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Communication is the
key to success!





Agenda

- ▶ Mind reading
- ▶ VAK
- ▶ An experiment
- ▶ Judgement
- ▶ Listening
- ▶ Why it matters



Smoke and mirrors, truth and lies

IN 1901, FREUD WROTE:

- ▶ *“NO MORTAL CAN KEEP A SECRET. IF HIS LIPS ARE SILENT, HE WILL CHATTER WITH HIS FINGERTIPS. BETRAYAL OZZES OUT OF HIM AT EVERY PORE.”*



Mind reading

- ▶ Most children acquire what psychologists call 'Theory of Mind' between the ages of three and four years old. Essentially, they learn to read minds – something that each of us can do and, in fact, we do every day without realising we are doing it.









Intuition

- ▶ **AS HUMANS WE ARE JUST CAPABLE ENOUGH AT MIND READING TO CONSTRUCT SOPHISTICATED IDEAS OF WHAT OTHER PEOPLE THINK AND WHAT MOTIVATES THEIR BEHAVIOUR.**
- ▶ **THE PROBLEM IS THAT WE ARE OFTEN WRONG, WE THINK OTHER PEOPLE WILL THINK THE SAME AS US.**
- ▶ **WE WILL SHARE OUR THOUGHTS AND BELIEFS AND PROJECT THEM ON TO OTHERS.**
- ▶ **MIND READING IS A DESIRE TO COMMUNICATE WITH OTHERS WITH A GOAL TO REACH MUTUAL UNDERSTANDING.**
- ▶ **NONE OF US IS PERFECT AT READING MINDS, WHEN WE MAKE AN EFFORT TO BECOME DETACHED FROM OURSELVES AND FOCUS ON OTHERS, OUR INTUITION IMPROVES.**



VAK

- ▶ **WHAT YOU MAY NOT KNOW IS THAT PEOPLE TEND TO FAVOR ONE OF THE SENSES ABOVE THE OTHERS, AND FOR THEM IT IS DOMINANT.**
- ▶ **“SIMPLY CONFIRMING YOUR NONVERBAL BEHAVIOUR TO YOUR CLIENT, USING LANGUAGE FROM YOUR CLIENT'S PREFERRED REPRESENTATIONAL SYSTEM AND MATCHING SPEECH VOLUME, TONE, AND PACING OFTEN OVERCOMES CLIENT RELUCTANCE TO COMMUNICATE.”**
- ▶ **SIGHT (OR VISUAL THINKERS), SOUND (OR AN AUDITORY THINKER), FEELING (OR A KINESTHETIC THINKER)**

Visual



- ▶ **MOST PEOPLE ARE VISUAL THINKERS.**
- ▶ **THEY CAN CLEARLY PICTURE A SCENE OR AN EVENT – ESPECIALLY IN TERMS OF COLOURS, TEXTURES, AND SHADES (BRIGHTNESS OR DARKNESS) AND VISUAL INPUT IS DIRECTLY LINKED TO DECISION MAKING.**
- ▶ **FREQUENTLY, A VISUAL THINKER WILL MAKE A DECISION BASED UPON WHAT LOOKS BETTER THAN WHAT IS BETTER FOR THEM.**

Auditory



- ▶ **AUDITORY THINKERS REMEMBER WHAT WAS SAID, HOW IT WAS SAID, SCARY NOISES, PLEASANT NOISES, ETC.**
- ▶ **THEY RECALL THINGS IN TERMS OF VOLUME, PITCH, TEMPO, TONE AND THE DISTANCE FROM WHICH SOMETHING WAS HEARD.**
- ▶ **THEY LEARN BEST FROM WHAT THEY HEAR AS OPPOSED TO WHAT THEY SEE, AND CAN RECALL FAR MORE FROM BEING TOLD THINGS THAN FROM BEING SHOWN.**

Kinaesthetic



- ▶ **KINAESTHETIC THINKERS THINK IN TERMS OF TACTILE FEELING. THEY REMEMBER THE SENSATIONS OF AN EVENT OR EXPERIENCE.**
- ▶ **SIMPLY TELLING THEM THAT SOMETHING IS SOFT ISN'T AS REAL TO THEM AS LETTING THEM TOUCH THAT THING FOR THEMSELVES. THEY WILL PLACE MORE EMPHASIS ON THE PHYSICAL ASPECTS OF AN EXPERIENCE: HOW WARM THEY WERE, THE STRENGTH OF THE BREEZE, THE WEIGHT OF SOMETHING IN THEIR HAND OR WHETHER IT WAS SHARP OR SMOOTH.**
- ▶ **THEY TEND TO THINK IN TERMS OF INTENSITY, SIZE, TEXTURE, WEIGHT, TEMPERATURE, AND OTHER MODALITIES THAT CAN BE PHYSICALLY MEASURED.**
- ▶ **THEY ALSO TEND TO BE THE MOST DIFFICULT TYPE OF THINKER FOR A NON-KINAESTHETIC THINKER TO RELATE TO AND COMMUNICATE WITH.**



TO DETERMINE WHAT TYPE OF THINKER YOU ARE INTERACTING WITH, SIMPLY HAVE A CONVERSATION AND PAY ATTENTION TO WHAT THEY SAY AND HOW THEY SAY IT. THEY WILL OFTEN TELL YOU, THROUGH THEIR CHOICE OF LANGUAGE, THEIR PREFERENCES.

- ▶ A VISUAL THINKER WILL USE WORDS WHICH CONVEY THAT THEIR REALITY IS TRANSMITTED TO THEM PRIMARILY THROUGH WHAT THEY SEE: “FUNNIEST THING I EVER SAW...” “I GET THE PICTURE...” “THAT LOOKS GOOD TO ME...”
- ▶ AN AUDITORY THINKER WILL USE WORDS WHICH CONVEY THAT THEIR REALITY IS TRANSMITTED TO THEM PRIMARILY THROUGH WHAT THEY HEAR: “I HEARD SOMETHING FUNNY THE OTHER DAY...” “SOMETHING TELLS ME...”
- ▶ A KINAESTHETIC THINKER WILL USE WORDS WHICH CONVEY THAT THEIR REALITY IS TRANSMITTED TO THEM PRIMARILY THROUGH WHAT THEY FEEL: “SOMETHING TICKLED ME THE OTHER DAY...” “I CAN GRASP THE CONCEPT...” “I FEEL GOOD

A quick test



- ▶ **“GIVE ME A BELL...”**
- ▶ **“GET IN TOUCH...”**
- ▶ **“I SHUDDER TO THINK...”**
- ▶ **“I SEE WHAT YOU MEAN...”**
- ▶ **“I HEAR YOU...”**
- ▶ **“I FEEL YOU BROTHER...”**
- ▶ **“I SAW YOU GOT A NEW CAR...”**
- ▶ **“I HEARD YOU GOT A NEW CAR...”**

More clues



- ▶ **DO THEY MAKE GOOD EYE CONTACT AND LOOK AT YOU WHILE YOU TALK? IF SO, IT IS A CLUE THAT THEY ARE A VISUAL THINKER.**
- ▶ **DO THEY APPEAR EASILY DISTRACTED BY OTHER NOISES IN THE BACKGROUND (BELLS, CAR HORNS, YELLING, ETC.)? IF SO, IT IS A CLUE THAT THEY ARE AN AUDITORY THINKER.**
- ▶ **DO THEY REACH OUT AND SHAKE HANDS, OR FREQUENTLY TOUCH SOMETHING THAT CATCHES THEIR EYE? IF SO, IT IS A CLUE THAT THEY ARE A KINAESTHETIC THINKER.**
- ▶ **WHEN YOU SPEAK, GESTICULATE WITH A PEN. IF A PERSON'S EYES ARE DRAWN TO IT, YOU CAN CONFIRM THAT THEY ARE A VISUAL THINKER.**
- ▶ **IF THEY IGNORE THE PEN, CLICK IT A FEW TIMES AND WATCH TO SEE IF THEIR EYES ARE DRAWN TO THE PEN. IF THEY ARE, YOU CAN CONFIRM THAT THEY ARE AN AUDITORY THINKER.**
- ▶ **IF THEY IGNORE THE PEN, ASK THEM IF THEY MIND HOLDING IT FOR A MOMENT WHILE YOU CHECK YOUR POCKETS FOR SOMETHING (CHANGE, A WALLET, A LIGHTER, ETC.) AND WHILE YOU DO SO, NOTICE IF THEY RUN THEIR FINGERS ALONG IT OR FIDGET WITH THE PEN. IF THEY DO, YOU CAN CONFIRM THAT THEY ARE A KINAESTHETIC THINKER**

VAK



- ▶ **YOUR ABILITY TO TEACH WILL BE AMPLIFIED. WHEN EXPLAINING A MANOEUVRE TO A VISUAL THINKER, USING PICTURES AND DEMONSTRATIONS WILL HELP THEM VISUALISE AND UNDERSTAND.**
- ▶ **WHEN EXPLAINING TO A KINAESTHETIC THINKER, REPETITION OF THE MANOEUVRE WILL BE HELPFUL IN THEM RECOGNISING HOW FAR TO TURN THE WHEEL AT TIMES AND AT WHAT SPEEDS.**
- ▶ **WHEN EXPLAINING TO AUDITORY THINKERS, A CLEARLY DELIVERED EXPLANATION OF THE MANOEUVRE WILL BE KEY IN HELPING THEM TO UNDERSTAND WHAT IS REQUIRED.**

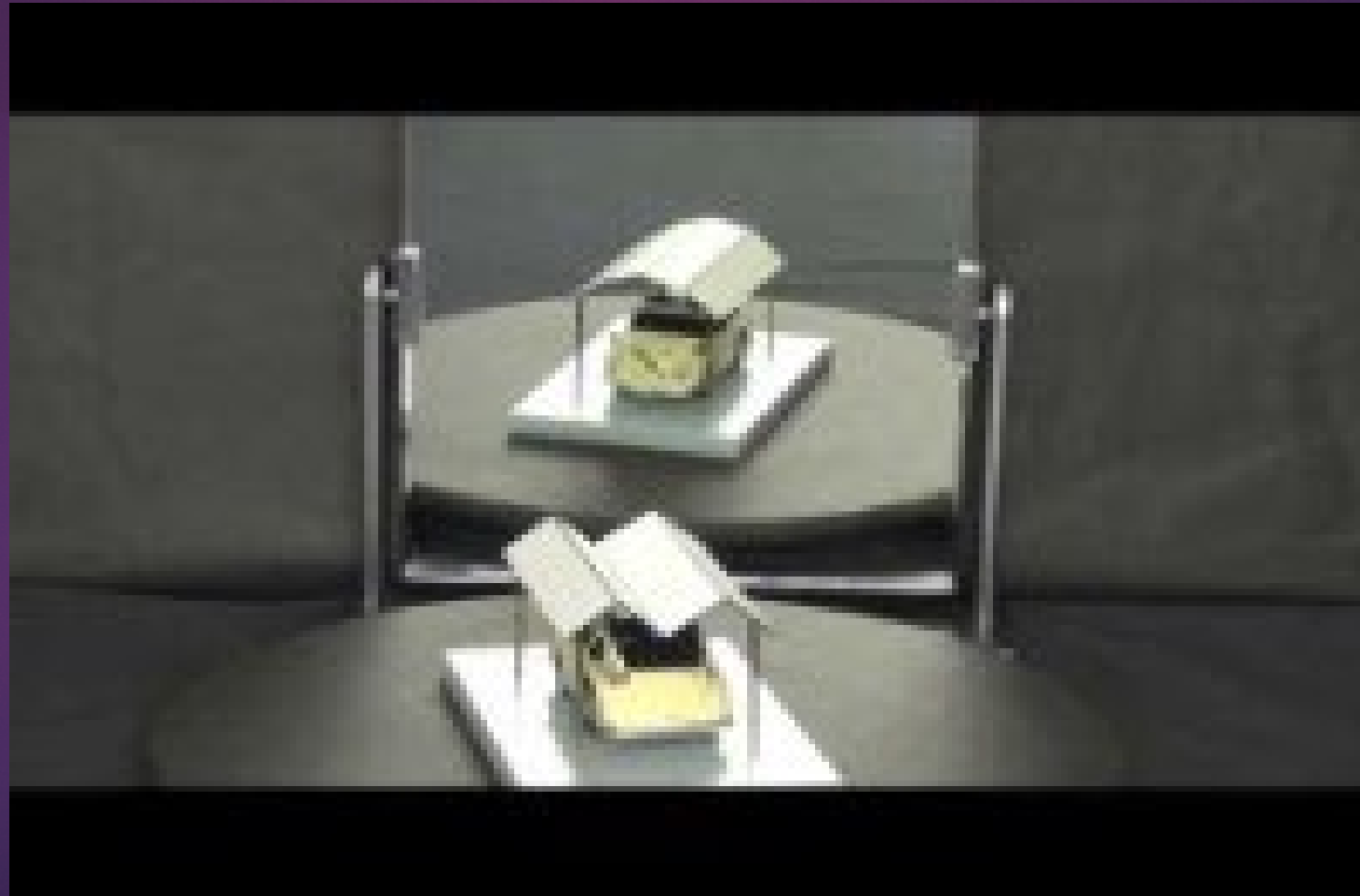


Communication is the key to successful training.

- ▶ **PEOPLE FEEL AT EASE WHEN THEY ARE IN THEIR COMFORT ZONE.**
- ▶ **THE MORE YOU CAN DO TO ENSURE PEOPLE FEEL COMFORTABLE AROUND YOU, THE BETTER YOUR CHANCES FOR SUCCESS.**
- ▶ **IT IS ALL ABOUT COMMUNICATION. IF SOMEONE FEELS UNDERSTOOD, IT IS EASIER FOR THEM TO OPEN UP TO YOU, TRUST YOU, AND RECOMMEND YOU TO THEIR FRIENDS.**
- ▶ **IF SOMEONE IS A VISUAL THINKER, YOU' CAN GET THEM TO PICTURE THEMSELVES IN THE FUTURE BEHIND THE WHEEL, DRIVING ALONG IN THEIR NEW CAR. THIS INCREASES THEIR MOTIVATION.**
- ▶ **IF SOMEONE IS AN AUDITORY THINKER, YOU'LL RECOGNIZE THAT REPEATING BACK THEIR ANSWERS TO QUESTIONS WILL IMPROVE THEIR LEARNING.**
- ▶ **IF SOMEONE IS A KINAESTHETIC THINKER, YOU'LL RECOGNISE THAT LETTING THEM HAVE A GO IS THE BEST WAY FORWARD. THEY WILL FALL ASLEEP WITH A BRIEFING.**



OUR MINDS PLAY TRICKS





▶ Can you count the Fs in this sentence?

▶ "Finished files are the result of years of scientific study combined with the experience of years."

Words



- ▶ **OUR WORDS CAN INFLUENCE WHAT PEOPLE THINK AND SO WE SHOULD CHOOSE THEM WISELY.**
- ▶ **FOR MAXIMUM IMPACT WHEN WE ARE TEACHING, IT IS WORTH TAKING THE TIME TO THINK WHAT WE SAY WHEN WE TEACH. YOU CAN TEST AND REFINE, WHAT YOU SAY, UNTIL IT IS EFFECTIVE IN CLEARLY AND CONCISELY CONVEYING EXACTLY WHAT WE MEAN.**



**WHAT DO WE COMMUNICATE THROUGH
OUR APPEARANCE?**

Another Experiment



- ▶ **PSYCHOLOGIST ELLEN LANGER CONDUCTED A STUDY IN WHICH STUDENTS WERE PARTNERED WITH ANOTHER PLAYER, EACH WERE DEALT RANDOM PLAYING CARDS, AND THE STUDENT ASKED TO BET WHOSE CARD WOULD BE THE HIGHEST.**
- ▶ **WHILE THE STUDENTS' OPPONENTS APPEARED TO BE RANDOM, THEY ONLY EVER PLAYED AGAINST TWO SETS OF PEOPLE: THOSE WHO WERE WELL DRESSED AND THOSE WHO WERE POORLY ATTIRED.**
- ▶ **THE STUDENTS TOOK FAR MORE RISKS AGAINST THOSE POORLY ATTIRED REASONING AT SOME LEVEL THAT THEY WERE BETTER THAN THEM DESPITE THE FACT THAT THE OUTCOMES WERE PURELY BASED UPON CHANCE. THEIR CONFIDENCE THAT THEY WERE BETTER THAN THEM TRANSLATED, IRRATIONALLY, TO “I WILL DRAW BETTER CARDS AS A RESULT.”**

Judgement



- ▶ WE CONSTANTLY JUDGE PEOPLE – READING THEIR MINDS, GUESSING AT THEIR ATTITUDES AND LEVEL OF EDUCATION AND SUCCESS – BASED ON WHAT THEY LOOK LIKE.
- ▶ WHILE THIS MAY OR MAY NOT HAVE MERIT, ONE THING IS CERTAIN: WHETHER WE APPROVE OF IT OR NOT, PEOPLE WILL JUDGE US AND OUR BUSINESSES BASED UPON WHAT THEY SEE.

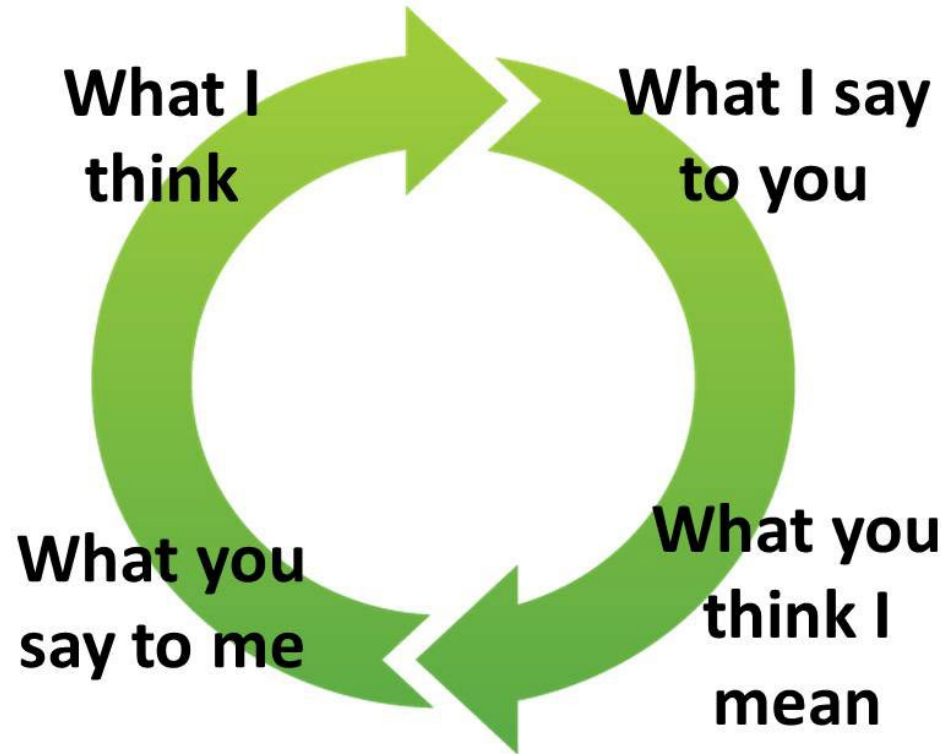


- ▶ **WHAT DO WE COMMUNICATE, THROUGH OUR BODY LANGUAGE? POSTURE, FACIAL EXPRESSION, EYES, OPEN BODY, CLOSED BODY, SIDEWAYS BODY ETC**
- ▶ **WHAT DO WE COMMUNICATE, WITH OUR TONE OF VOICE, OUR VOLUME AND PACE OF SPEECH?**
 - ▶ **ARE WE DISTANT, ANNOYED, DISINTERESTED?**
 - ▶ **OR ANIMATED, ENGAGED, AND INQUISITIVE?**

DO WE CHECK TO ENSURE WE HAVE COMMUNICATED SUCCESSFULLY?



Origins of the Gordon Model - Gordon Training International



Reference: Gordon Model <http://tinyurl.com/mgk469l>

Active Listening



[listening-skills \(mindtools.com\)](https://www.mindtools.com/listening-skills)

Listening Skills

Hear What People Are Really Saying



Start Here

Active listening is a technique that enables you to fully concentrate on what others are saying, and to understand their **complete message**.

It can make you more effective at work, increase your ability to influence and negotiate, and prevent misunderstandings.

1

Here's how to do it:

Pay Attention

Look at the speaker, be aware of their body language, and ignore distractions.



I'm all ears!



Show That You're Listening

Nod, smile and say "yes" or "uh-huh" from time to time, to **encourage the speaker to continue**.

2



Make sure that you **really hear** what the other person is saying. **Stay focused**, and avoid falling back into old habits.

Becoming an **active listener** can increase your **productivity**, improve your **relationships**, and help you to avoid conflict.



Respond Appropriately

Be **open, honest and respectful** of the speaker's opinion – even if you don't agree with it. If you understand one another's positions, you can work toward a shared goal.

5



4

Defer Judgment

Allow the speaker to **finish their point before** you offer a counter argument. It's a discussion, not a race!



So, what you're saying is...



Do you mean that...?

3

Provide Feedback

Reflect the speaker's words back to them, and **ask questions** to check that you **understand correctly**.

To learn more about Listening Skills, read the article at www.mindtools.com/listen



COMMUNICATION WOULD BE MUCH SIMPLER IF WE WERE ALL THE SAME. BUT WE ARE NOT.

- ▶ CONSCIOUSLY RECOGNISING THIS MEANS THAT IF WE WANT TO BE EFFECTIVE COMMUNICATORS, WE MUST BE ABLE TO IDENTIFY DIFFERENT PERSONALITY TYPES, WHAT PEOPLE ARE THINKING IN THE MOMENT, AND ALTER HOW WE DELIVER OUR MESSAGE IN SUCH A WAY THAT COMMUNICATION WITH THESE DIFFERENT TYPES OF THINKERS IS EFFECTIVE.

Summary



- ▶ **WHILE WHAT OTHERS BELIEVE MIGHT NOT MAKE SENSE TO YOU, WHAT YOU THINK AND BELIEVE IS LIKELY JUST AS BAFFLING TO THEM.**
- ▶ **RESPECTING ANOTHER'S RIGHT TO THEIR PERSPECTIVE ALLOWS REAL COMMUNICATION TO TAKE PLACE.**
- ▶ **COMMUNICATION REQUIRES RESPECT.**



We could discuss our internal communication

- ▶ But that's what our training courses are for!



Thank you

Call 0800 058 8009 or 07889194011

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