

Emotional Connection Tip Card Sheet

EMOTIONAL CONNECTION



*"Communicating is
a contact sport.
To get your
message across
you first must
connect."
Bert Decker,
Author*

The CHANGE Model

Like → Trust → Believe → Change

Your audience must like you before they can trust you. They must trust you before they believe you. And they must believe you before you can be heard and change can happen.

Show Your Likeability

- Smile often
- Be informal and approachable
- Use humor
- Be light-hearted

Acknowledge The Audience

1. Customize examples for the industry, organization or people in the audience
2. Honor them
3. Use their names or "you"
4. Speak in terms of their interests
5. Seek feedback

Build Rapport

- Share personal information
- Share personal stories
- Share vulnerabilities / failures

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