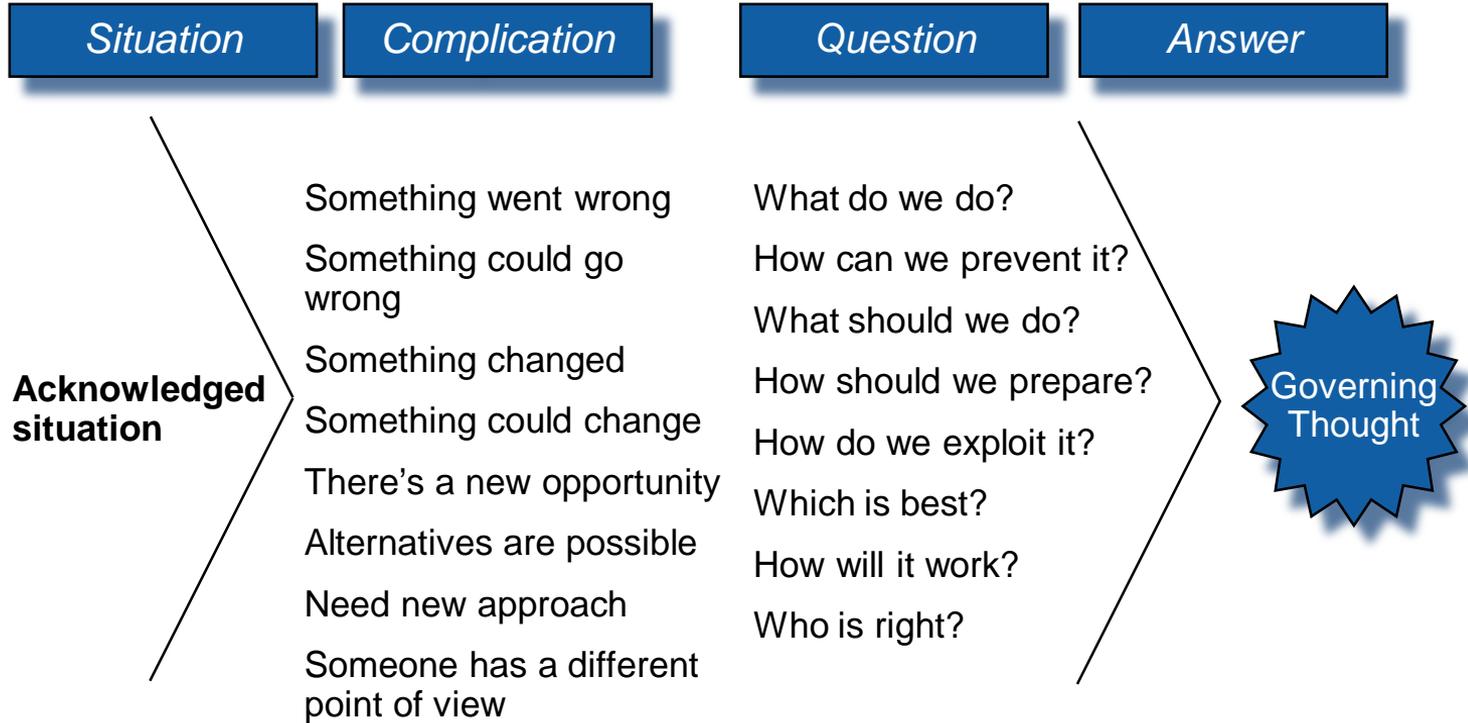
Clear Direction

- Situation:*** Statement of known facts that cannot be disputed by the audience
- Complication:*** A change to the original situation that presents an opportunity or gives cause for concern
- Question:*** The natural question that arises in the mind of the intended audience
- Answer:*** The answer to the question - forming the **'Governing Thought' of the communication**



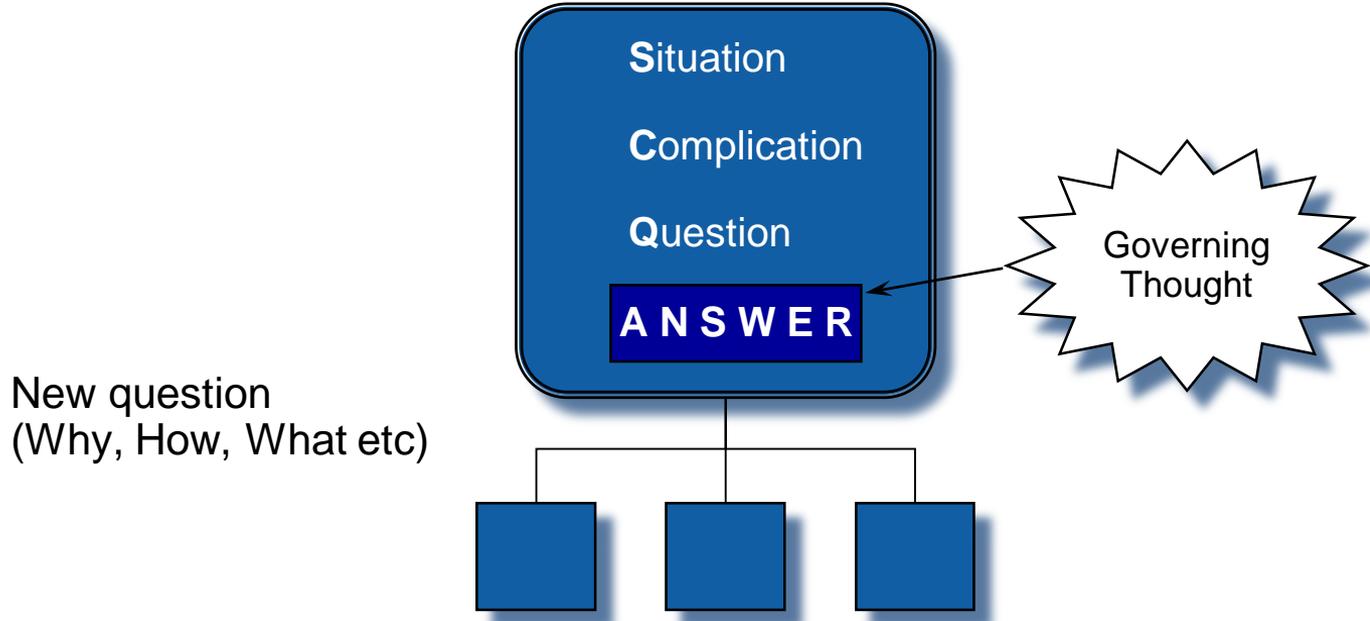
SCQA is the Standard Introduction Pattern

Clear Direction



Answer – The main point you want to make

Clear Direction

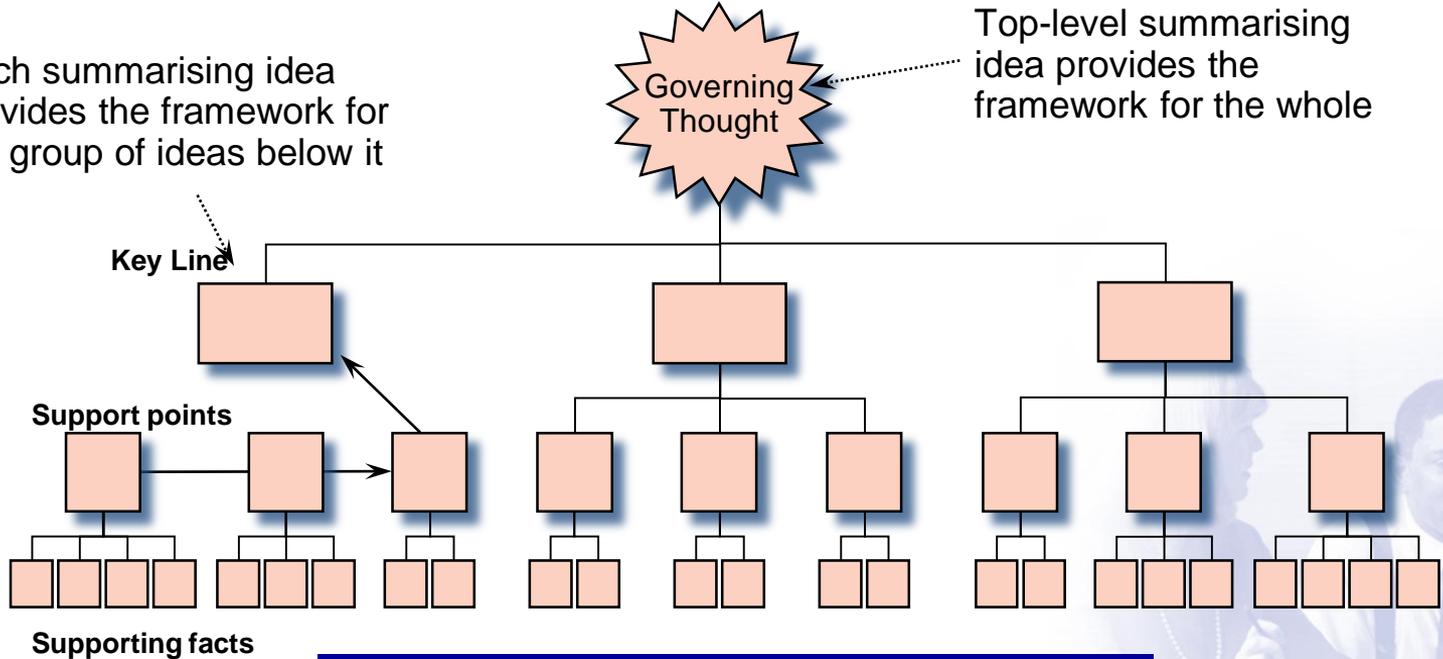


Ideas in a pyramid should be presented top down

Clear Direction

Each summarising idea provides the framework for the group of ideas below it

Top-level summarising idea provides the framework for the whole



No framework means confusion for the reader

Communication and Persuasion Technique Conclusion

Clear Direction - 10 Commandments of Communication and Persuasion

Do you...

- ✓ Study your client to ensure you use the language they want (adopt to their communication style)?
- ✓ Read the short mimics of the other communication participant to alter your approaches based on the Emotional state of the participant?
- ✓ Use a variety of communication and persuasion approaches and methods, according to circumstances?
- ✓ Listen to other's viewpoints and show that you have listened (understand the reality of the other participant)?
- ✓ Work towards communicating in the reality of the other person?
- ✓ Communicate in Values (win/win outcomes), based on joint problem solving?
- ✓ Give suggestions that people listen to, which will improve their business and personal goals?
- ✓ Make sure that you appeal to the value expectation of the other person to motivate the person
- ✓ Nourish an every changing network that is capable of influencing others?
- ✓ Ensure that all, once influenced and persuaded, then do the work willingly and well (overtake ownership)?



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