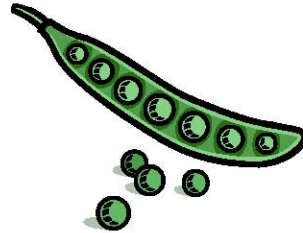


# LEADERSHIP GARDEN

## Plant Five Rows of Peas

Preparedness  
Politeness  
Promptness  
Patience  
Perseverance



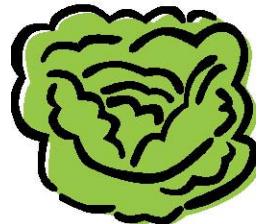
## Plant Four Rows of Turnips

Turn up for Teamwork  
Turn up with a Smile  
Turn Up with New Ideas  
Turn Up with Real Determination



## Plant Five Rows of Lettuce

Let Us be Faithful  
Let Us be Loyal  
Let Us be Unselfish  
Let Us be Thoughtful  
Let Us be Loving Toward Others



## Plant Five Rows of Squash

Squash Gossip  
Squash Criticism  
Squash Indifference  
Squash Grumbling  
Squash Selfishness



## Plant Three Rows of Thyme

Thyme for Fun  
Thyme for Rest  
Thyme for Ourselves



## YOUR IMAGE IS SHOWING

You have an image. The organizations you belong to have images as well. You project that image verbally, nonverbally and in written communications. You cannot NOT communicate.

People see us and evaluate us. Inferences are made about what we are by how we look or how we act. What kind of an image do you and the organizations you belong to portray?

What is an “image”?

An image is a physical likeness or representation of a person, animal, or thing, that is photographed, painted, sculptured, or otherwise made visible. A person’s image is formed by their appearance, mental presentation and physical abilities.

Take this Image I.Q.

1. The message we communicate often is not directly related to competence.  
True  False
2. Each member of a group contributes to the collective image of the total group.  
True  False
3. More of our communication is nonverbal than verbal.  
True  False
4. Within the first two minutes of a job interview, the decision has pretty much been made.  
True  False
5. People who look successful and well educated receive preferential treatment in almost all areas of their social and business encounters.  
True  False
6. When the verbal and nonverbal communication convey different meanings, we tend to believe the verbal.  
True  False

## Communicating an Image

### **VERBALLY**

People judge you by your speech. Follow these 5 C's to improve your speech.

#### **BE CONCISE**

Say it and be done. Some of the most significant sayings and speeches were short.

Ten Commandments	297 words
Lord's Prayer	71 words
Gettysburg Address	271 words
Legal Marriage Vow	2 words

When you know what you want to say, it doesn't take long to say it.

#### **BE CORRECT**

Make sure what you're saying is true and that the grammar is correct.

#### **BE COMPLETE**

Finish your message. Don't leave them guessing.

#### **BE CLEAR**

The 500 most-used words have over 14,000 meanings.

Example: FOR SALE: Antique desk for lady with curved legs and large drawers. Also mahogany chest.

#### **BE CONCRETE**

Give examples. Help people to visualize what you're saying.

## **NONVERBALLY**

One researcher believes that, in a normal two-person conversation, the nonverbal component carries 65% of the meaning. We communicate nonverbally through our:

- physical appearance
- body movement
- eye behavior
- personal space
- facial expressions

Here are some tips for improving your nonverbal communications:

- Make yourself comfortable with the other person. Avoid being too close or too far away physically. (Within two feet is a comfortable range.)
- Be relaxed and attentive. To gain acceptance, lean slightly toward the other person. Avoid slouching or sitting rigidly.
- Maintain frequent eye contact. Avoid staring, glaring or looking away.
- Give nonverbal communication while the other is talking, such as a simple nod of approval.
- Keep gestures smooth and unobtrusive. Don't let them compete for attention with your words. Avoid letting your gestures reveal emotional frustration.
- Your rate of speech should be average or a bit slower. Avoid sounding impatient or hesitant. Control the tone of your voice. Avoid sounding cold and harsh.
- Maintain a clearly audible voice—neither too loud nor too soft.
- Your feet and legs should be unobtrusive. Avoid using them as a barrier.
- Smile when appropriate; look pleasant and genuine.
- Stay alert through long conversations. Closing eyes and yawning usually blocks communication.

## **TO THE PUBLIC**

What image does your organization communicate? Remember to follow these ABC's:

Be Accurate and True  
Be Brief  
Clear

