



Life Sciences Marketing



North Carolina Biotechnology Center

March 22, 2022

12:00 p.m. Welcome & announcements

12:05 p.m. Presentation

12:45 p.m. Questions & answers

1:00 p.m. Wrap up

Improving Team Performance Through Better Listening & Interpreting Body Language



Cost of Poor Communications

Big Companies:

Average loss per company of \$62.4 million per year because of inadequate communication to and between employees.

Smaller Companies:

Miscommunication cost smaller companies of 100 employees an average of \$420,000 per year.

Benefits of Improving Team Communications

- Builds trust
- Prevents or resolves problems
- Increases productivity through clarity and direction
- Builds relationships
- Increases engagement

Autobiographical Listening

What we do most often, which is not helpful

- We evaluate
- We probe
- We interpret
- We advise

Reflective Listening

What we should do...

- Passive listening
- Reflective listening
 - Reflecting the speaker's content
- Empathic listening
 - Reflecting the speaker's emotional state



Meeting Assessment

- Level of muscle tension
- Openness
- Distance

Identifying Decision Makers

- Identify the process leader
- Gauge the amount of speech
- Eye checking



Meeting Assessment: Integration

- Isopraxis
- Relaxed muscle tone
- Open posture
- Moving closer to you
- High levels of comfortable eye contact
- Relaxed facial muscles

Meeting Assessment: Integration (cont.)

- Lack of movement
- Head nodding
- Smiling
- Direct body orientation
- Legs out in front of the body (while seated)
- Looks of approval passing between guests

Meeting Assessment: Dis-Integration

- No isopraxis
- Muscle tension increases
- Body compression occurs
- Stomach is covered
- Moving farther away

Meeting Assessment: Dis-Integration (cont.)

- Eye contact is fleeting with many breaks
- Increased facial tension
- Increased hand/foot movement
- Body orientation diverted
- Looks of skepticism or general lack of approval pass between attendees

Dis-integration Response Strategy

- Stop presentation
- Acknowledge the lack of connection
- Accept responsibility for miscommunication
- Ask for assistance
 - Example: Is there something I could do to better address your needs?
 - If they redirect you, you will likely succeed at your task

Dis-integration Response Strategy

- Change your presentation style
- Stand up
- Move to a dry erase marker board and create a simple visual aid to illustrate a point you are making
- Remain standing
 - You are over 40% more likely to gain agreement if you stand while presenting

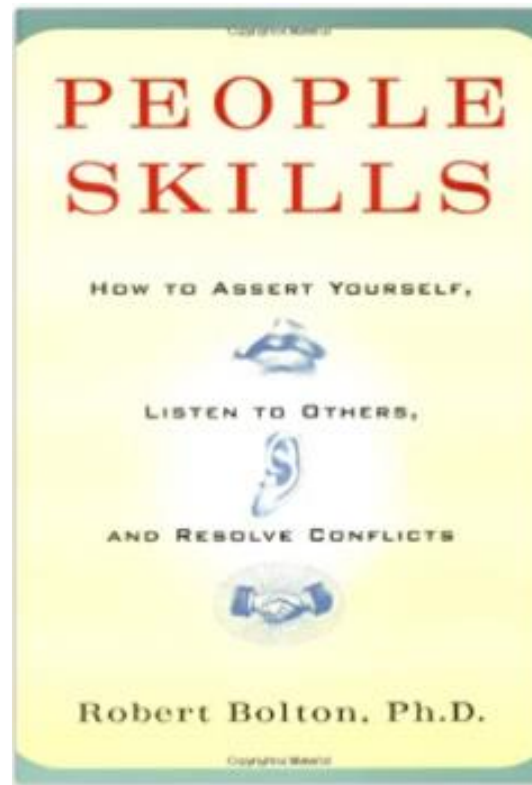
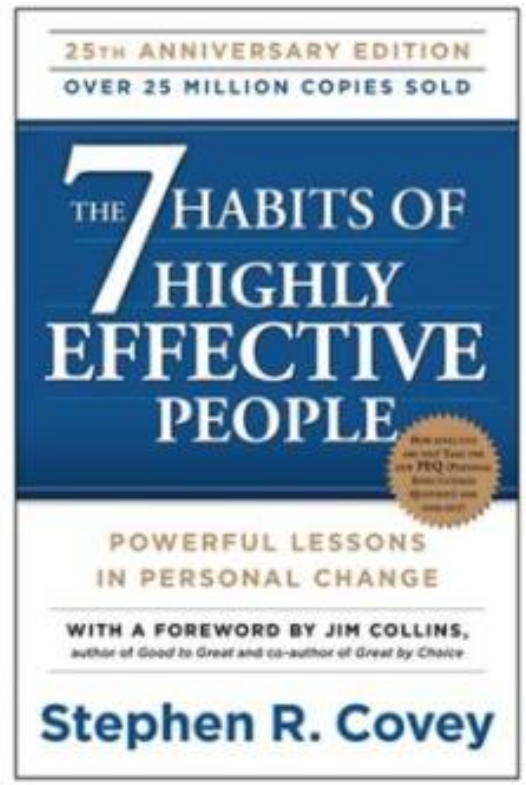


How to make this work for your team?

Check List

Behavior	Tips
Improve Listening	<ul style="list-style-type: none">• Reduce distractions• Be present• Don't interrupt• Don't judge• Invite others to contribute ideas• Ask clarifying questions• Use summarizing statements• Learn from mistakes
Interpret Body Language	<ul style="list-style-type: none">• Pay attention to tone, cadence of voice• Watch expressions, set of the mouth, slope of the shoulders• Acknowledge lack of connection• Ask for assistance• Change presentation style

Recommended Reading





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