

Communication Strategies for Powerful Results

The **ABC's** of strategic communication:
Do not **attach** meaning to one cue.
Self-awareness around **bias** is critical.
React according to the **context**.

DISPLAY

Align intentions - are your cues congruent with what you want to communicate?

Emotional control and self-awareness

Intentional Cues	SOME:
Presence	Soft
Balance	Open
Paralinguistics	Mirroring
	Eye Contact

DECODE

Observational Acumen - Situational Awareness: Read the Room

Motive 💰❤️👊

Respect Reset - neutral language, calm tone
Decode the reaction and remove the trigger.

DELIVER

Where self-awareness and situational awareness intersect.

- Confident physiology
- Adaptive awareness
- Likable signals
- Measured responses

What Deception Looks Like:

- Verbal / Nonverbal Disconnect
- Hand to Face
- Cover Eyes / Mouth

What Deception Sounds Like:

- Referral Statements
- Repeating the Question
- Irrefutable Truth

QUESTIONS



Pamela's TV SHOW



PODCAST True Spies



Deception Detection Bonus



The Pinocchio Effect

During an ultimatum game, liars tended to use many more words than truth tellers in an attempt to win over their adversaries.

Just like Pinocchio's nose, the number of words grew along with the lie.

Liars Tend to Use More Swear Words Than Truth-Tellers



This happens most often when suspicions are voiced by their opponent.

Dropping words like the F 🌍 likely happens more frequently because lying takes a lot of cognitive energy.

Using so much of your brain to lie makes it hard to monitor yourself.



Liars Use More Third-Person Pronouns Than Truth-Tellers

On average, liars use far more third-person pronouns than truth-tellers. This is a way of distancing themselves from the lie.

A recent study found evidence that third-person plural pronouns are one the best predictors of deceptive emails.