

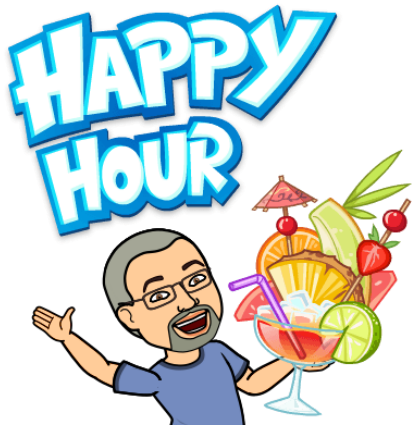
**Communication
Rehab: 4 Tips
from a
Recovering
Accountant**



Once upon a time in Fort Lauderdale....

AutoNation

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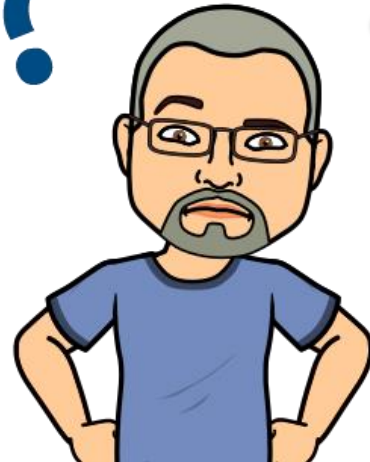
AIFP 2021
IN-PERSON | VIRTUAL

How aware are you?



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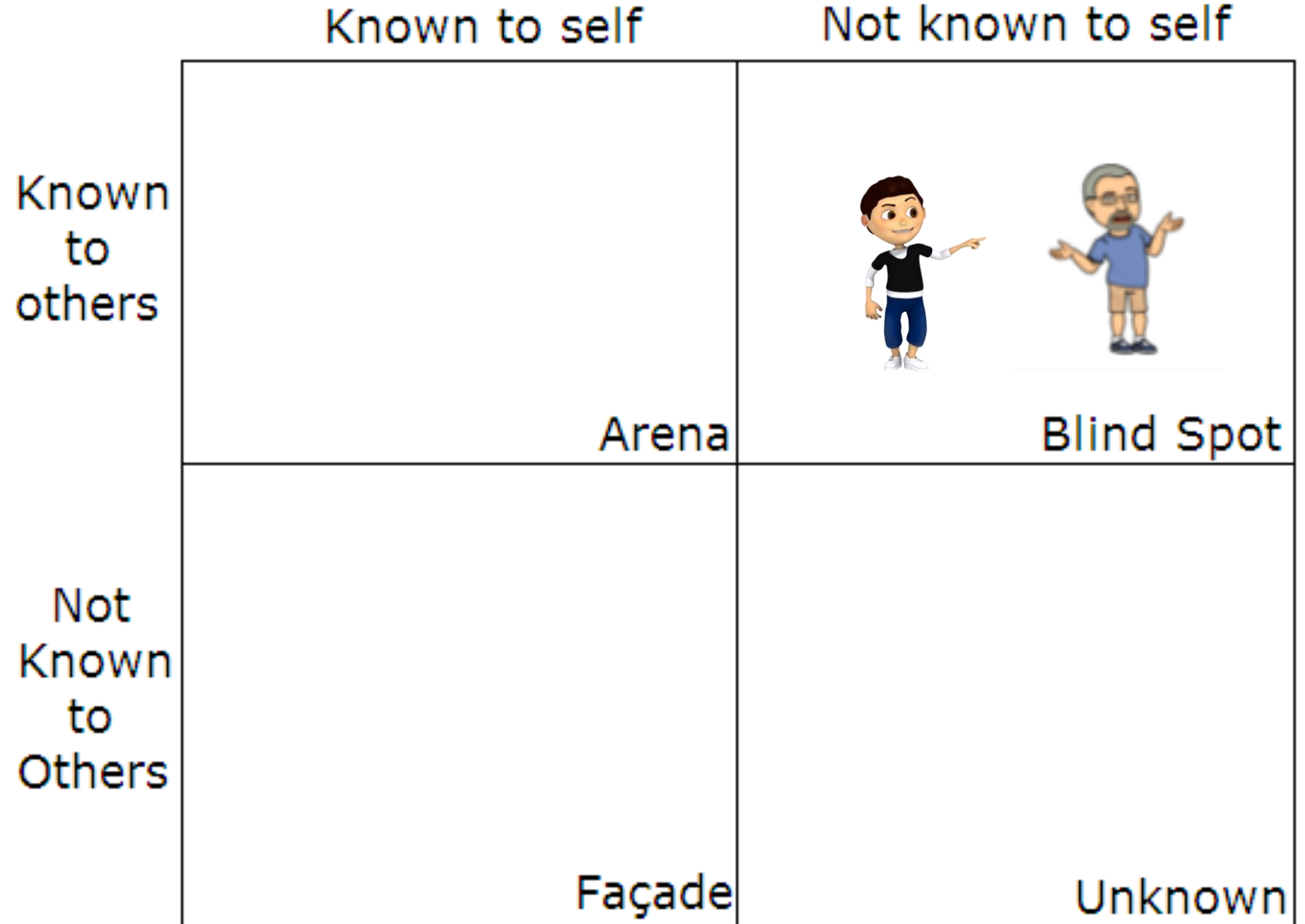
How aware are you?





AFP Annual Conference 2013
Mandalay Bay Hotel, Las Vegas

Awareness: The Johari Window





Leaning on the RAIL

1. **R**apport
2. **A**wareness
3. **I**nquire
4. **L**istening

Communication Consistently Ranks #1



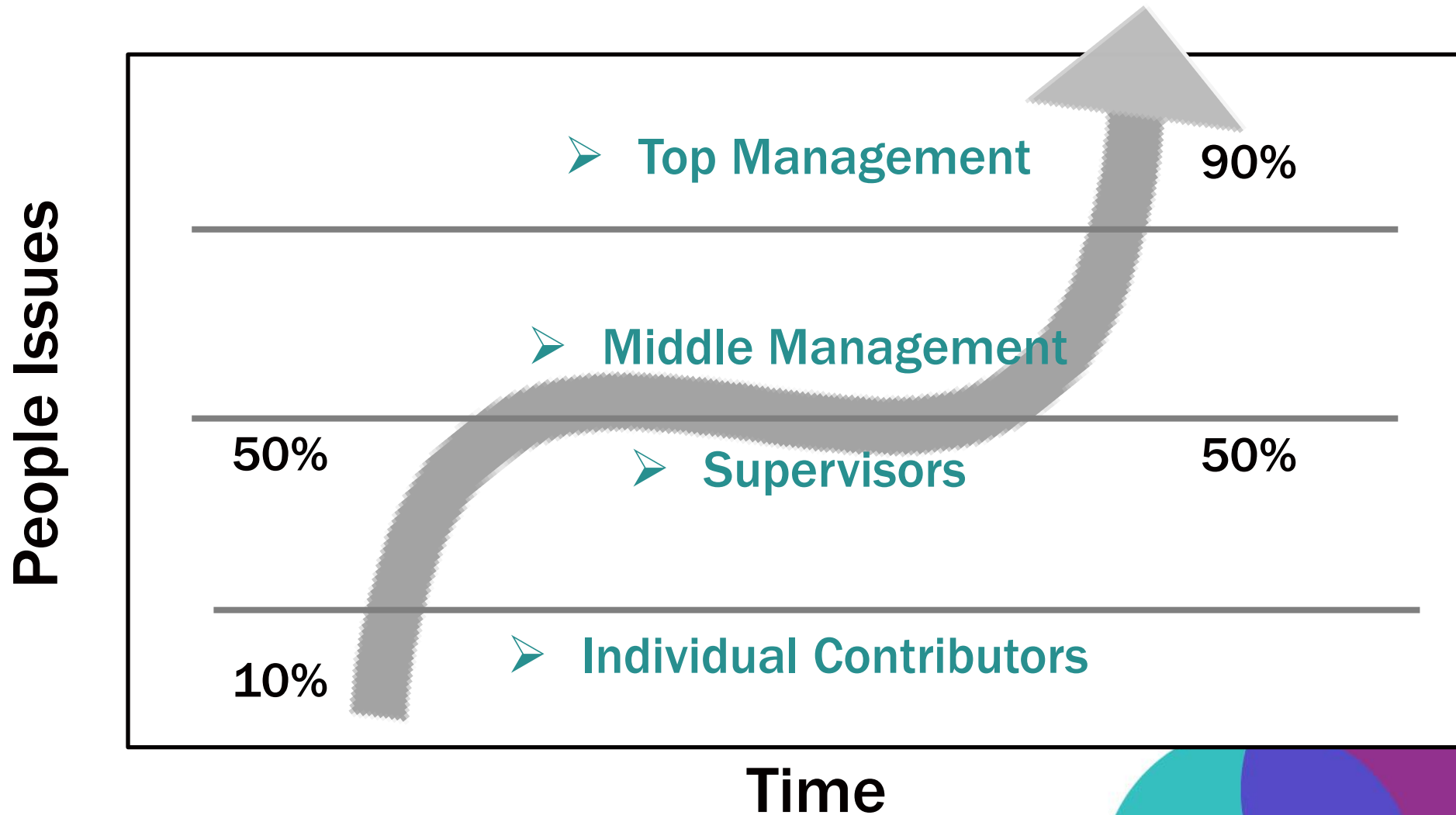
Employers



**15%
Technical
Skills**

**85%
Communication
Skills**

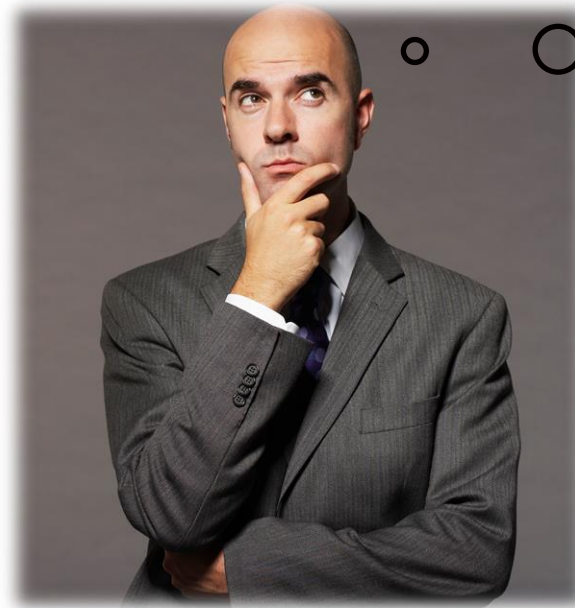
The Skills Curve



Technical Issues

How do You Think About Communication

- Do you tell yourself you're a good communicator?
- Do you value good communication?
- What are your communication goals when you speak with people?



Three Simple Rules

**Start with the
End in Mind**



**Seek first to
understand**



Platinum Rule



Leaning on the RAIL

1. **R**apport

2. **A**wareness

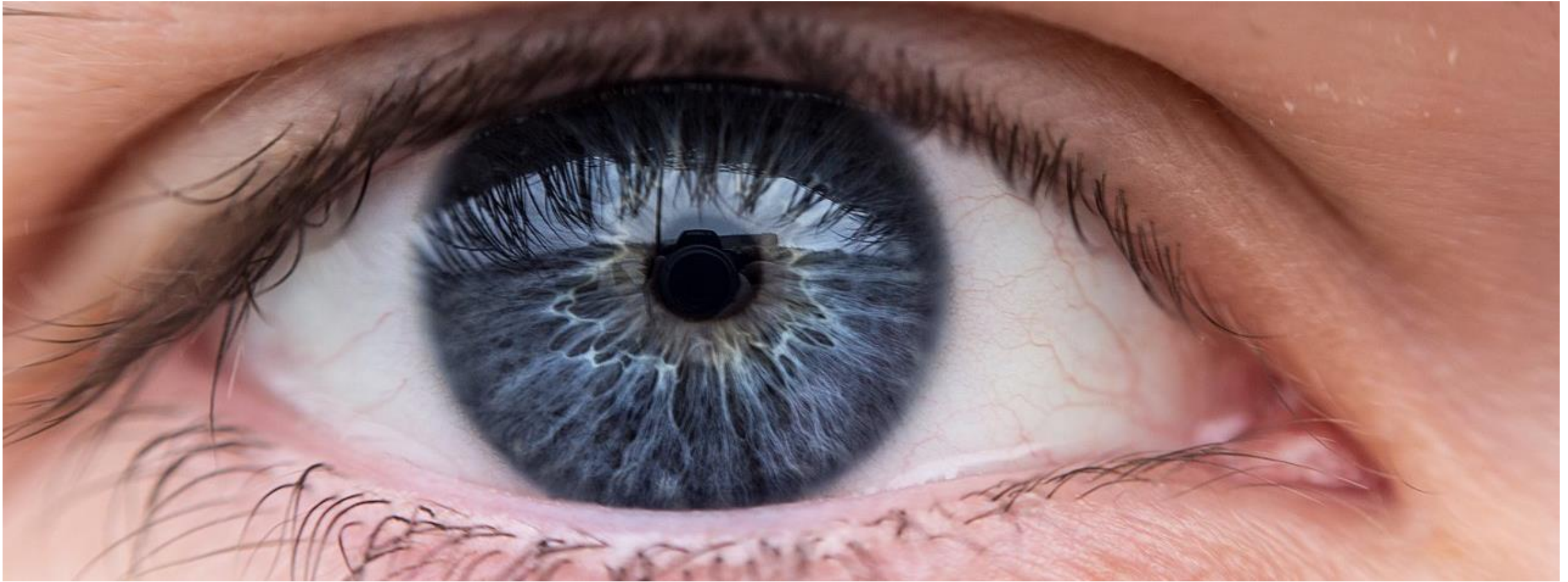
3. **I**nquire/ask questions

4. **L**istening



Open Body Language

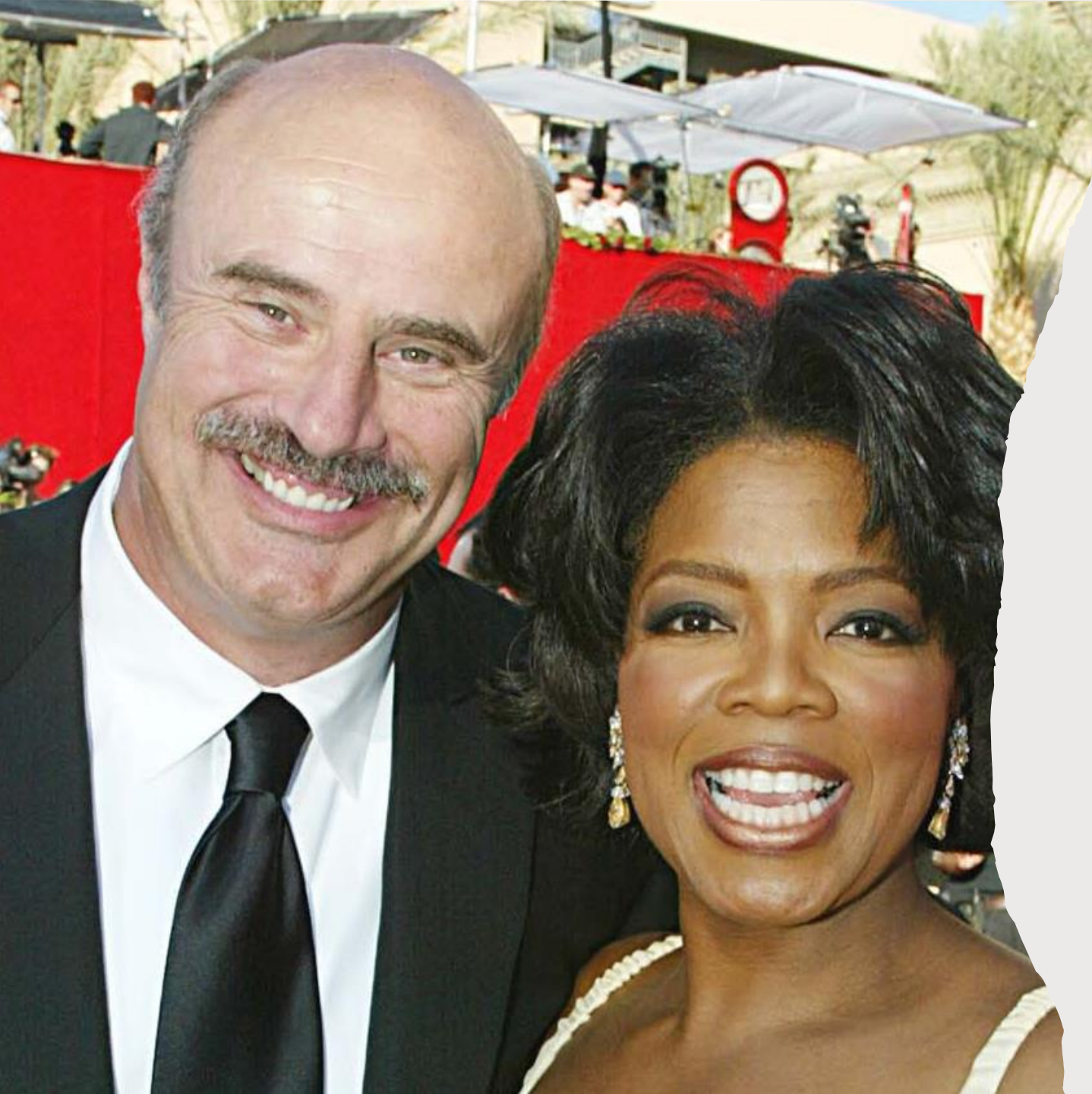
Body language is by far the biggest part of communication



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It's in the Eyes

- Slower blink rates indicate interest.
- Faster blink rates indicate disinterest or discomfort.



Make People Feel Good

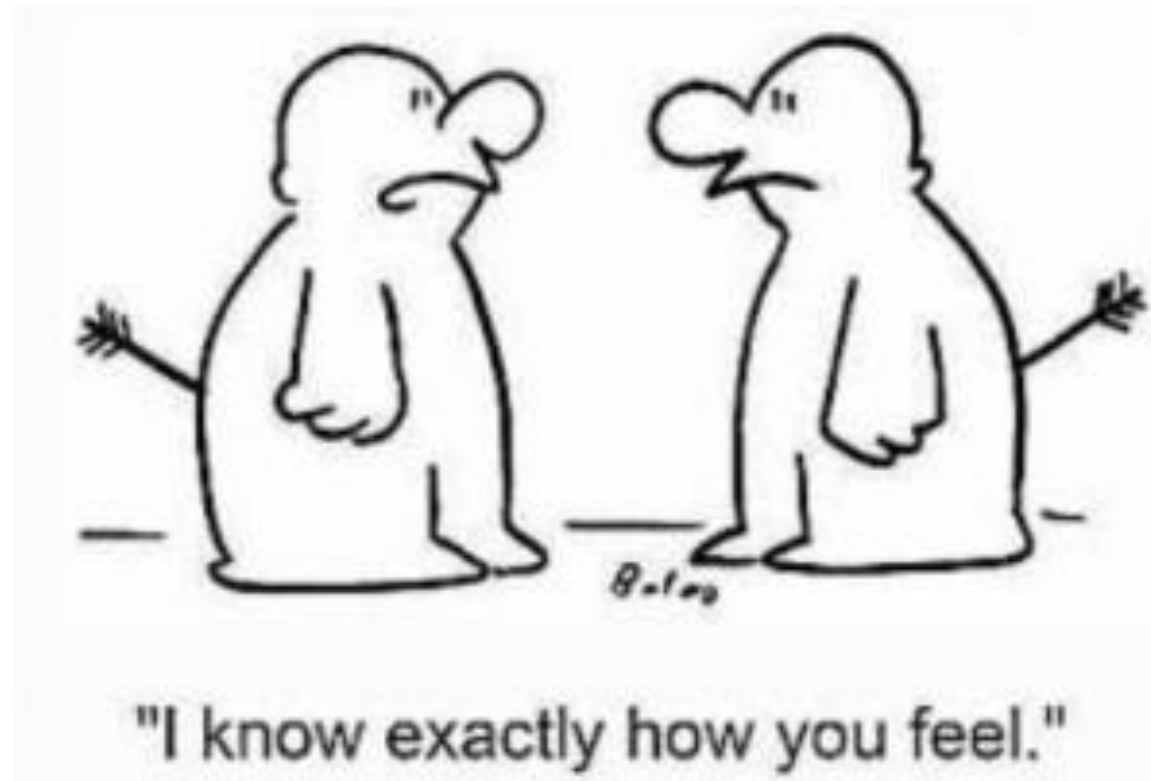
“When she's around people, they feel better about themselves than they did before she got there.” – Dr. Phil

Make People Feel Interesting, not Interested



- **What?**
- **Who?**
- **When?**
- **Where?**
- **How?**
- **Why? – turn why questions into statements**

Use Empathy to Build Rapport

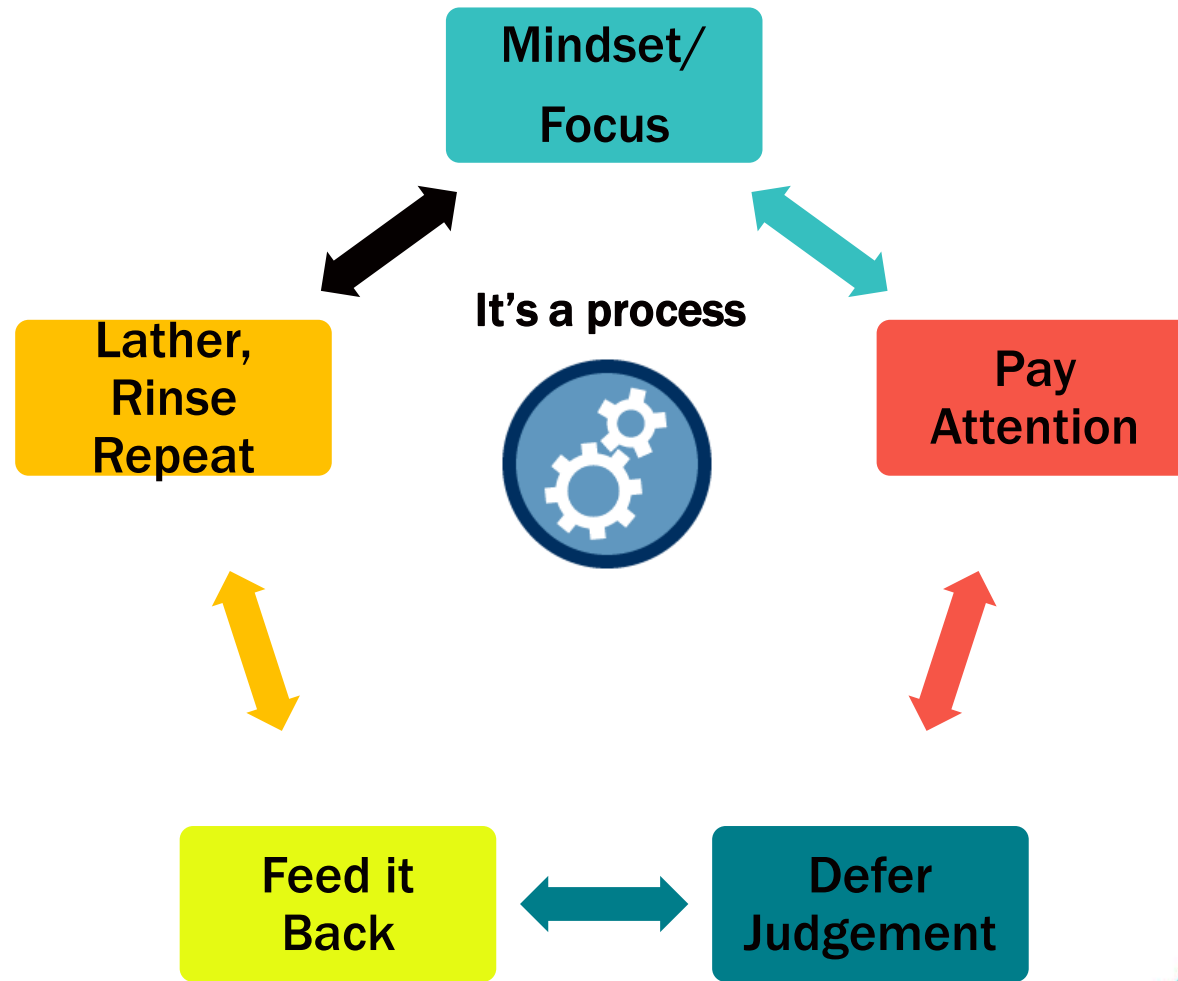


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How Good Are Your Listening Skills?



Active Listening



Key Take Aways

Lean on the RAIL

- Rapport - Open body language and eye contact.
- Awareness – of yourself and others
- Inquire – Use questions to make People Feel Interesting, not Interested. It's about them, not you.
- Listening - Mindset/Focus, Pay Attention, Defer Judgement, Feed it Back, Lather, Rinse, Repeat

Key Take Aways

3 Simple Rules

- **Start with the End in Mind**
- **Seek first to understand**
- **The Platinum Rule**



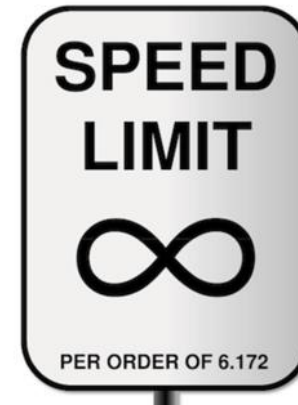
How Will You Use What You Learned?



What is something you will stop doing?



What is something you will look at closer before continuing?



What is one way you will implement something you learned right away?

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