Leadership

An Exemplar sets the highest standards for themselves who Inspires and Motivates others to follow and achieve higher standards.

Leadership is also defined as the ability to influence a group toward the achievement of a vision or set of goals.

Speak in such a way that others love to listen to you and Listen in such a way that others love to talk to you.

Listening Skills

Effective Listening is the Identification, selection and interpretation of key words that turn information into intelligence.

We listen for;

- Facts
- Emotions
- Values
- Beliefs
- Motivators
- Currency &
- Worth

In order to identify Levers / solutions so that we can Persuade - influence – manipulate – sell the person/group to do or not to do what we want, while sounding like we are holding a normal conversation
We can validate and turn initial information into **Facts**, which are more reliable and enhance decision making.

Recognise the **Emotions** displayed by others in conversation;

- Happy
- Sad
- Fear
- Anger
- Surprise
- Disgust

Our **Values** can include important principles and are usually things like;

- Love
- Kindness
- Justice
- Equality
- Respect
- Honesty
- Perseverance
- Loyalty

A **Belief** is a mental acceptance of a claim to be true and which flows to/from your values.

- I am a good person.
- I am a hardworking person.
- I am a family oriented person.
- I forgive other people.
- I am kind to other people.

**Motivators**

An Incentive for action – what gets you out of bed in the morning to go to work.
Currency
What skills / experience you trade to earn money – What type of job have you chosen to earn your money.

Worth – the importance at which someone or something is to be rated:
Value = benefit / cost
- Financially - how much does it cost me
- Psychologically - how does it make me feel
- Socially - how does it make me look
- Usefully - how can I use it

Mindsets
Combative - we only listen for disagreement
Compassionate - we listen sympathetically
Competitive - we listen to prove we are better
Confirmatory - we listen for what we want to hear
Passive - we take no part and zone out
Autobiographic - we interpret from our values, beliefs and experience and therefore advise from that point of view.
Stating your Impression

Stating your Impression allows you to say what you **See, Hear** and what you **Think they really mean** without causing offence.

- I get the impression...
- I feel as if...
- I sense that...
- It sounds to me like...
- It seems to me...
- It appears to me...

The Communication Quadrant

All messages can be interpreted by the receiver from the following perspectives:

- Relationship
- Facts
- Appeal
- Self revelation.

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Reading list

Selling the Invisible:

A Field Guide to Modern Marketing. - Harry Beckwith
The Craft of Copywriting - Alastair Crompton
Thinking, Fast and Slow - Daniel Kahnema
The 6 principles of persuasion - Dr Robert Cialdini
Beyond Reason:

Using Emotions as you Negotiate. - Roger Fisher and Daniel Shapiro.

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