



THE 93% RULE

What People Really Listen to

Course Description:

In this immersive session, Greg Gray unveils the powerful “93% Rule”—the idea that only a small fraction of our message comes from words, while tone of voice and body language form the overwhelming majority of what people perceive. You’ll learn why even the most carefully chosen words fall flat if your delivery doesn’t support them, and how subtle shifts in tone and posture can dramatically enhance both professional and personal relationships.

This course reframes communication as a three-part system—melding what you say with how you say it and how you present yourself. Through vivid case studies, live partner drills, and Greg’s firsthand stories, you’ll gain practical strategies to harness your full spectrum of communication, becoming more trustworthy, more likable, and more persuasive in every interaction.

Participants will learn:

- The core concept behind the “93% Rule” and why nonverbal cues dominate under pressure
- A simple self-audit to monitor your tone and body signals in real time
- How to calibrate posture, gestures, and eye contact to inspire instant trust
- Tone-of-voice techniques that convey warmth, authority, and authenticity
- Methods for decoding others’ nonverbal messages during conversations
- Adapting your three-part communication style across in-person, phone, and video settings
- Strategies to repair rapport breakdowns by resetting your nonverbal delivery
- A personal action plan to ensure your words, tone, and body consistently align

💡 Why This Is Important:

People decide whether to trust you and like you long before you speak—your nonverbal signals set the stage for every message. Misaligned tone or closed body language can undermine your credibility, while mastery of nonverbal communication breaks down barriers and deepens connections.

When you align your words, tone, and body, you forge genuine connections that last.

