

# Influence Communications Tip Card Sheet

## INFLUENCE COMMUNICATIONS



How well you influence others is based on four communication factors. The more often you can answer “always” or “almost always” to the questions below, the higher your Impact Communications Quotient and, therefore; your influence.

### VISUAL IMPACT

*What does your 10 sec visual impact say about you?*

#### 1. Personal Grooming

Do you make personal grooming a priority?

#### 2. Dress

Is your wardrobe business appropriate?

#### 3. Body Language

Is your body language that of a confident person?

#### 4. Facial Expressions

Do your face, eyes and mouth project warmth?

### VERBAL IMPACT

*Are you a conscious communicator?*

#### 1. Fillers Words

Would your sentences be free of filler words?

#### 2. Long Winded / Repetitive

Do you get your point across without being long winded or repetitive?

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### VERBAL IMPACT

#### 3. Positive Word Choice

Do you consciously choose positive words?

#### 4. Leverage Your Voice

- Do you add significant pauses?
- Does your voice project?
- Do you change your voice pacing?
- Do you use your voice pitch to create interest?

### CLARITY IMPACT

*Is it clear what others need to know and do?*

#### 1. Focused

- Is it clear what others need to know and do?
- Do you take time to develop a key message and supporting points?

#### 2. Relevant

- Do you take time to understand the other person's interests?
- Do you create examples that will help others better relate to your topic?

### CONNECTION IMPACT

*Do others connect to you and your message?*

#### 1. Make it Human

- Do you add stories to help others better understand your point?
- Do you find ways to make data and numbers “human” to your listeners?

#### 2. Make it Visual

- Do your PowerPoint slides have good visuals?
- Do you add props, pictures, analogies and other visuals to your communications?

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