

**Communicate to Influence**

# **What makes us tick?**



**... and what's that got to  
do with onions?**

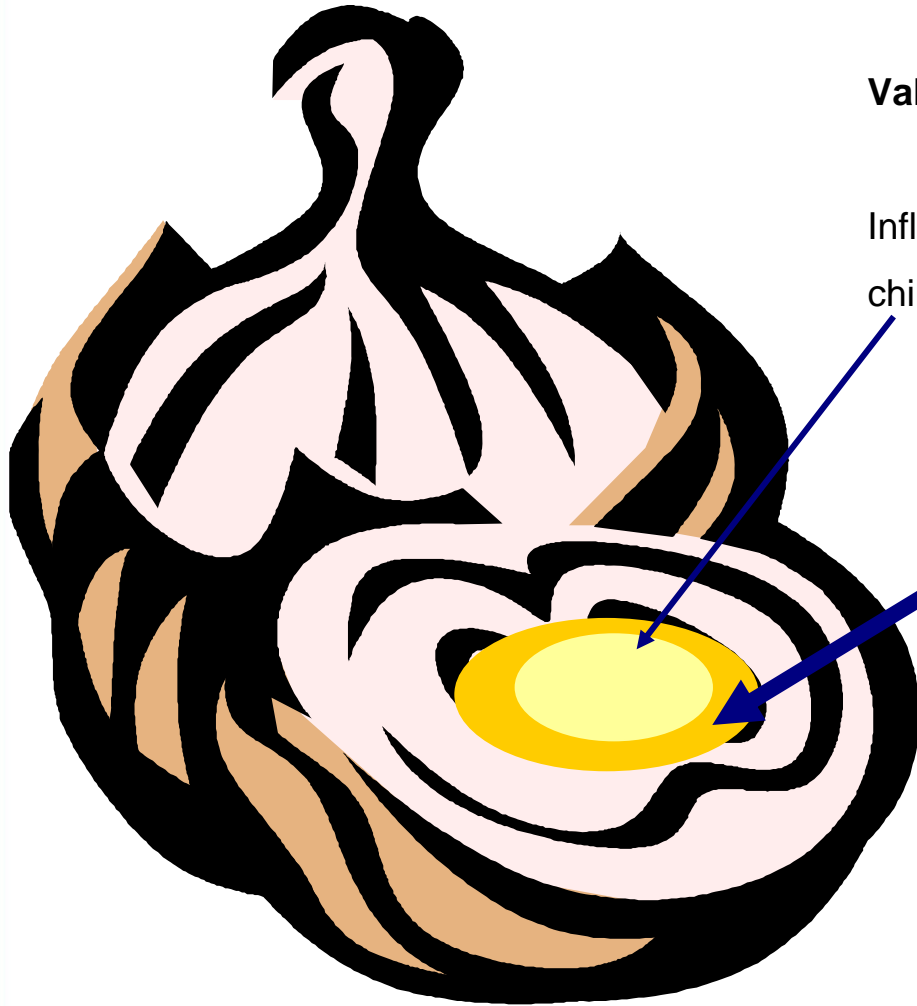


# THE HUMAN ONION



## Values

Influenced from early on in our childhood – by the ‘big’ people.

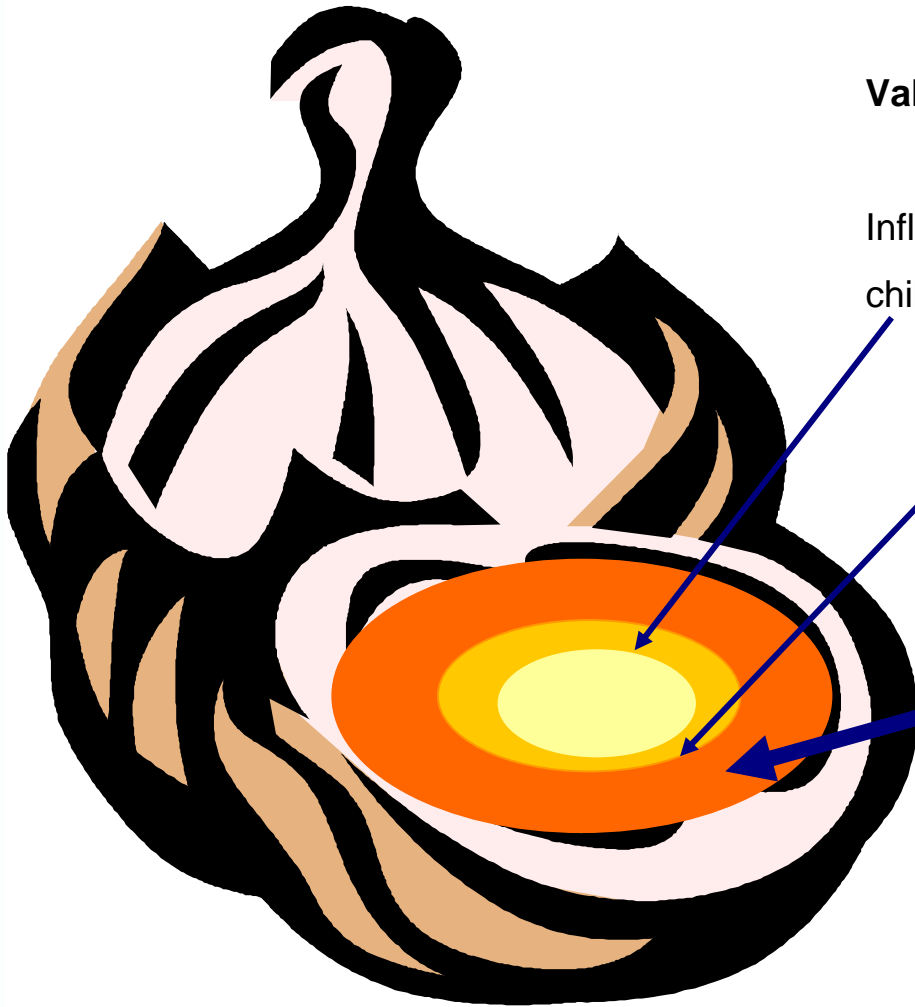


## Values

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## Attitudes and Beliefs

Influenced by our values



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**Attitudes and Beliefs**

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**Feelings**

An internal response, related to our attitudes and beliefs



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**Attitudes and Beliefs**

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**Feelings**

An internal response, related to our attitudes and beliefs

**Behaviour**

An external reaction to all of the above

# Choose a babysitter

## CHARACTER A

- Actively rebellious
- Showed disregard for law and authority
- Described as a promoter of violence and symbol of resistance
- Imprisoned, accused of terrorist type activity
- Married 3 times
- Consistently absent as a father and husband

## CHARACTER B

- Brought up with a religious education
- Interested in the arts
- Described by many as studious and ambitious
- A willing volunteer and missionary
- Loyal serviceman
- Awarded for bravery
- Respected as an authority in his field

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## CHARACTER B



# Choose a babysitter

**CHARACTER A**



**CHARACTER B**



# Communication Style Preferences

<b>FACTS &amp; FIGURES</b>	<b>PEOPLE &amp; FEELINGS</b>
<b>NEW IDEAS &amp; CREATIVITY</b>	<b>CHALLENGE &amp; RESULTS</b>

# Communication Style Preferences

<b>FACTS &amp; FIGURES</b>	<b>PEOPLE &amp; FEELINGS</b>
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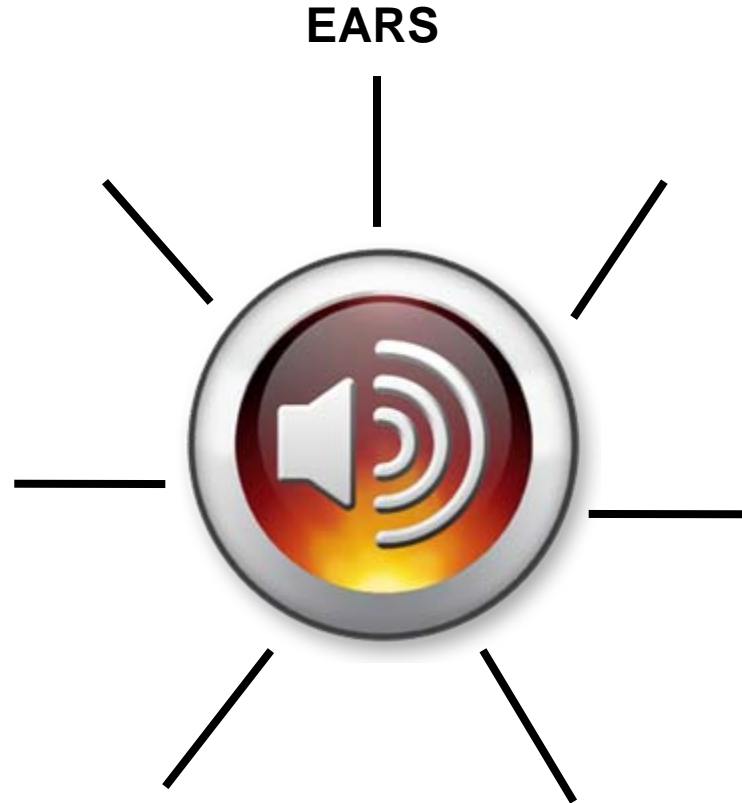
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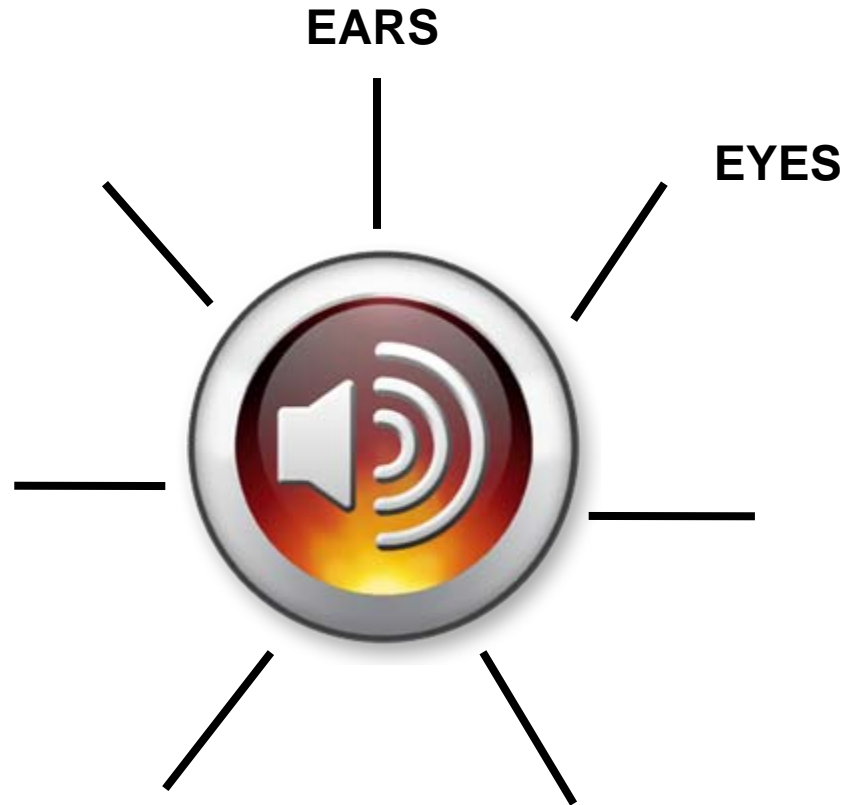
# A Listening Exercise

- You will need a pen a piece of paper
- Work on your own – no comments or questions
- Instructions once only
- Follow instructions and do exactly what I say

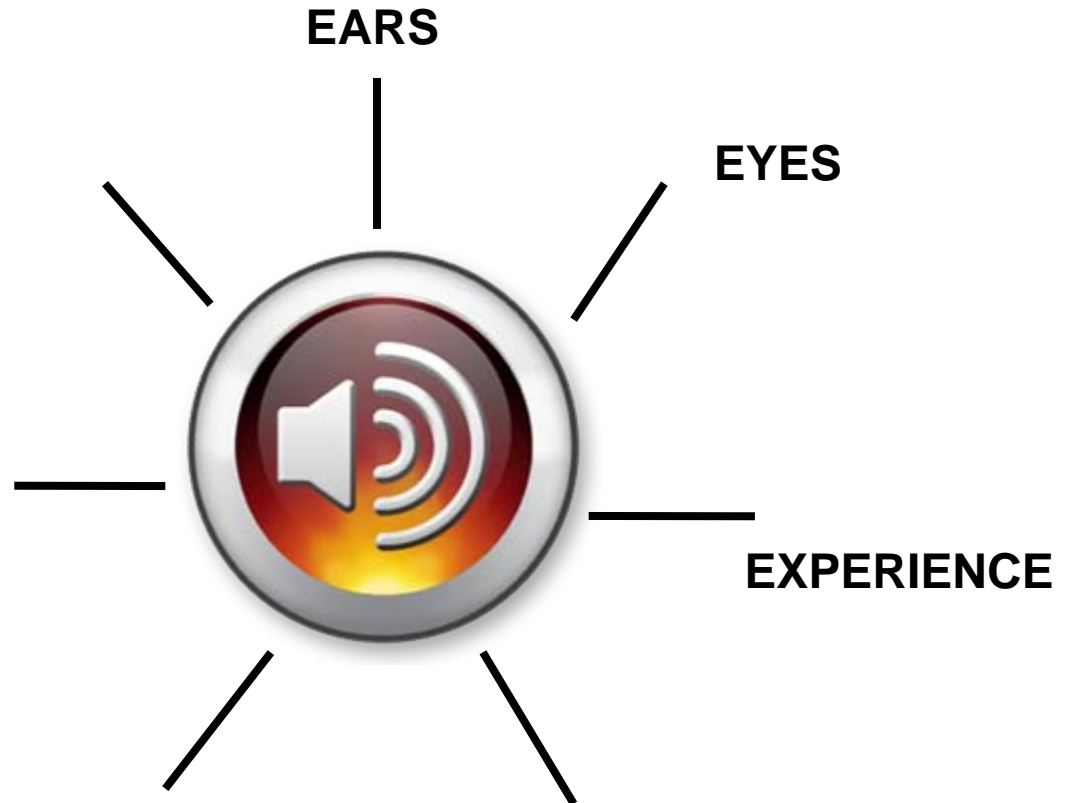
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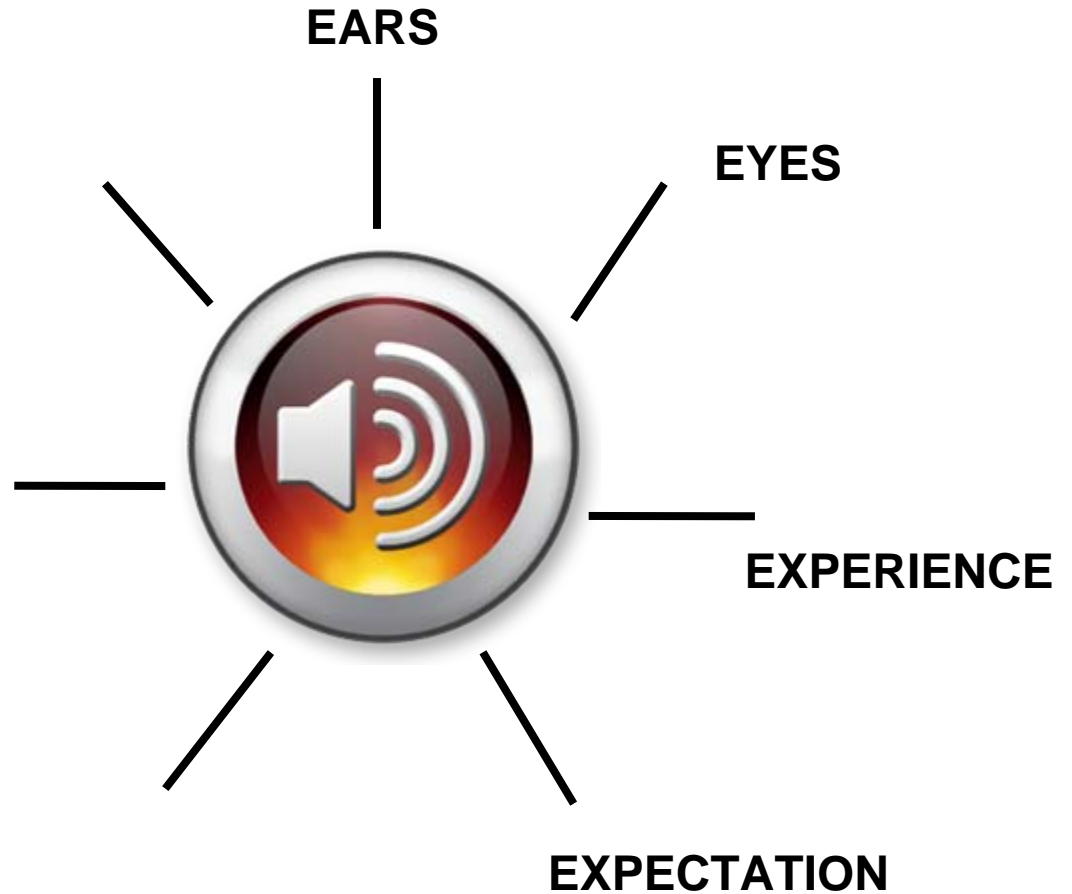
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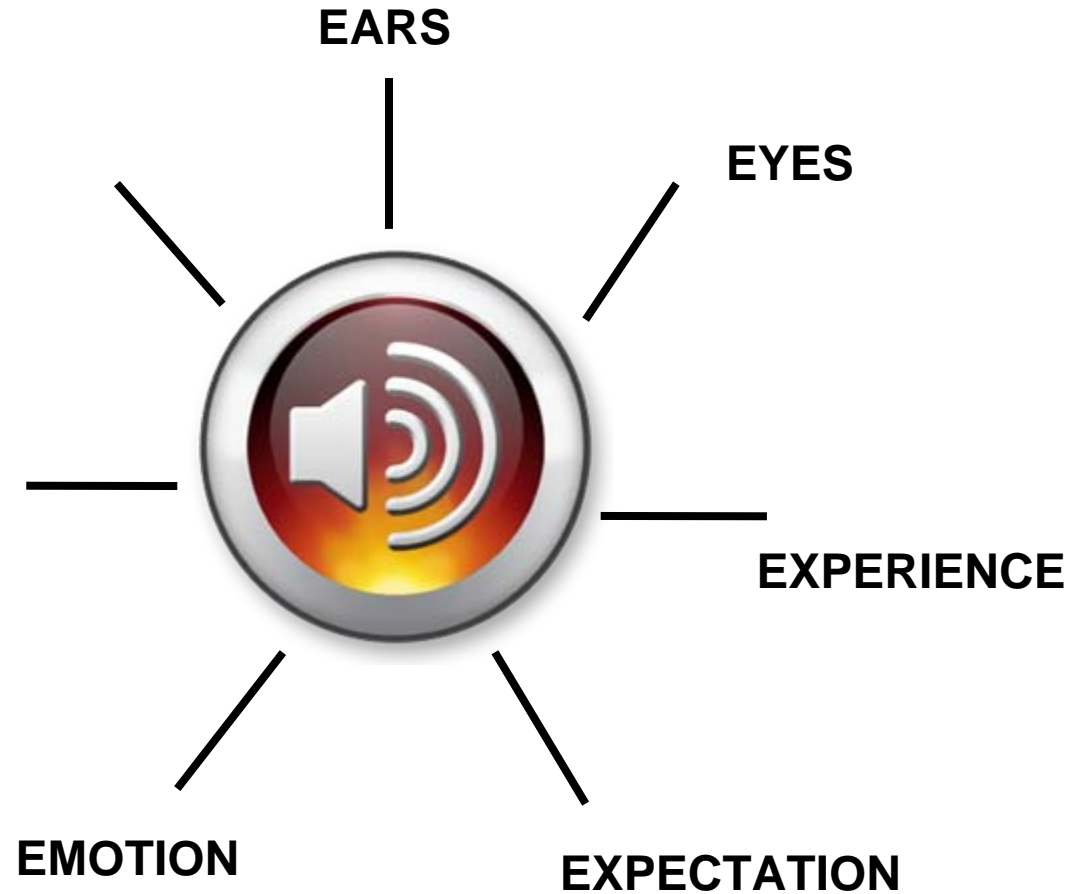
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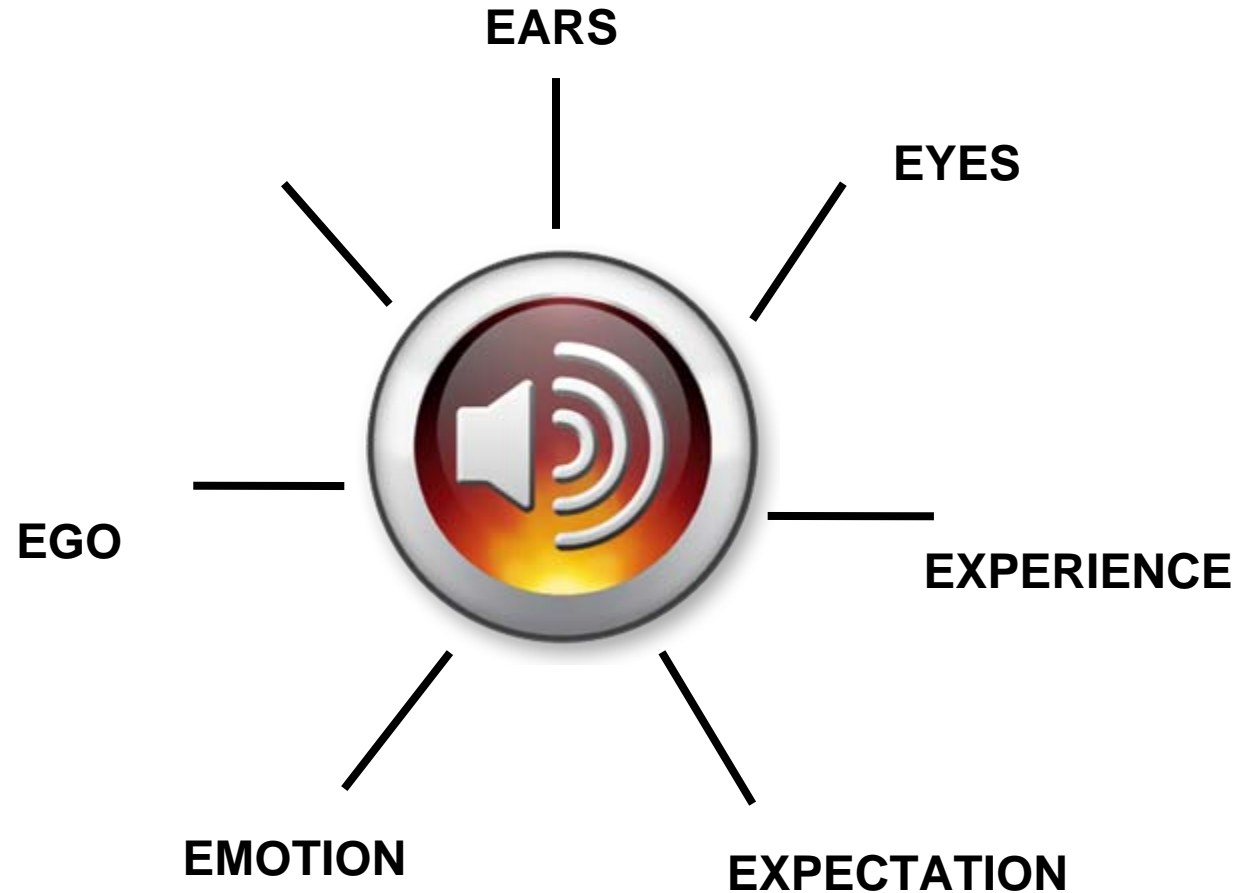
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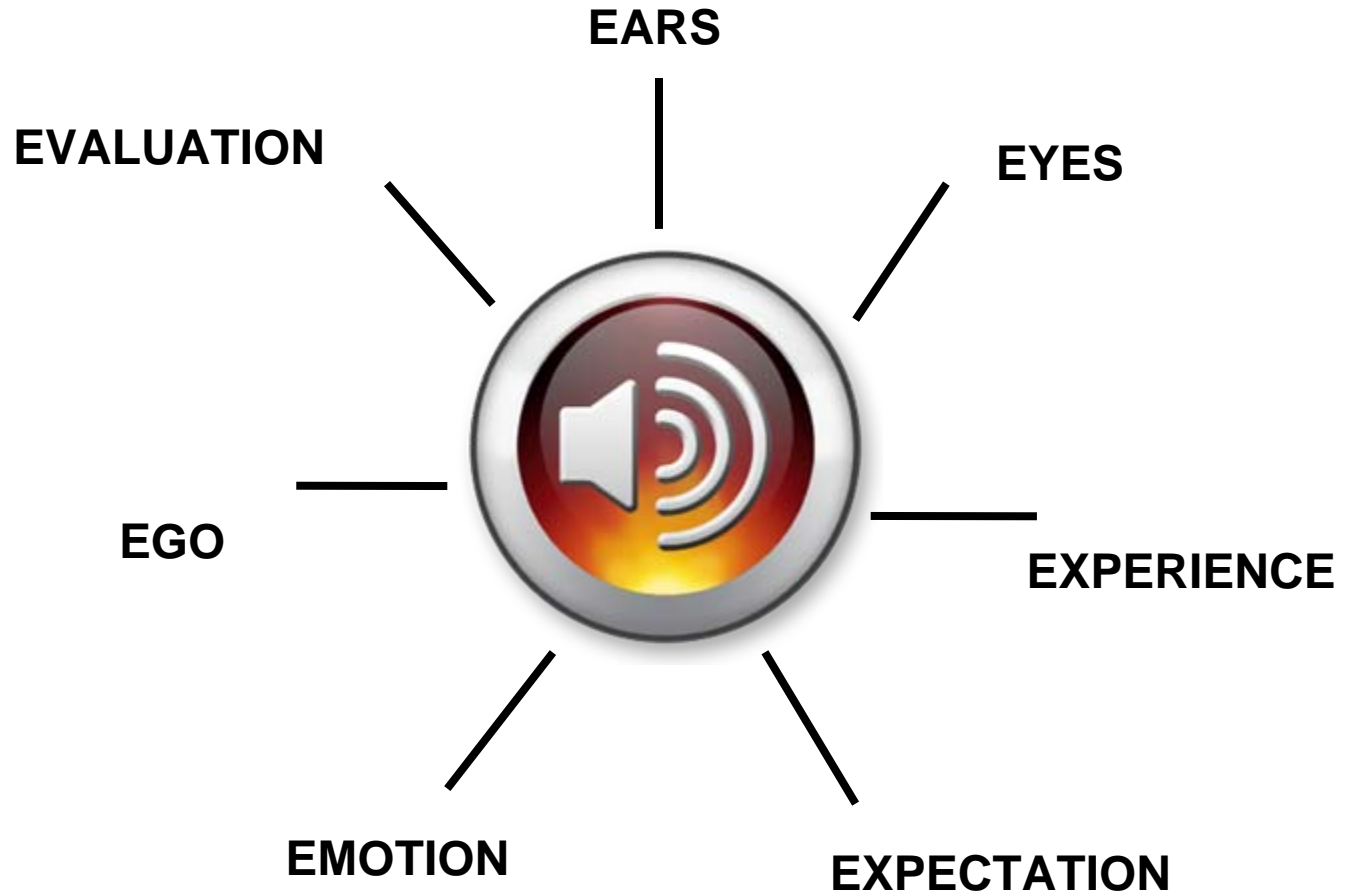
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# E'sy Listening?



**You CANNOT change  
other people,  
but you can  
communicate with influence**

# Thank you

Heather Brierley

Training Consultant

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