

# Getting Your Message Sent Non-Verbally

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Are we talking

Or Clicking?



## Obsessed with Facebook

- As of 2011, there are 500+ million active Facebook users.
- Approximately 1 in every 13 people on earth. (TX pop. 26 million)
- Half of them are logged in on any given day.

## First Thing...

- 48% of 18 to 34 year old check Facebook right when they wake up...
- About 28% check their Facebook on their Smart Phones before getting out of bed.



## Demographics

- The 35+ demographic now represents more than 30% of the entire user base.
- The 18-24 (college) demographic grew the fastest at 74% in one year. Born wired.



## User Location

- 72% of the U.S. Web audience is on Facebook.
- About 70% of Facebook user base resides outside of U.S.A.



## Our Real Challenge

- 57% of people talk to people more online than they do in real life.



## New Forms of Communicating

- 48% of young Americans find the news through Facebook.



## 20 Minutes on Facebook

- |                                     |                                   |
|-------------------------------------|-----------------------------------|
| ■ Links Shared<br>1,000,000         | Event Invites<br>1,484,000        |
| ■ Friend Requests<br>Over 2 million | Messages Sent<br>Almost 3 million |
| ■ Comments Made<br>10,208,000       | Minutes a Month<br>700 Billion    |



My point is...

Are we doing it properly?  
Do we know how to communicate  
face to face?  
What messages are we sending?

## Are We Just Rude?

- Old etiquette – if you are looking at them in person – turn it off.
- Now accepted practice to do whatever you want, wherever you want.
- Tweet in a meeting, text in school, break-up with a date on your iPhone.

## Let's Start with Emails



Communicating Properly

## Rules of Etiquette Emails

- Business communication
- Subject line most important
  - Newspaper headline
  - Hook
  - Prime chance
- Hello or at least a name to address



## Short, Short, Short

- One point, max two
- Be concise
- Action steps first
- Set deadlines
- Checking on handheld device
- More likely to get a response



## Email Guidelines

- Out of office
- Congratulations – just them
- Avoid acronyms and abbreviations
- Watch emoticons in a business email
- Never substitute for personal notes
- Tell them you will respond later



## Clarity -- Confusion

- Second and third emails
  - Is your message clear?
  - Do they know what you are talking about?
  - Do you ramble?
  - Restate
  - Signature lines



## Just Little Tips

- Value time of others and yourself...end it
  - Or...start new headers and/or e-mails
  - Don't go on for pages and pages
  - Office e-mails
    - Just pick up the phone or walk there!



## Email Guidelines

- Respond to only one (exceptions)
- Read all of your emails before responding if possible
- Jokes, personal emails
- International (slang)
- Postcard/billboard
  - Court or newspaper
- #1 Rule: Signature line



## Miscommunications

- Read before you send, then maybe read again
- Spelling, grammar, full sentences, better yet... full words
- Upper case, lower case
- Too informal to clients and customers
  - Never know where that email may end
  - Your boss, the newspaper

## Miscommunications

- Did you listen
- Angry, upset, frustrated, sad
  - Do not allow your emotions write your emails
- 24/7
  - Do you need to respond
  - What you send at night can spread to work



## Stop Using Email...Never

- Walk to a co-worker
- Pick up the phone
- Send a note
- Invite to lunch or coffee
- See what color eyes they have



## Nonverbal Communication

Wordless Messages

## Tone

- Tone comes from:
  - Choice of words
  - Structure of your sentences
  - Order of the information
- You set the tone or your readers will
- Watch the tone...what was funny last night is not the next day because they can't see you

## Not Sure of Tone

- Emotional or frustrated
- You can move from professional to edgy and sarcastic
  - Step away
  - Take a deep breath
  - Read it out loud
  - Would you like someone to talk to you in that manner?
  - How would you feel about this message tomorrow?

## Change the Tone

- Just a few words can make the difference
  - Add a few extra words
  - Thanks and please
  - Not over punctuating!!! or **formatting**
- We are very brave in emails and say things we would never say in person

## Reread

- Generally do not review emails as carefully as should
- Look at the content and your purpose, not your reason why you are angry or upset
- Get over it because your client/customer can and will ignore, overreact or delete you!

## Suggestions to the Typed Word

- It you can't say anything nice, don't say anything at all
- Anger ignites anger. Then you have a back and forth battle and the tone escalates

## Message Short and Fast

- Deliver message succinctly
- Most important information first, even if it is bad
- Select your words wisely and set your tone the same as you would select your words when you speak – remember not so brave in person

# Communicating in Person

Without Saying a Word

## What You Say Without Ever Saying A Word

Clothing and Dress



Hairstyles

Gestures

Handwriting

Dance

Speaking Style

## Facial Expressions

- Eye contact a sign of confidence and positivity (80%)
- Avoiding eye contact may show fear of confrontation and person may be lying. But a good liar will look you straight on.
- A nice smile is a soft expression that is encouraging, a rigid smirk or smile might be a sign of contempt.

## Facial Expressions

- Raised eyebrows might be a reaction to surprise, but can also suggest mockery or sarcasm. Could be your natural physical trait, but important to know the kind of effect it has on others.
- Frowning may appear under stress. This gives out the message that we are unapproachable and cold.

## Posture

- Standing erect shows confidence.
- Slouching is a sign of low self-esteem and that you have given up.
- Keeping shoulders rigid say you may be unapproachable.
- Constant fiddling with everything in sight is a sign of anxiety, frustration, boredom and lack of interest.
- Crossing your arms in front may indicate a barrier (or you are cold).

## Gestures

- Gestures animate our conversations.
- Constantly rubbing your neck or the back of your ear is a sign of discomfort and lack of confidence.
- Rubbing hands together indicates excitement and indicates readiness to engage in an activity.
- Shrugging may show a lack of interest.

## Touch

- If someone is praising you, and pats you on the back, it is a sign of genuine liking for you and your work.
- A firm handshake is the sign of confidence.
- We are big huggers and that has a reassuring effect...to most people.
- Someone who holds your arms while talking is either trying to make a statement, or that they are in control.

## Space

- Intimacy
- Affection
- Dominance
- Aggression
- 2 ½' in U.S.



## Understanding Nonverbal Communication

- Don't send out the wrong message.
- Avoid and minimize the chances of misconceptions and misunderstandings about others, and yourself.
- Tone                      Voice
- Pace                      Patience
- Do not share unnecessary information

If your heads are down  
texting, typing...

What is your body saying?



# The History of Email

Let's Play a Little Trivia

## Email Trivia

1. When did computer engineer Ray Tomlinson send the first electronic mail message:
  - a. 1962
  - b. 1971
  - c. 1977

## Email Trivia

2. Who was the first head of state to send an electronic mail message:
  - a. Queen Elizabeth II
  - b. Lyndon B. Johnson
  - c. Richard Nixon

## Email Trivia

3. The first ever "smiley emoticon" is invented by Scott Fahlman :)
  - a. 1992
  - b. 1993
  - c. 1982

## Email Trivia

4. LOL and other internet acronyms are officially recognized in the Oxford English Dictionary.
  - a. 2006
  - b. 2008
  - c. 2004

## Email Trivia

5. *AP Stylebook*, a.k.a. the holy book of all journalists and authors, amended the spelling of e-mail to email (no hyphen).
  - a. 2010
  - b. 2011
  - c. 2009

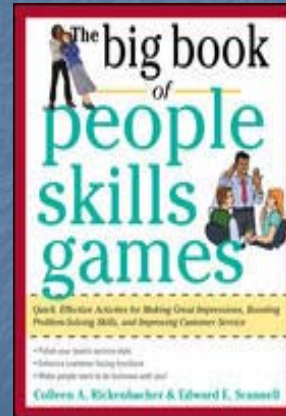
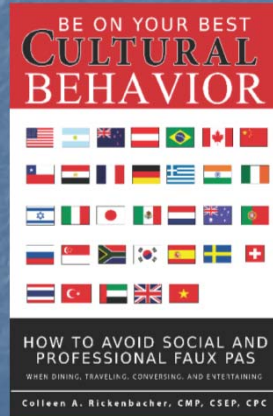
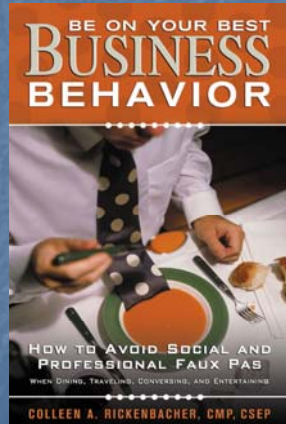
## Email Trivia

6. Warner Bros. Releases "You've Got Mail," which tops \$250 million at the box office.
  - a. 1998
  - b. 2001
  - c. 1997

## Answers to the Trivia Quiz:

1. b. 1971
2. a. Queen Elizabeth II
3. c. 1982
4. c. 2004
5. b. 2011
6. a. 1998

*Be On Your Best*  
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Thank you!

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