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# UNLOCKING YOUR COMMUNICATION POTENTIAL


Using the Triangle Theory to  
Communicate Effectively in the  
Workplace

presented by Marc Williams



# When You Speak Like Your Mama, The Whole World Comes Together.





**INFORMATION  
VERSUS  
COMMUNICATION**

**INFORMATION IS  
ABOUT GIVING OUT.  
COMMUNICATION  
IS ABOUT GETTING  
THROUGH.**



**ETHOS**

( CREDIBILITY AND ETHICS )

COMPLETE THE  
TRIANGLE.

**PATHOS**

( EMOTIONS AND FEELINGS )

**LOGOS**

( LOGIC AND REASON )

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Where everyone can become great at speaking.



**Join us as a guest!**



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# JOURNAL ACTIVITY

List 3 adjectives that you would use to describe yourself as. Leader and communicator.

Why is it important to you that others associate these qualities with you?

What have you done recently to demonstrate these qualities when you spoke to the people you lead?

# JOURNAL ACTIVITY

Which direction best describes your communication/leadership style?



**NORTH: The Closer**  
Decisive, Assertive  
Focused on the outcome

**WEST: The Analyst**  
Thorough, Practical  
Focused on the details



**EAST: The Visionary**  
Creative, Innovative  
Focused on the options

**SOUTH: The Nurturer**  
Supportive, Caring  
Focused on the process

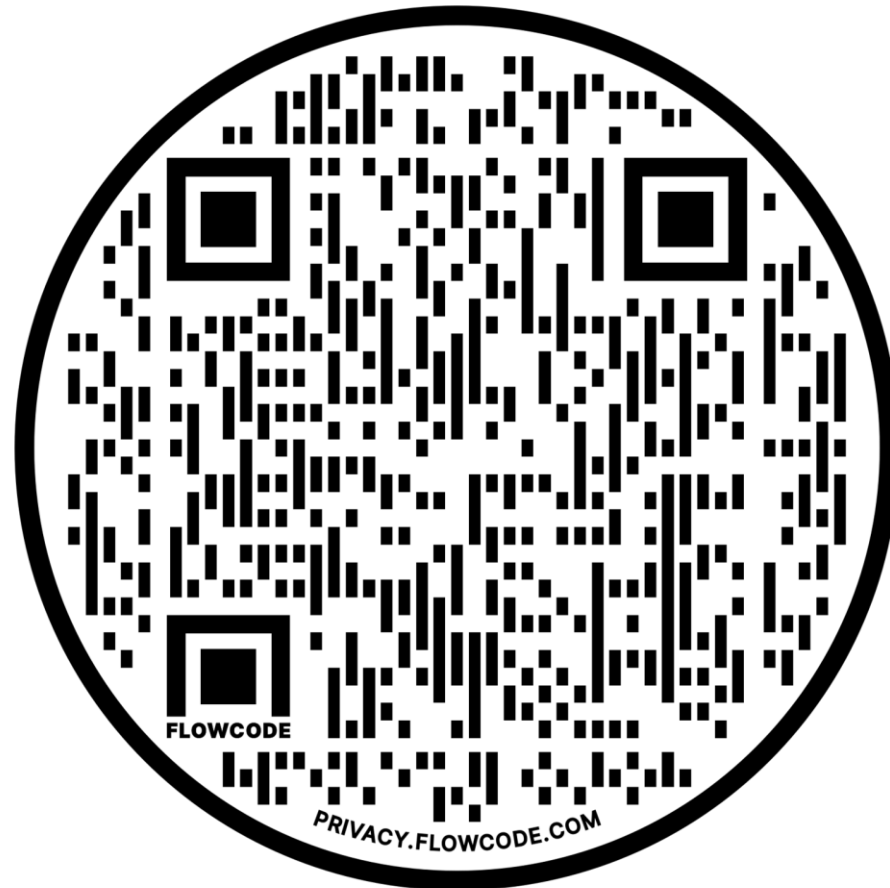
**Which Direction Is Your Leadership Style?**



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# JOURNAL ACTIVITY

Which direction best describes your communication/leadership style?





# JOURNAL ACTIVITY

What things do you enjoy and that you do well enough that others might want to learn from you how to do them too?

What subjects do you know about that others might want to learn more about them from you?

What challenges have you overcome professionally, at the workplace?

What books have you read, podcasts you've listened to, or documents you have watched?



# JOURNAL ACTIVITY

Rank the information according to their influence on you:

FACTS

EXAMPLES

NARRATIVES

COMPARISONS

STATISTICS

TESTIMONIALS

# JOURNAL ACTIVITY

Rank the motivating factors according to their influence on you:

## The SCARF model

# S

### STATUS

Looks at the relative importance of people

*'I am valuable'*

# C

### CERTAINTY

Looks at our ability to predict the future. How certain are we?

*'I know where I stand or what will happen'*

# A

### AUTONOMY

Looks at our perception of having control over our environment

*'I have a choice'*

# R

### RELATEDNESS

Looks at our relationships and sense of fitting in

*'I belong'*

# F

### FAIRNESS

Looks at our perception of being treated fairly; for you and for others

*'I am treated fairly and others are treated fairly'*

## What I should consider

How can I ensure that they know they are valued?

How can I clarify where they stand, and what will happen?

How can I provide them with some degree of input and choice?

How can I make them feel part of the team?

Taking everything together, am I treating them and others fairly?



**ETHOS**

( CREDIBILITY AND ETHICS )

IF YOU CAN CHANGE  
THE WAY THEY FEEL,  
YOU CAN CHANGE  
THEY WAY THEY ACT.

**PATHOS**

( EMOTIONS AND FEELINGS )

**LOGOS**

( LOGIC AND REASON )



**WHAT MAY BE GETTING IN YOUR WAY OF  
GETTING THROUGH?**



***SHUFFLING THE TRIANGLE***



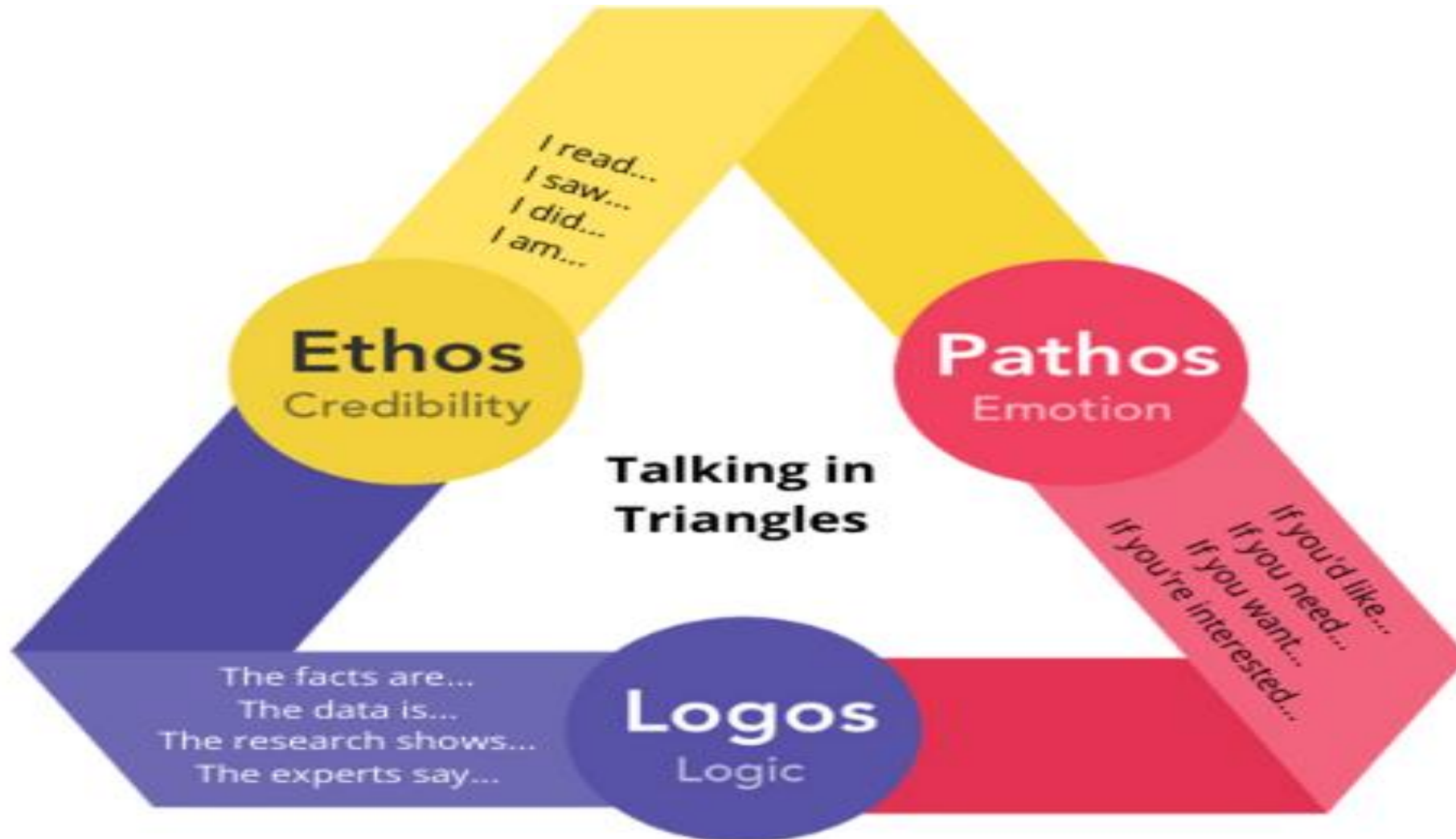
**HOW MANY MORE QUESTIONS SHOULD  
YOU ASK BY THE END OF THE DAY?**



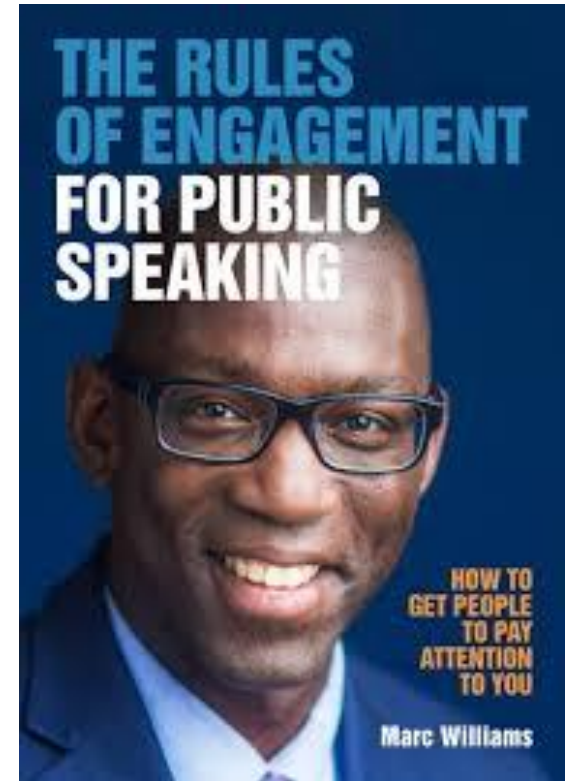
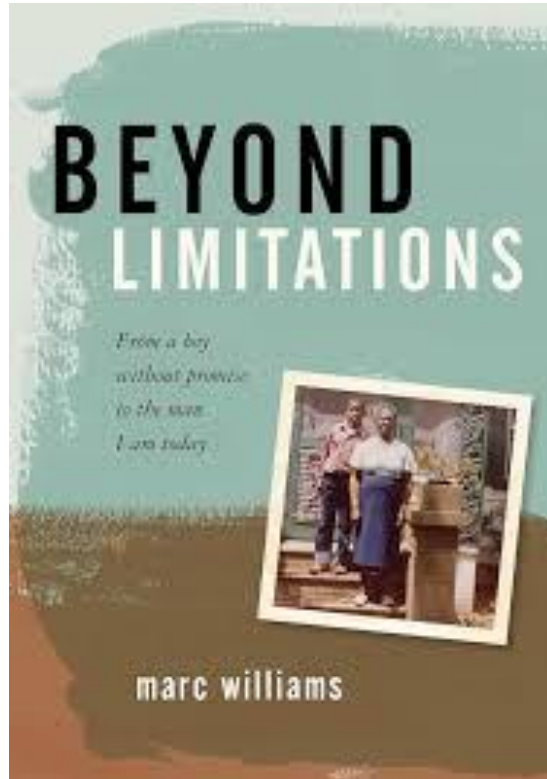
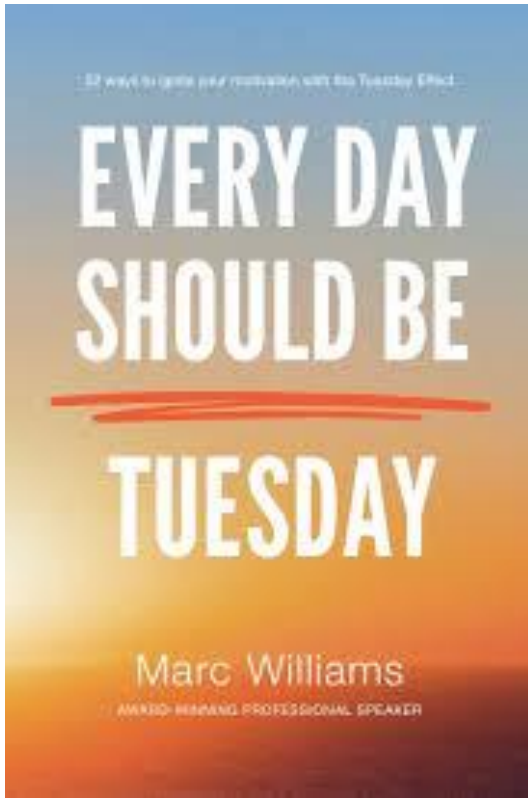
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IT'S NOT JUST  
WHAT YOU SAY;  
IT'S ALSO HOW  
YOU SAY AND  
WHO YOU SAY IT  
TO.





## THE TRIANGLE THEORY



**Resources available. Get your copy now.**

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THANK YOU FOR  
UNLOCKING YOUR  
COMMUNICATION  
POTENTIAL

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