



## THE 93% RULE WHAT PEOPLE REALLY LISTEN TO

PROGRAM LENGTH: 1.25 – 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 program, Greg takes a look at some common applications and misapplications of “The 93% Rule” in personal and professional interaction. “The 93% Rule” is a message that every one 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 in e-Communications
  - The 93% Rule over the Phone
  - The 93% Rule in Meetings
  - The 93% Rule at work when you’re not aware of it
  
- IV FAQs ABOUT THE 93% RULE
  
- V ALBERT SCHWEITZER ON INFLUENCE
  
- VI LESSONS FROM SARAH