



EFFECTIVE COMMUNICATION

Our communicated message is made up of:

Words: 7%

Tone of voice: 23%

Facial expression: 35%

Body Language: 35%

The more honest we are, the more our tone of voice, facial expression, and body language will 'match' our words, the clearer the message will be. 'Mixed messages' come about when our body language betrays the insincerity of our words, e.g trying to be nice when we are feeling irritated. Honesty and authenticity, together with clear direct language is key to effective communication.

Tone of Voice – 23 %	Assertive messages
Shouting (loss of control) Angry tone (reacting, loss of power) Sarcastic (afraid to confront directly) Pleading (no expectation of obedience) Threatening (untrusting) Jolly (dishonest) Over-friendly (sugaring the pill)	Level Ordinary Matching true feeling Matter of fact Trusting Clear enunciation of words even

Facial Expression – 35%	
Authoritarian/non-assertive	Assertive messages
Pleading eyes (asking permission) Searching looks (giving responsibility to young person) Forced smile (placating) Angry eyes (threatening) Raised eyebrows (lack of trust) Tight – lipped (without true feeling) Wrinkled nose (disgust) Keeping eye contact (inviting argument)	Clear gaze Open look Serious expression Expression of true feeling Direct look Looking away after sending message

Body Language – 35%	
Authoritarian/non-assertive	Assertive messages
Hands on hips (aggressive) Towering over (threatening) Gesticulating (loss of control) Shaking head (disbelief/given up)	Touching child Relaxed Still Nodding head

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Praying hands (pleading) Arms folded (protective of self) Remaining with child (expectation of resistance)	Turning away Moving away Disengaging after sending message
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