

▼ You too can be ridiculously liked

▼ Ever wondered why some people are easily liked or seem to be naturally popular?

According to Dr. Travis Bradberry author of Emotional Intelligence 2.0, and president of TalentSmart, world's leading provider of emotional intelligence, being likeable is under your control. Dr Bradberry has identified "11 Habits of Ridiculously Likeable People". I thought they might be of interest to you:

- 1. They are genuine.** Being genuine and honest is essential to being likeable. No one likes a fake. People gravitate toward those who are genuine because they know they can trust them. It is difficult to like someone when you don't know who they really are and how they really feel.
- 2. They ask thoughtful questions.** The biggest mistake people make when it comes to listening is they're so focused on what they're going to say next or how what the other person is saying is going to affect them that they fail to hear what's being said. The words come through loud and clear, but the meaning is lost. A simple way to avoid this is to ask a lot of questions. People like to know you're listening, and something as simple as a clarification question shows that not only are you listening, you also care about what they're saying. You'll be surprised how much respect and appreciation you gain just by asking questions.

3. They don't pass judgment. If you want to be likeable you must be open-minded. Being open-minded makes you approachable and interesting to others. No one wants to have a conversation with someone who has already formed an opinion and is not willing to listen.

4. They don't seek attention. People are averse to those who are desperate for attention. You don't need to develop a big, extroverted personality to be likeable. Simply being friendly and considerate is all you need to win people over. When you speak in a friendly, confident, and concise manner, you will notice that people are much more attentive and persuadable than if you try to show them you're important. People catch on to your attitude quickly and are more attracted to the right attitude than what--or how many people--you know.

5. They are consistent. Few things make you more unlikeable than when you're all over the place. When people approach you, they like to know whom they're dealing with and what sort of response they can expect. To be consistent you must be reliable, and you must ensure that even when your mood goes up and down it doesn't affect how you treat other people.

6. They use positive body language. It's true that how you say something can be more important than what you say. Becoming cognizant of your gestures, expressions, and tone of voice (and making certain they're positive) will draw people to you like ants to a picnic. Using an enthusiastic tone, uncrossing your arms, maintaining eye contact, and leaning towards the person who's speaking are all forms of positive body language.

▼ Industry Disruption – Local Government

JNW is at the forefront of helping Councils develop strategic solutions to deal with the new rate capping regime. We have just developed a Customer Focused Service Costing framework for Frankston City Council that will enable it to create operational cost intelligence. This will strategically position the Council to identify the most efficient service delivery models. Furthermore, it will be able to have an authentic conversation with its stakeholders regarding service costs and service standards.



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7. They leave a strong first impression. Research shows most people decide whether or not they like you within the first seven seconds of meeting you. They then spend the rest of the conversation internally justifying their initial reaction. This may sound terrifying, but by knowing this you can take advantage of it to make huge gains in your likeability. First impressions are tied intimately to positive body language. Strong posture, a firm handshake, smiling, and opening your shoulders to the person you are talking to will help ensure that your first impression is a good one.

8. They greet people by name. Your name is an essential part of your identity, and it feels terrific when people use it. Likeable people make certain they use others' names every time they see them. You shouldn't use someone's name only when you greet him. Research shows that people feel validated when the person they're speaking with refers to them by name during a conversation.

9. They smile. People naturally (and unconsciously) mirror the body language of the person they're talking to. If you want people to like you, smile at them during a conversation and they will unconsciously return the favor and feel good as a result.

10. They know who to touch (and they touch them).

When you touch someone during a conversation, you release oxytocin in their brain, a neurotransmitter that makes their brain associate you with trust and a slew of other positive feelings. A simple touch on the shoulder, a hug, or a friendly handshake is all it takes to release oxytocin. Of course, you have to touch the right person in the right way to release oxytocin, as unwanted or inappropriate touching has the opposite effect. Just remember, relationships are built not just from words, but also from general feelings about each other. Touching someone appropriately is a great way to show you care.

11. They balance passion and fun. People gravitate toward those who are passionate. That said, it's easy for passionate people to come across as too serious or uninterested because they tend to get absorbed in their work. Likeable people balance their passion with the ability to have fun. At work they are serious, yet friendly. They minimize small talk and gossip and instead focus on having meaningful interactions with their coworkers. They remember what you said to them yesterday or last week, which shows that you're just as important to them as their work.

▼ *Procurement Intelligence Creates Value*



▼ **Significant cost savings and value can be achieved through efficient procurement. Similarly, ineffective systems can lead to fraud and brand destruction.**

JNW has recently assisted a large client accelerate its procurement enhancement program. Driven by the need to strengthen the governance over its vast spend, we helped design a simple, five step procurement framework that evolved the automation and control structures to enable efficient and effective purchasing.

Importantly our analysis of the procurement environment, culture, policies and procedures, roles and spend patterns enabled us to create a delivery model that provides "Procurement Intelligence" - a balance of operational excellence, decision making transparency and embedded risk management.

With a tight economy, there is pressure to ensure your procurement practices are creating value and not exposing you to inappropriate behaviours. If you would like an independent opinion on your framework, please do not hesitate to give Jeff a call on 0437 539 015. To see more on our experience, please visit our website www.jnwstrategic.com.au