## Credible or Approachable, What's Your Message

2015 PNWS - AWWA

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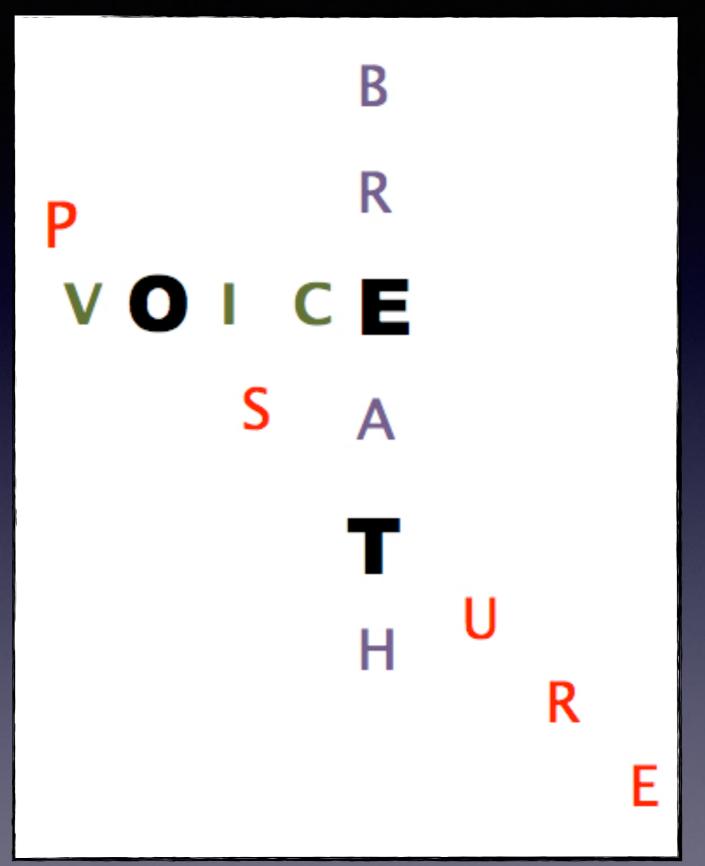


Welcome aboard, We hope you have a pleasant flight.

TRAY TABLE UP, PLEASE.

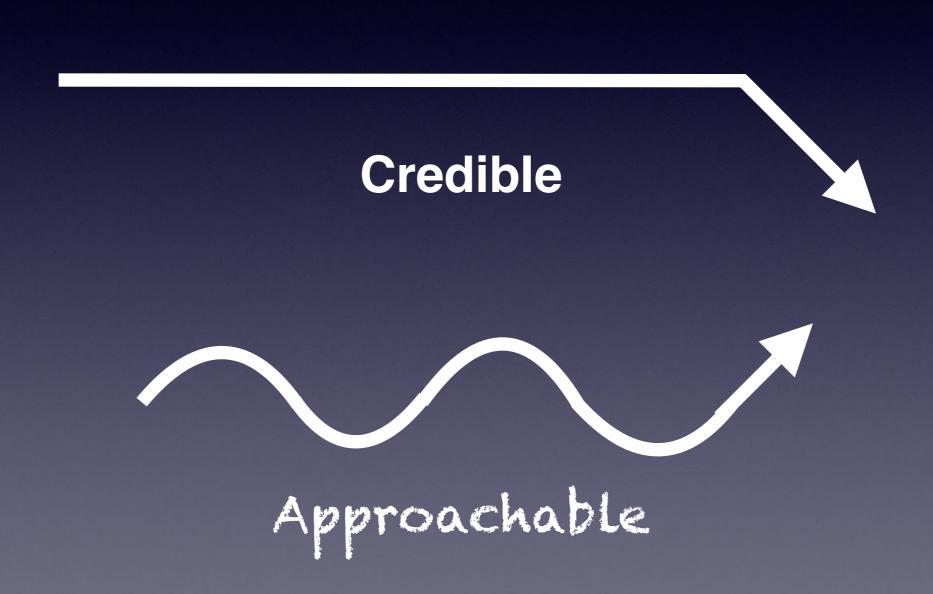


## Congruency clarifies and strengthens your message.



## Voice

#### What Poes Credible and Approachable Look Like?



## Posture

#### Credible

Generally Still

Chin down

Equal weight on both feet

Toes pointed ahead

Hands at side, one up or both up

Gestures with palms down

Gesture from speaker to audience with flat fingers

#### Approachable

Movement

Chin up

Weight off balance

"Fashion" posture

In pockets, behind back

Gestures with palms up Gesture from audience to speaker with curted fingers

## Breathing

Credible + High Breathing = Anger

Approachable + High Breathing = Pleading

#### But wait there's more...

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## Welcome Home Welcome Home

### No Smoking

MO SMOREMO

# STOP

#### Start looking beyond the words.

#### Questions?



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