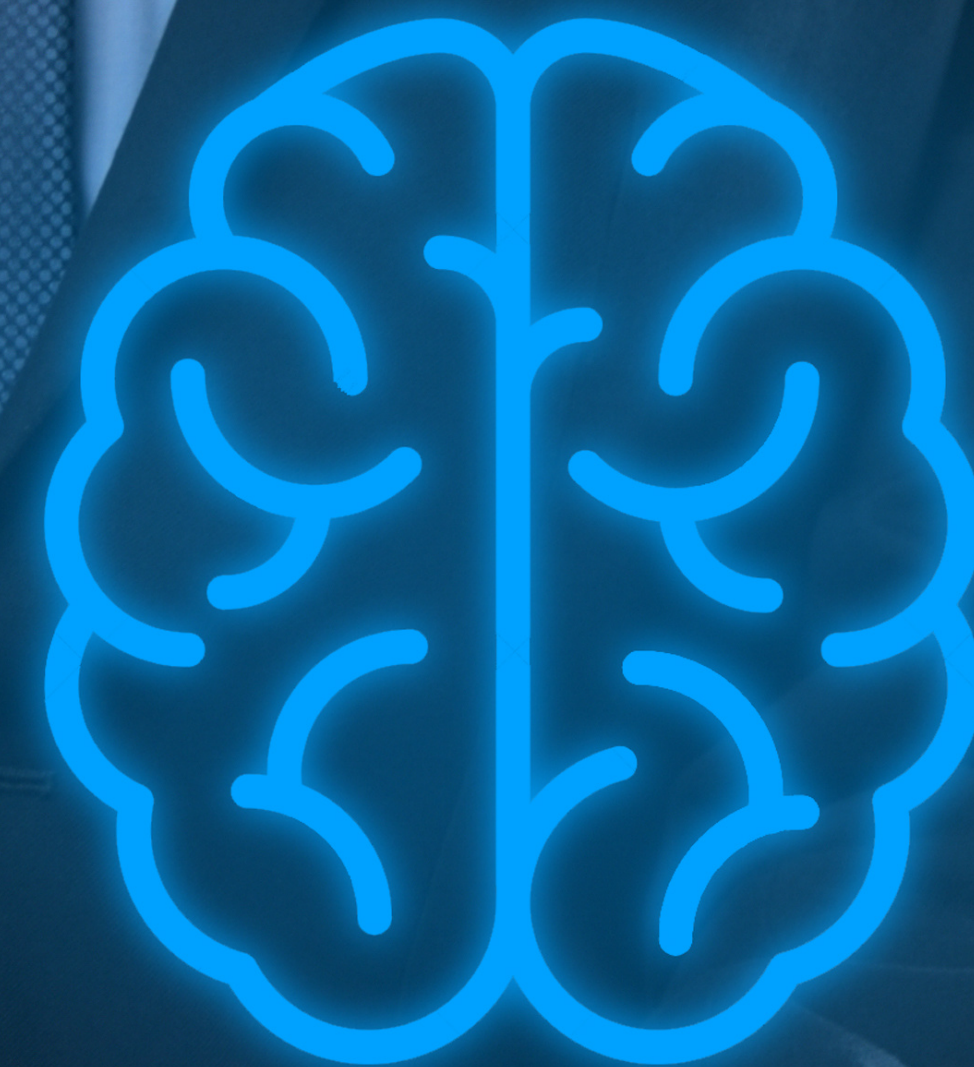




*The Science Behind World-Class Communicators*



PACIFIC  
ADVISORS®





# The Science Of Effective Communication





# The Foundation of Effective Communication?

**TRUST**





Trying to convince you to do something  
different can feel like this to your brain!





# The Periodic Table of Trust

Exercise: On your own paper, place these in order of importance from 1-8

**CA**

Capability

**VU**

Vulnerability

**SK**

Skill

**HU**

Humility

**AU**

Authenticity

**KN**

Knowledge

**HO**

Honesty

**IN**

Insight



# The Periodic Table of Trust

|                                         |                                    |                                      |                                   |
|-----------------------------------------|------------------------------------|--------------------------------------|-----------------------------------|
| <b>VU</b> <sup>1</sup><br>Vulnerability | <b>HO</b> <sup>2</sup><br>Honesty  | <b>KN</b> <sup>5</sup><br>Knowledge  | <b>SK</b> <sup>6</sup><br>Skill   |
| <b>AU</b> <sup>3</sup><br>Authenticity  | <b>HU</b> <sup>4</sup><br>Humility | <b>CA</b> <sup>7</sup><br>Capability | <b>IN</b> <sup>8</sup><br>Insight |
| Likable... Personal Connection          |                                    | Respect... Professional Credibility  |                                   |



# World-Class Communicators





# The Periodic Table of Trust

|                                         |                                    |                                      |                                   |
|-----------------------------------------|------------------------------------|--------------------------------------|-----------------------------------|
| <b>VU</b> <sup>1</sup><br>Vulnerability | <b>HO</b> <sup>2</sup><br>Honesty  | <b>KN</b> <sup>5</sup><br>Knowledge  | <b>SK</b> <sup>6</sup><br>Skill   |
| <b>AU</b> <sup>3</sup><br>Authenticity  | <b>HU</b> <sup>4</sup><br>Humility | <b>CA</b> <sup>7</sup><br>Capability | <b>IN</b> <sup>8</sup><br>Insight |
| Likable... Personal Connection          |                                    | Respect... Professional Credibility  |                                   |



The Right Information



Delivered the Right Way



In the Right Order





# Exercise Time

*“Personal Connection Story”*

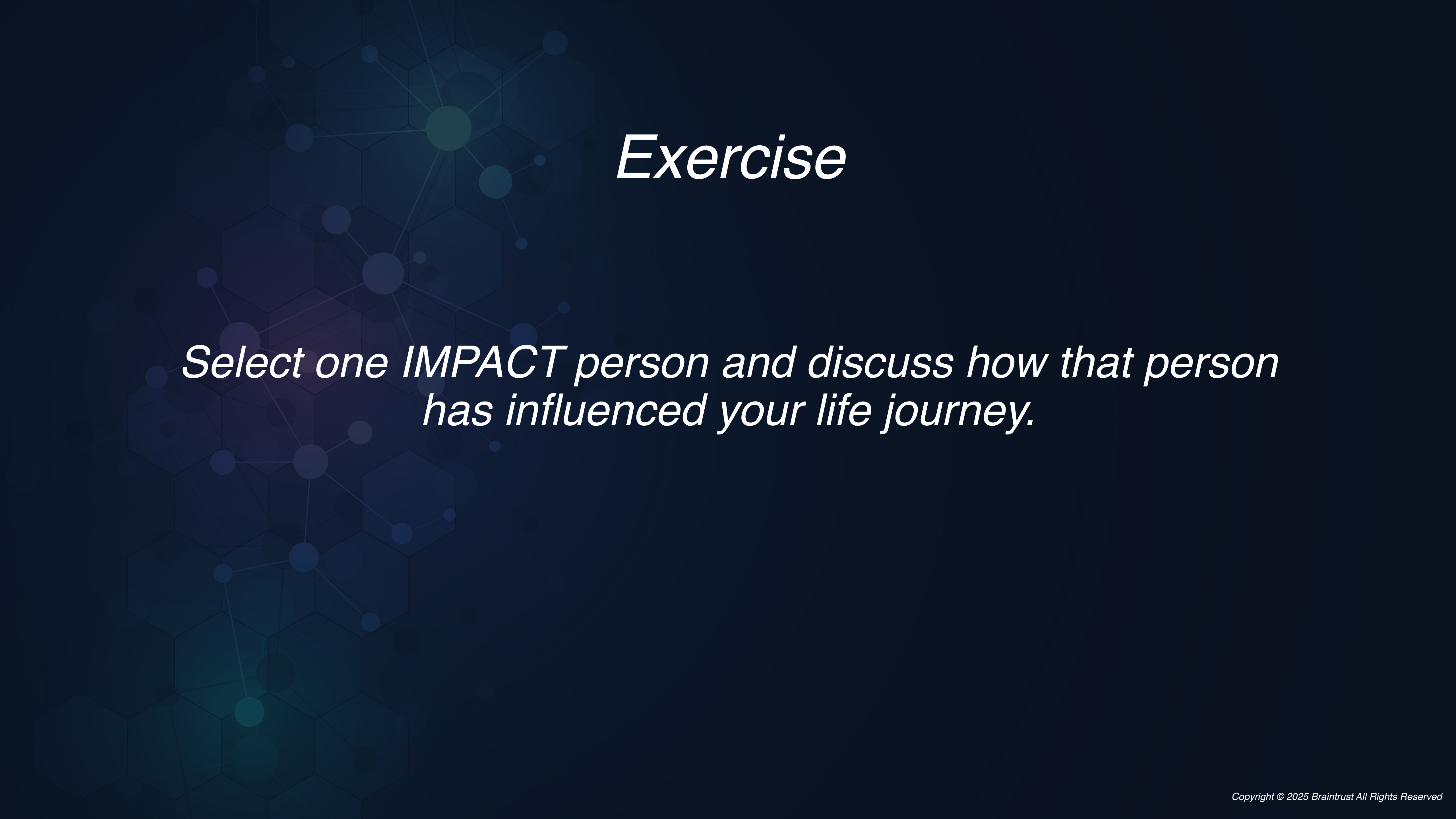




## Values, Beliefs, and Personal Characteristics

|                  |                |                    |                      |                    |
|------------------|----------------|--------------------|----------------------|--------------------|
| Accountability   | Contentedness  | Financial Security | Integrity            | Respectfulness     |
| Achievement      | Control        | Forgiveness        | Kindness             | Responsibility     |
| Adventure        | Courageousness | Freedom            | Love                 | Self-Reliance      |
| Affection        | Creativity     | Friendship         | Mentoring            | Self-Respect       |
| Ambition         | Dedication     | Fun                | Order                | Servant Leadership |
| Authority        | Dependability  | Genuineness        | Peace                | Service To Others  |
| Autonomy         | Discipline     | Happiness          | Perseverance         | Sincerity          |
| Coaching         | Dreamer        | Hard Work          | Personal Development | Stability          |
| Collaboration    | Empathy        | Health             | Positivity           | Success            |
| Comfortable Life | Encouragement  | Honesty            | Power                | Taking Risks       |
| Companionship    | Equality       | Hope               | Preparedness         | Teamwork           |
| Compassion       | Excitement     | Humility           | Pride                | Trustworthy        |
| Competence       | Faith          | Imagination        | Problem Solving      | Winning            |
| Competition      | Fame           | Improving Society  | Recognition          | Wisdom             |
| Conservation     | Family         | Independence       | Reliability          |                    |
|                  |                | Innovation         |                      | OTHER?             |





# *Exercise*

*Select one IMPACT person and discuss how that person has influenced your life journey.*



# THE DECISION-MAKING CASCADE

## **STEP 1: CATEGORIZATION**

-Sorting & Memory Association

## **STEP 2: EMOTIONAL EVALUATION**

-Determining significance of feelings

## **STEP 3: PRIORITIZATION**

-Focus & attention filtering

## **STEP 4: ACTIVATION OF ACTION**

-Decision/Action Execution



RUPERT WANKER

501

501

415

443

321

400

290

337

190

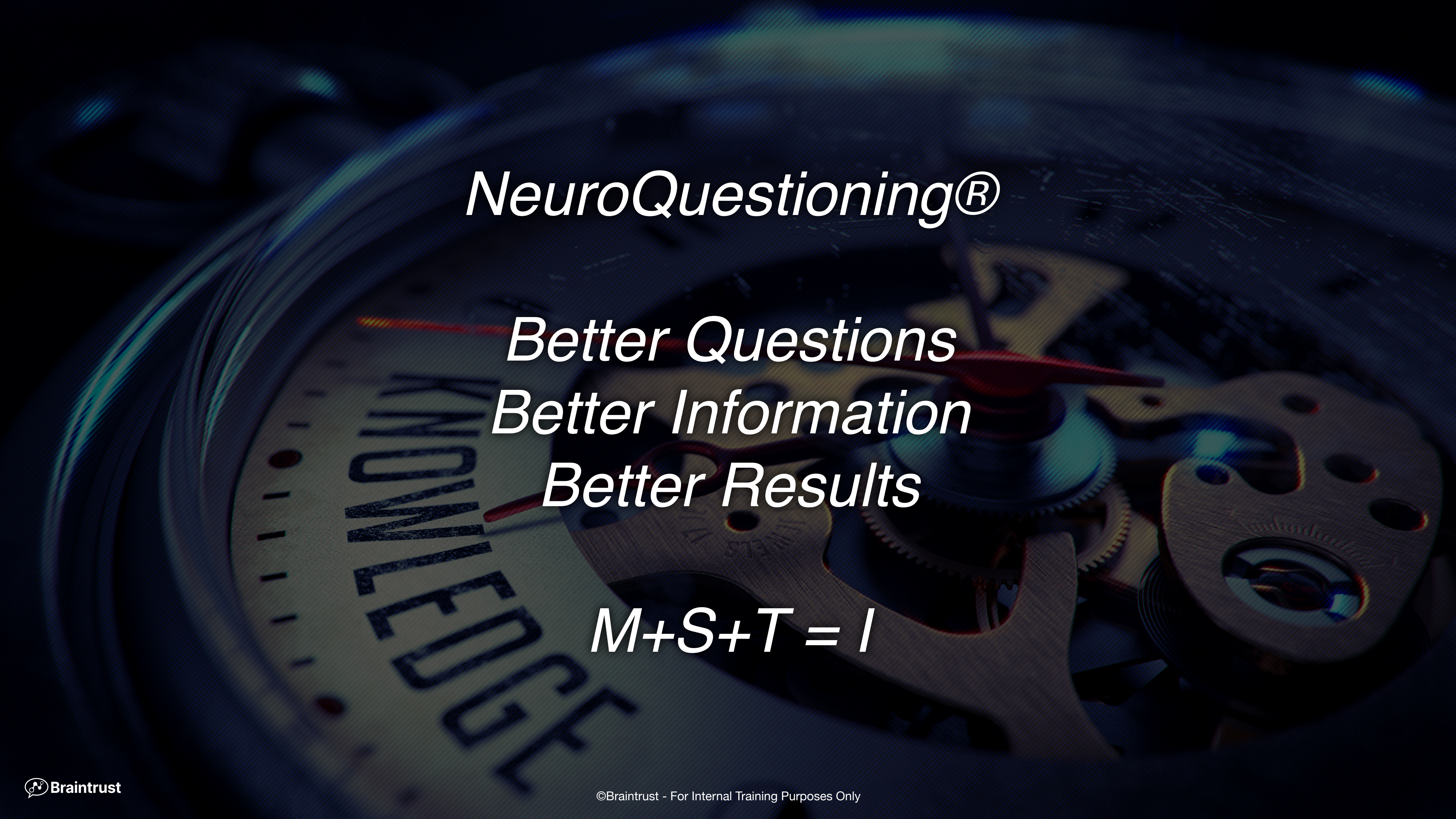
246

10

170







*NeuroQuestioning®*

*Better Questions  
Better Information  
Better Results*

$$M+S+T = I$$



# Situational Conversation Framework





The *Intensity* of  
One's Beliefs Drives  
the *Consistency* of  
One's Behaviors





Thank You!

Scan here for presentation materials, learn more about Braintrust, and the opportunity to engage further:





# Feedback:

