



## **THE 93% RULE**

### What People Really Listen To

#### **PROGRAM LENGTH**

1 hr - 1.5 hrs

#### **PROGRAM DESCRIPTION**

Studies have shown that when others listen to us, only 7% of what they “hear” is words. That means that “93%” of what they “listen” to is our tone of voice and body language. In this workshop, Greg looks at some common applications and misapplications of “The 93% Rule” in personal and professional interaction and how it is impacting relationships and productivity. “The 93% Rule” is a message that everyone should “hear” and “listen” to.

#### **PROGRAM OUTLINE**

- I Leadership, Service, Communication, and the 93% Rule
  - The 93% Rule explained
  - 7% Words
  - 38% Tone of Voice
  - 55% Body Language
  
- II The 93% Rule Personified
  - The A-List
  - The B-List
  - Reflective qualities of the 93% Rule
  
- III The 93% Rule Applied
  - The 93% Rule - Over the Phone
  - The 93% Rule - During In-Person Meetings
  - The 93% Rule - During Virtual Meetings
  - The 93% Rule - In play when you’re not even aware of it
  
- IV FAQs about The 93% Rule
  
- V Albert Schweitzer on Influence
  
- VI Lessons from Sarah

