

Credibility Killers in professional communication

The tips and traps of credible
communication at work



It's results time. The CEO stands up to make the all important announcement but nobody is listening. She has spinach in her teeth from the meal she just ate. It's a distraction. She has important information to share. She is knowledgeable, she is experienced... and no-one can hear a word she is saying.



Destroys credibility

Creates credibility



Too much detail
"Waffle, waffle, waffle..."

Too many fillers
"Um... ahh... um."

Asking for permission
"Excuse me. Is it alright to ask a question?"

WORDS

Keep it simple
Get to the point quickly.

Keep it confident
Don't ask for permission to speak, just speak. Avoid fillers like ums and ahh's.

Keep it certain
Make declarative statements. Don't hedge your bets and sit on the fence. Have a view.



Too quiet

Too shy

Too high pitched

Too quick

Too nervous

Too unsure
(questioning tonality - upward inflection at the end of sentences)

VOICE

Speak up
Think 'Loud, low and slow' (in your own style!).

Speak often
Speak every 10-15 minutes in meetings. Be the 2nd or 3rd to speak in a meeting.

Speak confidently
Ask questions with a command tonality (inflection goes down at the end of sentences). Use the power of the pause.



Looking down

Head tilted on an angle

Weight on one foot, rocking or swaying

Shrinking into the space

Weak, clammy handshake

Fidgeting

BODY LANGUAGE

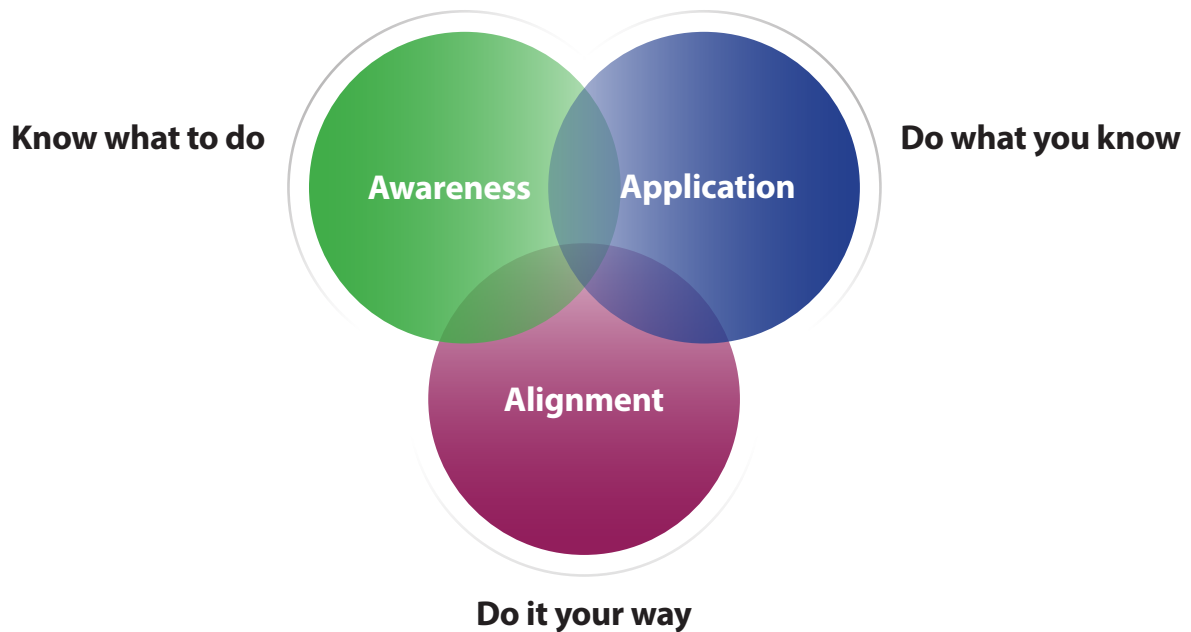


Be confident
Direct eye contact. Strong handshake. Symmetrical stance. Straight head angle.

Be present
Take up the space physically. Fill the room with your presence.

Be you!
You deserve to be here. Show up fully and become visible.

Credible communications formula



3 simple steps for creating credible communication

Awareness

Do a credibility audit:

- Take our free online assessment; <https://goo.gl/wjEF7e>
- Get a buddy to give you feedback.

"We have a measure of choice and control over what we are aware of, but what we're unaware of controls us"
John Whitmore

Application

Choose 3 key areas to work on:

- Focus on one behaviour at a time.
- Download our Sticky Learning Guide to support the change. www.anneliblundell.com/books/

"If you don't change direction, you may end where you are headed"
Lao Tzu

Alignment

Make the behaviour your own:

- Take on the behaviour in a way that feels right for you and suits your personal brand.
- If it doesn't fit you it won't work for you.

"Always be a first-rate version of yourself, instead of a second-rate version of somebody else"
Judy Garland

You want more?

If you are ready to improve your visibility and want to fast track your progress, then consider working with a professional people whisperer.

Check out our full range of products and services here: www.anneliblundell.com



Anneli Blundell

- Professional People Whisperer
- Skilled parallel parker
- Running, salsa and roller-blading addict

L&D Professional of the Year, 2021 from the Australian Institute of Training and Development and Gold Stevie Award Winner for Entrepreneur of the Year, 2021, Anneli's passion for decoding people and performance dynamics makes her a sought after speaker, mentor and leadership expert. She makes the complex job of understanding why people do what they do (and how to get the best out of them), both accessible and entertaining.

As a Professional People Whisperer, Anneli works with leaders to increase their influence, engagement and interpersonal impact for better business results.

Anneli is the author of several books on shifting behaviour, including her latest book, **'When Men Lead Women: Navigating the facts, fears and frustrations of gender equality as a male leader.'**

Qualifications

- CSP - Certified Speaking Professional (One of only 150 in Australia and only 50 women)
- Conversational Intelligence (C-IQ) Enhanced Skills Practitioner
- Neuroleadership 101
- Bachelor of Business Administration (HR Major)
- Diploma of Coaching
- Certificate IV in Coaching (Advanced Practitioner)
- Certified iWAM Trainer and Profiling Practitioner (Inventory of Work Attitudes and Motivations)
- Certified LAB Profile Consultant and Master Trainer (Language and Behaviour)
- Certified Results Coach of Neuro Linguistic Programming (NLP)
- Certificate IV in Workplace Training and Assessment
- Certificate IV in Project Management

References:

What Everybody Is Saying by Joe Navarro

Body language in the work place by Allan and Barbara Pease

Nice girls don't get the corner office by Lois P. Frankel

How to Say It for Women by Phyllis Mindell