

Credible or Approachable, What's Your Message

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Welcome aboard,
We hope you have a pleasant flight.

TRAY TABLE UP, PLEASE.

Lack of congruency leads to a confusing message.

**Congruency clarifies and strengthens
your message.**

P
V O I C E
S
B
R
A
T
H
U
R
E

Voice

What Does Credible and Approachable Look Like?



Credible



Approachable

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 curled fingers

Breathing

Credible + High Breathing = Anger

Approachable + High Breathing = Pleading

But wait there's more...

Welcome aboard,
We hope you have a pleasant flight.

TRAY TABLE UP, PLEASE.

Welcome Home

Welcome Home

No Smoking

No Smoking

STOP

STOP

Start looking beyond the words.

Questions?



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