

Written by Robert Way for  
Personal Development Body of Knowledge

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# COMMUNICATING *LIKE A* **BOSS**

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Real life skills, strategies,  
and tools to help you succeed

[robertway.com.au](http://robertway.com.au)

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Communicating Like A Boss  
Real life skills, strategies, and tools to help you succeed!

By Robert Way

Communicating Like A Boss

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### Book Dedication

I dedicate this book to every person that finds themselves on the personal development journey, it is because of you, the world will become a better place.

I also want to say thank you to my wife, who puts up with my obsessed nature, when it comes to PD. Without her support, none of this is possible.

Rock and Roll  
Rob

PS. What's the one thing you don't do, that would cause the most positive change in your life?

# Table of Contents

Introduction.....	6
Define Your Focus & Set Your Goals .....	7
Your Focus.....	7
Your Goals.....	8
Physiology and Psychology of Success .....	9
Physiology of Success .....	9
Cause & Effect.....	10
Perception is Projection .....	11
Affirmations.....	12
Communication Behaviour Model .....	13
Defining You.....	15
Values .....	15
Purpose, Vision, Mission, and Legacy .....	18
Success Resources .....	20
Anchoring.....	20
Perceptual Positions.....	22
Expanded Awareness.....	23
Communicating Like A Boss .....	24
Visual, Auditory, and Kinaesthetic Communication Styles.....	24
Tonality Control.....	27
4 Matt Communication Strategy .....	28
Framing.....	30
Reading & Leading People .....	32
Sensory Awareness .....	32
Eye Patterns .....	33
Rapport .....	35
Your Way Forward.....	37
Review & Wrap up .....	37
Goal Setting .....	38
Conclusion .....	39

# Introduction

Welcome to this program, thank you for taking the time to read what I have to share with you.

I am Robert Way and I am a leader in the field of personal development. In this eBook I will share with you some of the best communication and personal development tools I have found to date, to help you get what you want out of this life.

Is it okay if I share with you a little about my background and why you should be listening closely. I have been involved in personal development since I was about 17, this included attending seminars, reading every book I could get my hands on, collecting certificates in different disciplines, and doing my best to serve the community as a life coach. I have trained thousands of people, run massive projects in Australia and overseas, and I have coached people from many age groups (14-60, male and female).

The reason I will share with you some of the best tools, strategies, and concepts of communication and personal development is, I believe in the information. I think that if I can get this into your hands, and enable you to be better, you could go on to change the world. It is my duty to make sure you realise your dreams, because it is what this world needs.

There are 7 steps to learning how to communicate like a boss, including:

Introduction

1. Define Your Focus & Set your goals
2. Physiology & Psychology Of Success
3. Defining You
4. Success Resources
5. Communicating Like A Boss
6. Reading & Leading People
7. Your Way Forward

The reason I share with you these 7 steps is so that you can go after your dreams, so you can nail your next interview, so you can smash your next meeting, so you know when to say no, so you know what is most important to you, so you can discover your purpose, be able to communicate it, and so that **you** can change the world for the better.

And of course, to learn more about other books, programs, events, and coaching, visit [www.robertway.com.au](http://www.robertway.com.au) or join [www.facebook.com/PDBOK](https://www.facebook.com/PDBOK) and start taking action towards what you want, now!

Rock and Roll

Rob

PS. What's the one thing you don't do, that would cause the most positive change in your life?

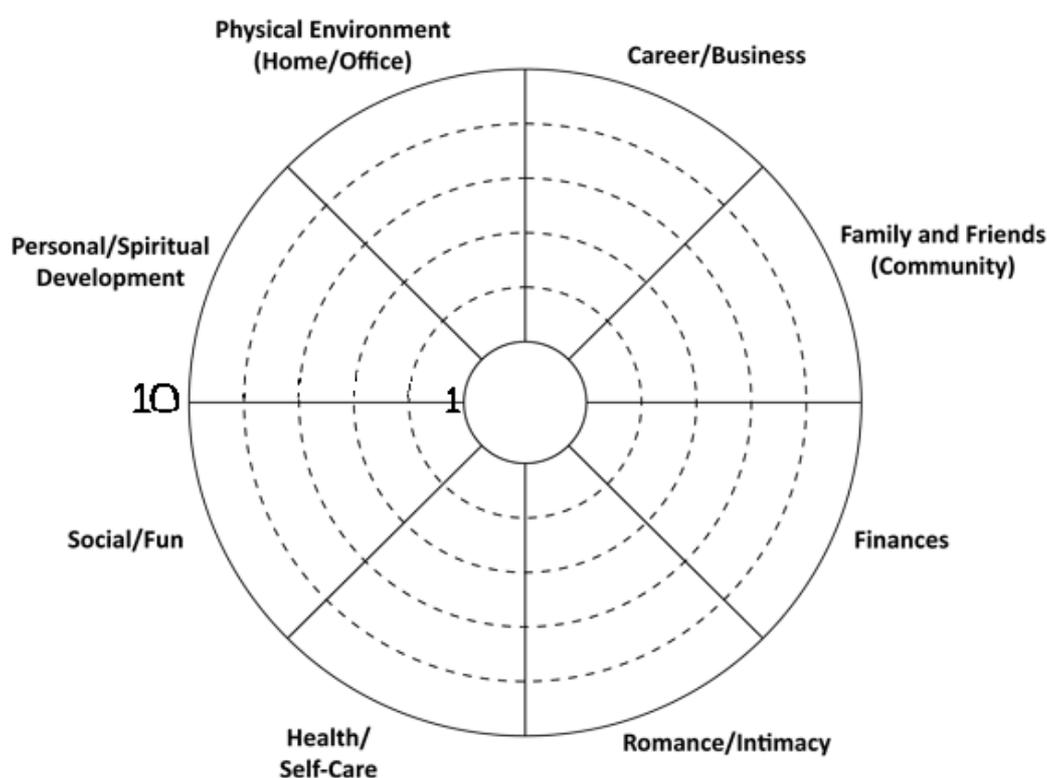
# Define Your Focus & Set Your Goals

## *Your Focus*

The first step towards success, is to define your focus.

The life wheel below will help you identify which area of you life you should focus on. The outside of the wheel represents ‘Perfect’, no action required, you are so happy with it, and nothing needs to change. The centre of the wheel represents dissatisfaction, issues, and need’s attention, and not happy at all. For each area of life mark between 10 (perfect) & 1 (needs attention), or where ever in between, until you have completed the circle.

Once you have done that, connect the dots, between each area, giving you your “wheel of life”.



Now that you have completed your wheel, it should be obvious, which area of life you should focus on, the area with the lowest score (closest to the centre). Regardless of your initial reason for downloading this ebook, I would suggest you focus on the area of your life that needs the most attention. In saying that, the content below is transferable, and repeatable. So you can do it over and over again and keep getting value out of it.

## **Your Goals**

You should now have the area of your life that you will be focusing on, if you don't, go back and complete Quick Start Topic #1.

I want you to get the most out of this program, so starting it with the end in mind is important. Having goals set from the beginning, will help ensure your success. It has been said that our mindset will influence the outcome of our endeavours, so if you start this program with 'we will see' expectations, you will get 'we will see' results.

So it is time for you to set your goal for this program, it should be a massive outcome, life changing outcome, something so big, that if you got it, it would make this the most valuable program you have ever completed.

So write out now, what you are going to get from completing this program, how is your life going to change for the better, what new skills you will have, what new position will you be in, what new opportunities will you have.

As you write out your goals for this program, consider checking the goal for the following:

- Is your goal written in the positive
- Have you focused on what you want, not on what you don't want
- Include, how you will know you have gotten what you want
- What will you now have, as a result of getting your goal
- Write it, as if it has already happened, as if you already have what you want
- Include language that relates to you taking action, each day, to get what you want

Once your goal has been written, make sure it is some where you can read over it, if you are loosing motivation. Tell people about what you are doing, and what your goals are, so you become accountable to your word, and to them.

You might also choose to share your goal in the closed Facebook group, so you can get support along the way.

Once you have completed writing out your goals, start the next section; Physiology and psychology of Success.

# Physiology and Psychology of Success

## *Physiology of Success*

One of the quickest ways to experience success is to 'act as if' you have the success you desire, right now. This strategy is all about mindset, it is about your behaviour, it is about 'pretending' you have what you want, right now.

Starting with your physiology, right now, for today, and every day after, you need to stand, walk and carry your self as if you are at #10 on the life wheel.

This means standing with confidence, walking with confidence, talking with confidence, pretending you are confident, pretending you have the job already, pretending you are the next in line for promotion, and that you deserve what it is you want.

This process can be a bit of a 'leap of faith' style for some, but the results will be measurable, and like affirmations, your physiology of success will start to shift your mindset, it will shift you into believing it is true.

The second part to this is your psychology, this means thinking about your goal, writing out the positive things you want, focusing on the belief that you can do this, you do deserve it, you are going to get it, you are on the way to success, that you are successful. You should be focusing on what you do want, not on what you don't want, your self talk should be on positive things, not negative.

If need be, this is where you might like to write out the things you say to your self, reading through that self talk, and eliminating anything that is negative, and replacing it with positive self talk.

So your activity from now, is to walk tall, speak with confidence, believe in your self, and act as if you have already got your goal.

## ***Cause & Effect***

The second 'concept' I would like to introduce you to the idea of cause and effect. This is a simple equation, represented by, C>E.

As you travel along the personal development path, you may find your self researching or reading about successful people. One of the things I am sure you will discover is, the positive mind set of the successful, and you are also going to find out that they spend most of their time 'at cause' of their situation. They take responsibility for what happens in their life, weather it is true or not, as it gives them the choice to change it, if they created it.

All of us spend time on both sides of the equation, but the goal should be to spend as much time as possible on the cause side of the equation.

Have a read through the following statements, to get a good idea of what the difference is between cause and effect thinking:

- My manager is the reason I don't get a promotion
- The global financial crisis is the reason I have not succeeded in business
- I can't be fit because of a sport injury from 10 years ago
- I am the reason I got fired, I was lazy and unfocused
- I did not get the job I applied for, I need to develop my skill set so I am more employable
- I missed the game winning goal, I will train harder in the pre-season

Spend some time thinking about people you talk to in your spear of influence, think of the posts on Facebook, the comments people make at work. How many of them are at effect, or at cause?

People that are at effect are the people complaining about their situation, they will give you all the best reasons and excuses, why they cannot have what they want. In contrast to a person that is at cause will take responsibility for everything that happens to them, they believe they create their situation, and they chose what has happened to them.

So consider this, are you at effect? If so, ask your self, how did I choose this, how did I create this? Start the transition to cause of your situation, as once you truly do this, you will then have the option to un-choose it, to un-decide it.

Make a list now of all the things you have been at effect of, and what you are now going to do to take control of them, and be at cause of.

## ***Perception is Projection***

This is the second last quick start topic, and it is another concept you can use to identify your weaknesses and strengths.

There is a very quick way to discover your strengths and weaknesses; however it will require another leap of faith, some behavioural flexibility, and an open mind.

Take out your pen and paper, and get ready to write out two lists. List one will be a list of characteristics, behaviours, and ideas that people you know have, that you disagree with. Things in people you know that you don't like, things that people do that bug you, all the things they do, that you think are wrong.

Once you have completed this list, do the same for people you do like. Write out the best traits of your closest friends, your best manager, and the greatest people you know.

What you will be left with is two very different lists, lots bad, and I am guessing, a few less good things.

The concept of perception is projections, is that we project our ideas, beliefs, and behaviours onto others. We 'project' what we like and dislike about ourselves onto others.

Now if you completed the quick start topic of C>E, I hope you can continue being at cause for this next question.

Pretend perception is projection is true, look over your two lists as if it is about you, and what you now have are all your strengths and weakness. What you can choose to do with this list is to continue to build on your strengths, and work on any weaknesses you really want to improve.

Personally, I don't always like the results of this activity, as it can be very confronting, hard to believe, and total bullshit, because 'I am not like that' thinking comes up.

If you do take a moment to think back on your life, I am sure you will be able to find you have done the things you like and dislike, to varying levels.

## ***Affirmations***

What was the first thing you said to your self when you woke up this morning? What was the last thing you said when you got out of bed?

The things we say to our selves shape our day, which shapes our week, which shapes our year, and so on. I would like to suggest, as we come to the end of this program, you make note of what you are saying in the morning to your self, I would ask that (if it is not already) you make sure you are starting your day on a positive note.

So the activity is as follows:

For the first 3 days of the week, write down the first thing you say to your self when you wake up, and the last thing you say to your self when you get out of bed.

Are these things positive, are they focused on what you want, or are they focused on what you don't want, are they negative?

If they are negative, spend the rest of the week with one of these affirmations, or a variation that relates to what you want.

I am a confident person

I am excited about today

I had an amazing sleep, today will be fantastic

I am ready for today

I am going to kill today

Everyday, in every way, I am feeling X (better, excited, confident, strong, focused, successful)

Essentially the goal is to start the very moment you wake up positive, this will then have a flow on effect to your day. Possibly the next stage of your personal development could be life design, including productivity, and making time your bitch. Let me know if you are interested in something like this, other wise, spend the week using positive affirmations each morning.

## ***Communication Behaviour Model***

This is the final concept I will ask you to consider, it is the communication and behaviour model, taught in NLP. It is designed to show you how communication is occurring, what is happening when you are talking to people, and when you are listening to people.

When we are having a conversation, or some other event out side of us happens, we create an internal representation of what we have seen or heard. Our perspective of what happened is processed through our internal filters, which will create an emotional state; this emotional state will affect our physiology and behaviour.

I want you to realise that we are in control of how we process this information coming in; we are capable of changing our states.

We take information in, in the form of sounds, pictures, self talk and feelings, our 5 senses are process everything that we experience in the following way:

Auditory - voices or sounds - externally or heard internally (self talk)

Gustatory – flavours and tastes

Kinaesthetic – touch, sensation and emotions

Olfactory – scents and smells

Visual - vision and envision - what we see externally and what we picture in our minds

Along with our senses, we also process information with our internal filters. These are comprised of language, values, beliefs, decisions, and memories.

Language - words we hear are processed into pictures

Values and beliefs - how we judge actions as right or wrong and what we decide is true

Decisions - what we choose to believe and choices we have made

Memories – experiences we have had from the past

Based of all of these things, our minds will delete, distort, and generalise what we see and hear, moulding it to what we think we have seen or heard. This is why several people can witness one event, yet each person can have a different account of what actually happened.

Delete – the reason we delete information that comes in is, if we had to recall every detail of everything we ever saw, heard, tasted, touched and smelled we could go insane. Our brain filters for what is important and deletes extraneous information.

Distort – we place meaning on things that happen around us, even if it is not related, to try and make sense of what is happening. For example, thinking someone is angry because they have crossed their arms, when in fact they are just cold.

Generalise - we assign past experienced outcomes to future experiences, which can work well when learning, it can also work against us as it can create assumptions and stereo-types.

What I want you to get out of this is, that communication is complex, people are complex, and if you feel like you have not been heard, or something is not going the way you expect, if you are not getting your message across, it is because we are complex. It is that simple! If you want to understand more about these complexities, what to look for, more about values, beliefs, and how to change them, get in touch with me, and I can introduce you to some of the other programs I run.

For now, know that people are different, if communication does not go your way that's ok.

# Defining You

## Values

Values are what keep you on track; they are drawn from your family, schooling, religion, friend's and up bringing. Starting from birth and build on, until the age of 21 where they are generally fixed for life (though there are some NLP tools that can be used to shift values). Values are what you find important, they represent the core of who you are, and are one of the key things you measure your experience against.

Some examples of values are honesty, courage and loyalty. They can be anything that is important to you, and it is what will keep you moving towards your mission, vision and purpose. The activity you are about to undertake, is a big one, it will take a lot of your time, if you play 100%, but will be worth it. This is one of your first week long activities, so your goal is to have this done within the next 7 days, though expect to complete it in about 5 hours if you go hard.

In this activity you will be asked the question "what is important to you in \_\_\_\_\_"? The blank section represents the area you have chosen to focus on for this program. For example, I might want to work on my career, so the question becomes "what is important to me in my career"?

The outcome for this activity is to identify your top 10 values, so as you go forward you can measure your actions against them. You will be able to understand where you have come from, and help identify what you want, out of where you are going.

So now it is time to do this activity, get out your pen and paper and answer the following questions:

- What is important to you in \_\_\_\_\_?

You want to keep writing down words as they come to mind, it may end up being a long list. You will also get to a point, where you will think you have no more to list. Don't worry, this is normal, you will hit one or two barriers, keep thinking and keep writing out "What is important to you in \_\_\_\_\_?".

You can also ask your self;

- What else is important to you in the context of \_\_\_\_\_?
- What other things are important to you in \_\_\_\_\_?

Now remember a time when you were completely motivated in the context of \_\_\_\_\_. As you recall that time now, what did you feel right before you were completely motivated?

Write down the name of the emotion or feeling; is it important to you in the context of \_\_\_\_\_? (If yes, include the emotion or feeling, if no, disregard it).

Repeat asking this question, until the words you think of start to repeat.

Now you need to identify any threshold values you might have, this is a harder question to ask your self, but well worth including. So stick with the process and you will be grateful you have.

Start by reviewing your list you have created so far, and ask your self the following questions:

With all of the values above, what could/would happen to make me choose to leave, quit, or give up on \_\_\_\_\_?

Now ask:

With all of my values present plus, the new ones I just came up with (list what you just came up with), \_\_\_\_\_, what would need to happen for me to choose to stay?

Now with all my values, plus these extra values I just came up with, \_\_\_\_\_, what would have to happen to inspire me to leave \_\_\_\_\_?

Repeat this question until words repeat, and what you will be left with is:

- An initial list of values
- A list of emotions or feelings that are important to you
- Threshold values, things that if broken, you would change your situation
- A list of things that would need to happen for you to stay
- A list of things that would inspire you to leave

The final step to this activity is to define your hierarchy of values, your top 10 most important values. This will require some deep self analysis, and complete honesty with your self, to get a true list of values.

Step 1 is to take each value you have just come up with and put them in order of most important to least important.

Now you want to look at your highest value and compare it to the next in the list, asking your self the following question:

“If I could have 100% of that but 0% of the following one, do they still hold the same importance? If they have changed, switch their order.

Continue moving through the list comparing the lower of the first two with the next in line and re-evaluate the position when there is a need to do so, doing this until you have reached the end of the list.

The final step is to re-list your values by their revealed importance, focusing on 1-10, but up to 20 if you want.

What you will be left with is your values!

These are the things that have got you to this moment in your life, they are what drive you, guide you, allow you to do something, or not. Understanding your values is an important part to your path forward. Because you will continue to have the experience you are having, based off your values. You want to choose future situations that match what you value now, to increase your chance of success and happiness.

Also, remember, if you find there are values you don't like, or want to remove or change, get in touch with me and I will help you make those changes.

## ***Purpose, Vision, Mission, and Legacy***

What are you going to leave behind for the world when you turn to dust?

Knowing the why, what, how and what if of everything you go into is invaluable.

It lays the foundation for the activities, products or actions you take.

If you can answer what your purpose, vision, mission, and legacy is, you will be well on your way to success.

For this activity you will use this week to define each of the headings, below are examples of what you will aim to identify.

Defining your purpose is the ‘why’, why are you doing what it is you are doing. In the personal development world it is considered the key thing to figure out in life. If you know your purpose and live it, every thing else will fall into place. The goal of this part of the activity, is to make your purpose obvious, obtainable and actionable. It is simply the why you are getting out of bed each morning.

Identifying your vision is the ‘what’, what are you moving towards. What exactly is going to happen when you are living your purpose, what are you doing, what are people getting, what has happened as a result of your actions. The vision is what you, as an individual are moving towards.

Your mission is the ‘how’, how are you going to achieve your purpose & vision. How are you going to get to what you want to produce? It is the products, tools and actions you are going to take.

Your legacy is what you will leave behind, come the day you die (or stop doing what it is you have been doing) what will you leave for your children (boss, business or friends).

So it is time to get out your pen and paper, and complete this activity.

The context for asking yourself about your purpose, vision, mission and legacy, is the context you have chosen for this program. Though you could go in order, starting with whichever area feels right, working through each heading and writing down any and all thoughts that come to you.

Fill in each heading:

Purpose (Why):

.....  
.....  
.....

Vision (What):

.....  
.....  
.....

Mission (How):

.....  
.....  
.....

Legacy (What is Left Behind):

.....  
.....  
.....

Once you have completed this activity, make a point of reviewing it and updating it when things change. Also, if you would like me to review the work you have done, shoot me an email and we can work it out.

Use your purpose, vision, mission, and legacy as your guide post on the journey you are undertaking. Measure the actions you take against it, and if it does not serve you, or get you closer to what you want, don't do it.

# Success Resources

## *Anchoring*

The reason why you are learning about anchors is to give you a tool that helps you change your mindset. For the day you are frustrated, angry, nervous, or annoyed.

What an anchor will do is melt away a negative state, and bring back your 'anchored' positive state.

Anchoring occurs when our brain connects an event to one of our senses. It can be a specific behaviour, emotional or physiological state that becomes anchored to that sense. From that moment, each time we experience that trigger, we immediately experience that behaviour, emotional or physiological state.

Anchors are often created unconsciously. For example, when you hear a song, smell a distinct scent, see a familiar picture or feel a specific texture you will find you instantly recall a time where something occurred in your past and you have now linked that specific trigger to that event.

The goal for this part of the program, it to intentionally create these anchors, to use them to our advantage in any given situation, we are going to create what is called, 'resource anchors'. These are anchors that we can use to shift our thinking, mindset, or state when we find our selves being negative.

The anchors you are going to create will be connected to 'positive states of mind', things like confidence, happiness, joy, and anything else in this category.

Some things to keep in mind, when you create your own anchors are that, the state you want to anchor should be an intense one. Make sure you create your anchor in a unique location, and remember to stack your anchor, as in do this over and over to create a strong anchor.

When creating your empowering anchors you want to choose positive states of mind, states that can be described in one or two words e.g. peaceful, excited, confident, energetic, etc.

You will be remembering a specific time, when you experienced the state you wish to anchor. As you recall that time, you will want to feel what you felt, hear what you heard, see what you saw and make note when you reach the peak of that state and create your anchor at that point.

Once you create your anchor, you will test it by activating the anchor.

Once tested that it worked, you will go in and start stacking multiple positive states.

So with that in mind, try setting a few different anchors, using these different anchoring strategies.

## **Ring of Power**

Remember a specific time when they experienced the state they wish to anchor. While you are recalling that time, step into an imagined ring in front of you at the peak of that state and create the anchor, remembering what you saw, heard, and felt as you stand in the ring.

Step out of the ring!

Step back in to your imagined ring, to see if that state returns.

## **Word Anchoring**

Using words themselves can be used to create very quick anchors in the moment, the reason this works is because of the universally accepted meaning of words themselves. The following steps will anchor the desired state.

Choose the word or state desired

Choose where you would like to create the anchor (on a knuckle), or keep using your ring of power.

Repeating the word over and over while holding the anchor position, picture, feel and here the word, connecting with the positive state that word represents.

Once you feel the peak residing, stop holding the knuckle and saying the words;

Then press on your knuckle, or step into your ring, to see if you feel the positive states return.

## **Resource Anchor**

If you want to try something more structured, follow the next set of steps:

Remember a specific time, where the desired state occurred, the strongest.

Remember a specific time when you felt totally \_\_\_\_\_ ?

As you remember that time, make it feel more powerful, make the picture in your mind more vibrant, turn up all the positive feelings, all to increase how strong the anchor will be.

As you remember that time when you were totally \_\_\_\_\_, step into your body now and hear what you heard, see what you saw and feel what you felt when you were totally \_\_\_\_\_.

As you feel your self reaching the peak of that state, hold down your anchor, anchoring the state.

As the state starts to decrease, stop holding it.

Open your eyes and clear your mind.

Then, touch your anchor, and you should feel positive sensations run through your body, which will let you know you have successfully created the anchor.

## ***Perceptual Positions***

The reason why I want to teach you this, is so that you can get ready for the next meeting you have, so you are ready for the next interview, so you are ready for your next pitch to investors, so you can resolve a conflict between you and someone else. This activity is a thinking activity, it is an action based activity, and it is another one that asks you to take, yet another leap of faith. It requires you to think outside of the box, and expand your thinking.

Diving straight into the activity, you need a situation in mind, one where you need to talk with another person, but you may not have ready access to them. It might be an investor, or boss, or any other person you want to talk with, but cannot.

Standing in an open space, you want to imagine three circles in front of you, similar to how you imagined your ring of power. Each position represents the following:

One = Yourself

Two = the other person

Three = the observer

The Process:

In position 1 – from your own perspective – see the situation through your own eyes, be fully associated. Notice your own self-talk, what you see, hear, feel, think and value from your own perspective about the events.

In position 2 – from the other person's perspective – see the situation through their eyes, be fully associated into their body. Imagine what you would see, hear, feel, think and value from their perspective about the events.

In position 3 – from the observer perspective – see the situation through their eyes; be fully associated into their body. Imagine what you would see, hear, feel, think and value from their perspective about the events. What objectivity or wisdom would you give.

Step back into position 1 – from your own perspective – see the situation through your own eyes, be fully associated. Notice your new understandings about the issue or situation, what you have learned about yourself. What new choices do you have now?

Have a play with this activity, and if you need any help figuring it out, let me know.

So your goal from here is to do this activity 5 times, once doing it over a conflict you have had in your life. The next will be with a manager, about your performance. Third will be with some one that inspires you, and fourth, some one famous. Fifth will be a stranger you saw that day. Now, for extra points, try the activity with some one that inspires you, that has passed away, a historical figure.

## ***Expanded Awareness***

One of the challenges you will face in your personal development journey, is distraction. There is your phone, Facebook, Instagram, everything ever on the web, gaming, study, work, family, kids, gym, and everything else.

What some of these distractions do is affect our state of mind, as can our emotional state. Being relaxed allows our senses to function at their best. Free from distractions, like the senses, the mind is more open to absorb information, as well as access it. When the mind is relaxed, it can make new connections that increase your ability to notice what is going on around you.

This strategy is designed to help you regain your focus; it will help you shift your mindset, and your state so you can get the job done. This strategy is designed to shift you into a more relaxed brain wave state, it will enable more information to come into your brain, and allow you to access more.

The process you are going to try out this week is called expanded awareness, and the process to creating this state is, as follows.

Focus on a spot above eye level in the distance.

Put all of your attention solely on the spot.

Next, without moving your eyes, divert your focus to everything outside of the spot.

During this process, relaxation occurs and expanded awareness is achieved.

Once you have entered this state, confirm it.

You should feel the shift of your focus.

Once in expanded awareness, choose to remain in that state but allow your eyes to drop down to the normal level.

It is said that the mind accesses both hemispheres of the brain in this state, and that it is not possible to have a negative emotion while in expanded awareness.

The best times to use this tool is when you are going into an interview, leading a meeting, trying to remember something, or when you are frustrated.

I would use this when ever you are feeling zapped of energy, and want to refocus.

Play with this tool every day, and ask any questions you have on the Facebook group ([www.facebook.com/PDBOK](http://www.facebook.com/PDBOK)), or if you want help, we can arrange a coaching session.

# Communicating Like A Boss

## *Visual, Auditory, and Kinaesthetic Communication Styles*

We all communicate using different representational systems. We use our five senses (seeing, hearing, tasting, smelling and touching) plus self-talk (internal dialog) to view the world and things happening in it. Using these senses we make sense of what happens around us, what we say to others and what others say to us.

Simplified, we use the following representational systems to communicate:

Visual

Auditory

Auditory Digital

Kinaesthetic

Though we use all of these systems, each of us will have a primary representational system we favour. As you go through this section of the program, it is my goal that you start to notice which system you use the most and the systems other people use.

Noticing this will give you a better idea of how people think, how they look at the world, and more importantly, enable you to speak the way they do, giving you the chance to communicate your message in a way that others will truly hear you.

People who are primarily visual (V) tend to speak faster over the phone, they will stand or sit with their bodies erect and eyes up. The appearance of things can be important to them and they tend to be organised. They learn by associating images with their conversations. If communication is only verbal they are more challenged to recall the information, so they will want to get a clear picture in their mind as to what you are talking about, they like to have pictures and diagrams to go with their conversations. They aren't easily distracted by noise and they usually have to see something for it to capture their attention or interest. They also like watching the TV.

Visual Language

Appear, Blind, Clear, Crystal, Dawn, Envision, Expose, Focused, Foggy, Hazy, Illuminate, Imagine, Look, Picture, Reveal, See, Show, View, Appears to me, Bird's eye view, Blind sided, Blink of an eye, Bright your day, Catch a glimpse, Easy on the eyes, From my perspective, Dim view, Get an eyeful, Hazy idea, In view of, Looks like, Make a scene, Mental image, Mental picture, Minds eye, Naked eye, Read between the lines, Scope it out, See in to it, Sight for sore eyes, Staring off into space, Take a look, Tunnel vision and many more.

People, who are primarily auditory (A) breathe from the middle of their chests, move their eyes from side to side, often talk to themselves and are easily distracted by noise. They learn and memorise by hearing information sequentially, they like to be told how they're doing on a job and feel loved by hearing a certain tone of voice or words. They respond to sounds and consequently like music, talking on the phone and listening to the radio.

#### Auditory Language

Amplify, Deaf, Dissonance, Earful, Fine-Tune, Harmonies, Hear, Heed, Listen, Melodious, Question, Resonate, Resounding, Silence, Sound(s), Tune In, Tune Out, All ears, Call on, Clearly Expressed, Describe in detail, Give an account of, Grant an audience, Heard voices, Hidden message, Hold your tongue, Idle talk, Inquire into, Keep your ear to the ground, Lend me your ear, Listen here, Loud and clear, Power of speech, Rings a bell, To tell the truth, Unheard of, Voice an opinion, and many more.

People who are primarily auditory digital (Ad) are often listening to inner dialogue in their heads, they make decisions using a list of criteria and they can use any or all of the other representational systems but are interested in something when it makes sense, figuring out problems.

#### Auditory Digital Language

Analysis, Calculate, Change, Conceive, Consider, Decide, Distance, Experience, Headstrong, Intensive, Know, Learn, Motivate, Perceive, Ponder, Process, Sensible, Think, A particular way, Change your mind, Consider the facts, Decide what works, Deem it correct, Get to know them, I suppose, I think you're right, I understand, Know what I mean, Know what's wrong, Learn about yourself, Learn what to do, Make up your mind, Perceive the truth, Practice till perfect, Process this, Relatively speaking, Said to myself, Sensitive subject, Think about, Train of thought and many more.

People who are primarily kinaesthetic (K) generally breathe from the bottom of their lungs, so their stomach visibly moves up and down, they may move and speak slowly and respond to touch and physical rewards, they learn and memorise by doing. Something has to feel right for them to be interested, doing activities.

#### Kinaesthetic Language

Concrete, Empathies, Feel, Grasp, Hard, Penetrate, Scrape, Sense, Sensitive, Slip, Tangible, Touch, Feeling, Grab, Action, After your own heart, All heart, All washed up, Blow by blow, Cold as ice, Come to grips with, Control yourself, Calm, cool and collected, Get a feeling, Get a handle of, Get hold of, Get in touch with, Hand in hand, Hang in there, Heated argument, Hold it, Hold on, Itching to start, Keep your shirt on, Know-how, Pain in the neck, Pull some strings, Seems to me, Sharp as a tack, Slipped my mind, Start from scratch and many more.

Also, getting an honourable mention are the senses of olfactory and gustatory.

Though they are not so prominent in people's communication, it can be valuable to know about them.

The olfactory (O) system is the sensory system used for olfaction, or the sense of smell. Though not related to eye accessing cues, is apart of people communication. You will find over time there is a percentage of people that will communicate using words that relate to smell. The use of olfactory language and references can easily be noticed by the comments people make when they smell a perfume that reminds them of something or some one. You will also find there are industries that people work in the mean their olfactory language is far more developed than others.

The gustatory (G) system is the sensory system for the sense of taste. Like the olfactory system there is no eye accessing cue for the system. How ever you will see it present in the language of people that deal with taste in their every day lives, most often people that deal with food, they not only find it important to create beautiful 'visual' dishes, they are wedded to the taste of the food.

So the activities for this week is to notice the language people use, notice the language you use, and begin to truly hear people and what they say.

## ***Tonality Control***

How we say something has a massive impact on how someone will hear us. The goal for this part of the program is to teach you how to control your tonality, giving you flexibility in your communication.

When speaking, your tonality can go up in a questioning tone, be neutral or go down in a commanding way.

My amazing drawing should give you an idea of what you are listening for in a person's tonality. Sound's getting higher in pitch, steady or with a deepening at the end.

The trick is using each direction at the right time, when you want someone to act on your instruction use a statement tone, or (with the right person) a command tone.

Don't make the error of asking a person to do something with a questioning tone, as you want them to act, not give you an answer.

If you are looking to elicit a response to a question you have, use the questioning tonality.

Have a play with how you say things, start to notice how others are using their tonality and have fun.

## **4 Matt Communication Strategy**

There are lots of different ways you can deliver a message. Send a email, a text, a letter, a fax or carrier pigeon. Oh, and you can talk to a person.....

What I want you to think about though is how you structure your message, regardless of how you are going to deliver it.

I learnt about the 4 Matt style of communication when studying NLP, I began using it to design training programs, to flesh out a idea and to start building books I wanted to write.

4 Matt focuses on four things; why, what, how and what if, in that order.

The order is important because people that need the why need it first. If a why person doesn't get the why, they won't hear the what. A what person might not need the why, but without the what they can't hear the how. A how person might not care about the why or the what but need the how before they will get something. Finally the what if people are thinking about how else you might use the skills they are learning, the other ways something might be approached and any other questions they might have.

So it's kind of simple, if you want to teach some one something or communicate a new approach, deliver your idea the 4 Matt way. For example:

VAK

The reason why I want you to learn about VAK is so that you can connect with your customers better over the phone.

What VAK stands for is visual, auditory and kinaesthetic. These are people's learning and communication style. A visual person will use visual language and look for images. Auditory people will key into how things at said and kinaesthetic people will be more into how something feels.

How you use this is you start to listen for the types of language people use, which category does it fall into and you start to deliver your message the way they like to talk.

You might also wonder what will happen if you can't notice the other persons language. What you can do in this case is loop your language. As in, use visual, auditory and kinaesthetic language in even amounts to make sure you cover each style.

And that is 4 Matt communications in a nut shell.

What your job for this week is, is to deliver your message in the 4 Matt order, telling people why you want something, what it is based on, how you want them to execute your request, and ask if they have any questions.

If you are getting ready for something like an interview, you might consider pre-writing why you are going for the job, or why you think you are great for it, what you have done to get ready, or what skills you have that make you right for it, how you will perform well for them, and where you think it will take you and the other things you think you will bring to the table.

## ***Framing***

This topic is another communication strategy you can use to help get your point across, to help you engage better when communicating, it will help you in negotiations, and it will help you solve challenges you face.

Framing is an amazing tool, designed to shift the focus from problem to solution.

A coach will often use framing when you talk about your problems, or a mentor will help you change the context of your situation, giving you new insight.

Framing (also referred to as re-framing) a situation allows you to think about it from a different angle, a different perspective. How we process information will place a frame around it, this is how we assign meaning to it.

By having some flexibility in our approach to a situation we can open ourselves to new possibilities, reaching agreement and moving forward when we hit an impasse.

The first part of this strategy and the first part of your week is to ask your self these two questions about every challenge you hit.

What is something positive about this? (The positive spin)

What else could this mean? (The alternative meaning)

If you can start here everything else we cover will come much easier.

Context Definition: Noun

1. The parts of a written or spoken statement that precede or follow a specific word or passage, usually influencing its meaning or effect: You have misinterpreted my remark because you took it out of context.
2. The set of circumstances or facts that surround a particular event, situation, etc.

So when some one comes to you with a problem a context re-frame can show some one how the same issue could have an alternate meaning in a different context.

A few example of changing the context are:

Problem: Someone in your team is complaining that the customers never listen to their advice and just go about doing things the wrong way.

Re-frame: Isn't it nice how the customer is so confident in their ability to get it right they can just have a go at using our system.

Problem: My mate never wants to spend time with me, he is too busy working on his business.

Re-frame: Isn't it great that they are so focused on their future.

Problem: My mail app keeps getting rid of spam for me but never tells me it is doing it.

Re-frame: Isn't it great that the application protects you from potential threats.

Problem: The Company I work for spends all its money on team training, but never giving me a raise.

Re-frame: It's fantastic that the company is investing in your future, giving you skills that will make you more employable.

It is simple, aim to change the context of the problem or message. This changes the perspective of it and re-frames it into a new light.

This is the context re-frame.

The other key frame you must know, is the agreement frame. This is a master sales person technique, that translates more broadly to communication in general. If you want to succeed when communicating, there has to be agreement between you, and the person you are talking with. The fastest way to gaining agreement, is to be there person agreeing with what is being said.

But that is not the only part, once you agree, you shift the frame, in the direction you want things to go.

For example, my wife wants to have Indian, but I don't want to. So I might say something like "I agree, we should have Indian, and I don't think it matters I had it for lunch today".

The key statements you need to start with are:

I agree and....

I appreciate and...

Agree with everything and then re-frame it in the direction you want things to go.

Another example could be with a customer that thinks the price is too high. You might say, "I agree the price is high, and that's what it costs to get high quality".

So the second half of your challenge for this week, is to agree with everything and share with the Facebook group ([www.facebook.com/PDBOK](http://www.facebook.com/PDBOK)) what happens for you.

# Reading & Leading People

## ***Sensory Awareness***

The next skill I want to teach you is, sensory awareness.

This skill enables you to see when people shift their thinking, if you want to know if someone is responding to what you are saying, if they are coming on side or shifting away, sensory awareness is the skill you need to develop to be able to notice these changes.

When a person has a thought internally, small changes can occur externally that indicate that change. There are 5 key areas where visible shifts may occur to indicate an internal change has happened for someone, these include changes in breathing, lower lip size, the eyes, skin colour, and its tone.

Your goal for this week is to spend time, each day, noticing the changes in a persons face.

Specifically what you are looking for is the following:

Breathing Location – is it high (visual people will breath high) or low (kinaesthetic people will breath low)

Breath Rate – is it fast (visual people will breath fast) or slow (kinaesthetic people will breath slow)

Bottom Lip Size – are there lines (tight like a cats bum) or no lines (smooth)

Vision – are the persons eyes focused or unfocused

Pupils – are the eyes constricted (small, not taking in info) or dilated (taking in lots of information)

Skin Colour – dark (flushed with blood, red) or light (no blood rushing to the face)

Skin Muscle Tone – matte (at rest) or shiny (clenched jaw)

If you can practice noticing these changes from moment to moment in people, you will be come a master of sensory awareness. Once you become effective at noticing the changes, you will be able to move forward with assigning meaning to those changes.

For now, this week, you are the observer.

## Eye Patterns

You have already learnt about VAKAd (Ad = Auditory Digital) in the context of communication, representational systems, and sensory awareness. Now you will learn about it in the context of eye patterns.

As you can tell, if you are looking for success, a lot of it has to do with your ability to read people. To know how they think, when they are thinking, and how to communicate with in their reality. Reading someone's eye patterns (also known as eye accessing cues) is going to give you yet another level of information.

It is quite simple to get the concept, where your challenge will lie, is in applying what you are about to learn. So this week for you, is all about observing people's eyes, noting which direction they go.

First thing to know is everything I am about to teach you is for a person that is right handed, if you are talking to a left handed person, you should reverse the image you will see at the bottom of this. Second, the image below is as if you are facing a person. Finally, start your practice by observing people's natural process, before you start asking leading questions, so you are able to observe their eye patterns.

As you are looking at a person, when their eyes go up, they are accessing images, or V.

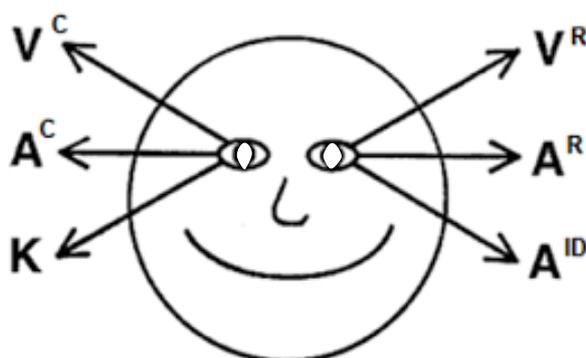
As someone looks side to side, they are accessing sounds, or A.

As someone looks down, they are accessing feelings, and talking to themselves, or K & Ad.

In a right handed person, when they look to the left, they are constructing images and sounds. As they look to the right, they will be constructing images or sounds.

If that same person looks down and to the left, they are accessing their feelings. If they look down and to the right, they are talking to themselves.

What you want to do from here, is look at the image below, then use this next week to observe where people look when they talk to you.



You can also ask people questions, that will give you the chance to observe their eye accessing cues, try these ones:

What colour is your front door

What was your first car

What was the name of your first pet

Have fun with this one, keep it light, and make sure you ask questions in the Facebook group.

## ***Rapport***

The reason why I want you to learn about rapport, is so that you can create a positive connection with people you interact with. Be it in an interview, with your boss at work, a lover, or your family. Rapport is a key part of create a connection with people.

People communicate most effectively when there is rapport between them, it will also help if you are genuinely interested in what the other person has to say. There are three key sections to how we communicate; these same three ways are how we can build rapport.

7% of our communication is through the words we use.

38% is our tone of voice.

55% is our body language or physiology.

Matching and mirroring these parts of communication is the best ways to create rapport. Communication is not just what we say, but how we say it.

We can use our words, tonality and physiology as tools for creating rapport.

### Matching and Mirroring

Create good rapport by matching and mirroring the other person's communication (verbal and non-verbal).

#### Matching:

When we exactly replicate something the other person does physically; E.g. If their left hand is in their pocket and you have your left hand in your pocket

#### Mirroring:

When we duplicate their movements as if they are seeing themselves in a reflection

Words - listen to what they are saying and how they are saying it. Do they speak quickly or slowly? Is their voice loud or soft? What are the predicate phrases they are favouring? Determine their primary modality and use the corresponding auditory, auditory digital, kinaesthetic or visual key words in what we say to them and we'll be speaking their language. Matching experiences is also a way to create quick rapport. Finding something in common, for example places you have lived or visited, if you are parents, have attended similar seminars, etc.

Body Language - watch the subconscious movements of their body. Are they tapping their foot? Are they breathing fast or slow, deep or shallow? Are they blinking quickly or slowly? Are they sitting/standing up straight or casually slouching? Subtly match their physiology to begin deepening the rapport.

## Measure and Test

How do we know when we are creating rapport? We use our sensory acuity to measure their reaction to our matching and mirroring. Choose one area and then test the reaction. Keep adjusting the level and or the area you are matching or mirroring until you see favourable responses. E.g. match or mirror an aspect of their body language and after a moment when you think you have rapport, switch something and see if they follow your lead. If they follow by matching you have rapport, if they follow by mirroring, you have deep rapport.

### Guide and Regulate

If you have established good rapport, you can then check it by making small changes. If the person you have established rapport with is in deep rapport, and you begin to alter your communication style, then they will subconsciously regulate their communication to match and mirror you. Once this is true, you can then guide them from one state to another by altering yourself first. For example, if the conversation level is loud and you begin to lower your voice, if they lower theirs too, you have good rapport.

Indicators of Rapport, the four key changes to look for:

A colour shift - a change in skin colour from light to dark

An internal feeling - a feeling of butterflies, or excitement

A question of familiarity - you may be asked a question such as “Have I met you before”, “Are you a Gemini”, “You remind me of a friend from school”

Leading; the best indicator of rapport is being able to lead your customer.

So this week’s activity starts with you noticing when you are in rapport with people, and when you are not. Once you are feeling confident, start matching and mirroring people’s body language, language, and key words. Take the time to pace people, then notice if you lead them.

Most of all have fun with this, as your ability to create rapport with people, is directly linked to your ability to succeed in life.

# Your Way Forward

## *Review & Wrap up*

You are amazing!

If you are reading this, you have just completed one heck of a journey. It may have taken you days, weeks, or months to get to this point, but you did it.

If you are reading this, I know you are committed to your dreams, to your future, and to your success. So in this moment I ask you to celebrate!

As a quick review, you just did the following:

Defined your focus

Set a goal for this program

Learnt about the physiology and psychology of success

Considered the concept of cause and effect and perception is projection

Looked at the communication behaviour model

Elicited your values

Defined your purpose, mission, vision, and legacy

Created resource anchors

Learnt about visual, auditory, kinaesthetic, and auditory digital communication styles

Delved into sensory awareness and tonality control

How to build rapport with others

What people eye patterns mean

The 4 matt communication strategy

How to re-frame

Perceptual positions

How to change your state with expanded awareness

Affirmations for a positive start to the day

And here you are at the end of the program, ready for what ever happens next.

If you are anything like me, this is not the end of your personal development journey. So I would ask, if you have not done so already, join my personal development group on Facebook ([www.facebook.com/pdbok](http://www.facebook.com/pdbok)), and follow my blog ([www.robertway.com.au](http://www.robertway.com.au)).

Finally, with your new insight into your self, you must set your next goal. Take everything you have learnt over this program, and set a big, out of this world, change your life goal. Something that will mean, everything you have learnt is applied, re-used, and life change, well into your future.

So for your final activity, answer each goal questions below, then summarise it into a succinct statement. Then message me and I will help you take that goal out into your future, helping to guarantee your chance of success. Ill do this for free, to say thank you for going though this program.

## Goal Setting

Write out an answer for the following goal setting questions:

1. What specifically do you want?
2. Specify your present situation and be associated in it, answer: Where are you now?
3. Clarify your goal using all your senses by asking:  
What will you see, hear, feel, (taste or smell) when you have it?
4. Specify the evidence you will have, when you know you have it:  
How will you know when you have it?
5. Design it to be congruently with your purpose; and increases your choices:  
What will this outcome get for you or allow you to do?
6. Ensure that it is self-initiated and self-maintained (not for someone else):  
Is it only for you
7. Put it in context to get clearer overall picture of where you will be when you get it:  
Where, when, how and with whom do you want it?
8. Confirm what you need to get your goal, and what you already have:  
What do you have now, and what do you need to get your outcome?
  - a) Have you ever had or done this before/
  - b) Do you know anyone who had it?
  - c) Can you act as if you have it?
9. Check that desired result is good for you and your world:
  - a) For what purpose do you want this?
  - b) What will you gain or lose if you have it?
  - c) What will happen if you get it?
  - d) What won't happen if you get it?
  - e) What will happen if you don't get it?
  - f) What won't happen if you don't get it?

### Outcome Statement

Now that you have your goal, you want to create a succinct statement that is specific to that goal, make sure it meets the following criterion:

1. State in the positive.
2. You must initiate.
3. Associate into end step/evidence procedure using heightened senses.
4. Dissociate from end step picture to create drive to reach it.
5. Confirm it is positive.
6. Realise there is more than one way to get the outcome.
7. Make end step realistic, within your realm of possibility, to build confidence for further successes.
8. Make sure outcome increases choice.

And now, complete this statement:

It is now \_\_\_\_\_ (Future Date)

I am/I have \_\_\_\_\_ (End Step)

## Conclusion

Personal development is an obsession to me, one that I will have for life. It is my goal to continue producing PD content for the world, based off the courses I do, the books I read, and the content I find on the internet. And I hope you choose to continue your personal development journey with me as well.

There are a few key people I would like to thank, that have inspired me to keep going down this path, that have taught me so much, and continue to motivate me.

Thank you Anthony Robbins, Christopher Howard, Tad James, Caron Egle, Grant Cardone, Ian Westbrook, Duane Alley, and many, many more.

If you are looking for other books or content to consume, I would like to recommend the following:

The 10X Rule; Grant Cardone

Mastery; Robert Greene

The Winners Dream; Bill McDermott

These are just a few, of the hundreds you will find on your PD journey.

Rock and Roll

Rob

PS. What's the one thing you don't do, that would cause the most positive change in your life?