

# **Bolstering Your Interpersonal Effectiveness**

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# Understanding Your “Brand” Name

*What are some famous brands in the world?*

*Why do firms worry so much about their brands?*

# Understanding Your “Brand” Name

**You are a “brand” in  
your organization**

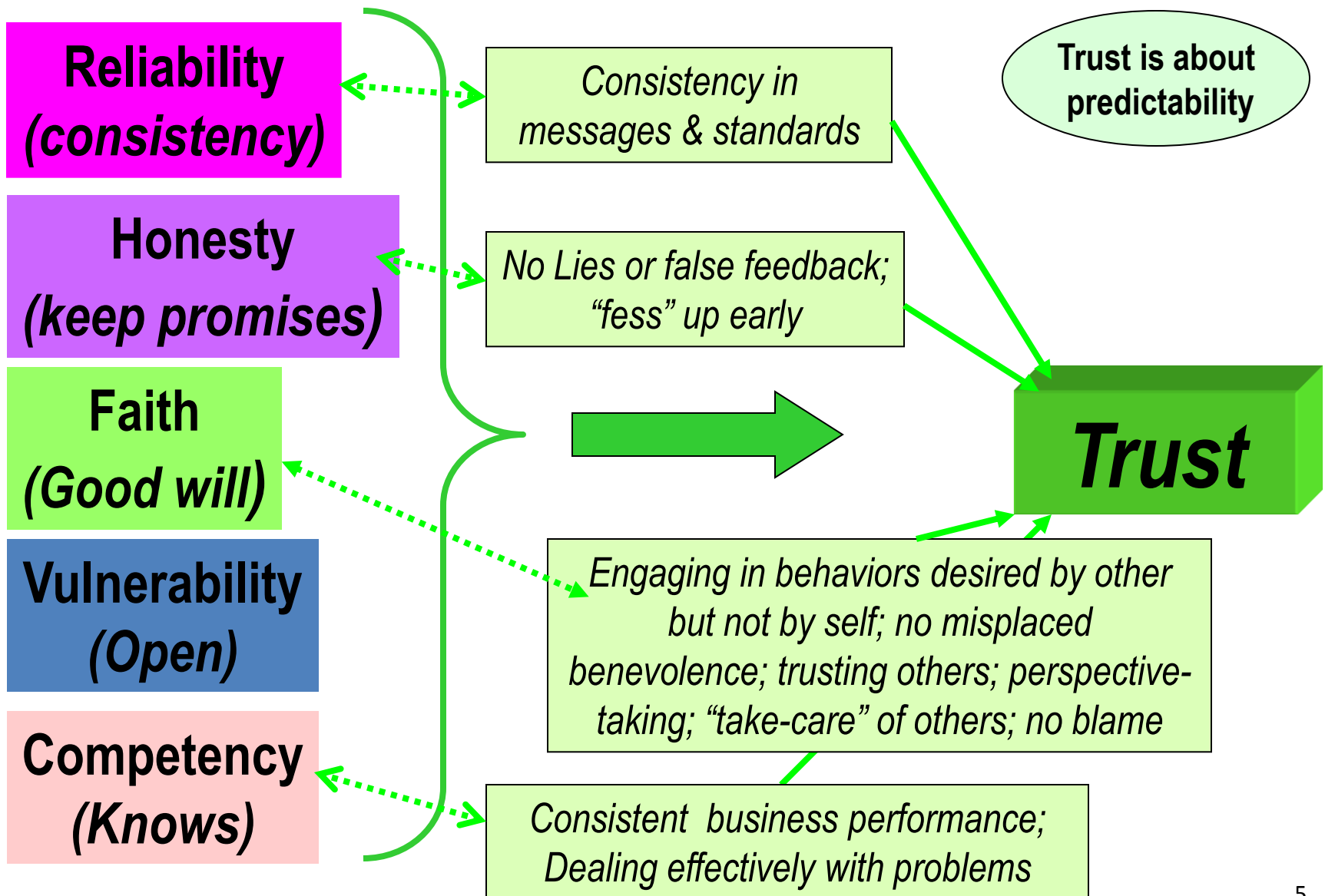
**A major task of leaders  
is to build and protect  
the brand name of their  
organization**

# Understanding Your “Brand” Name

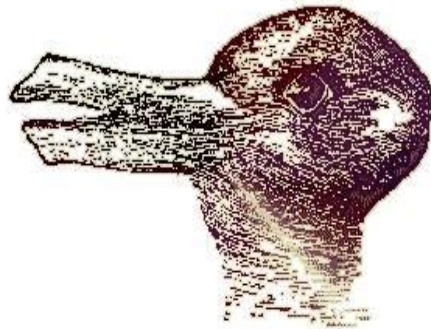
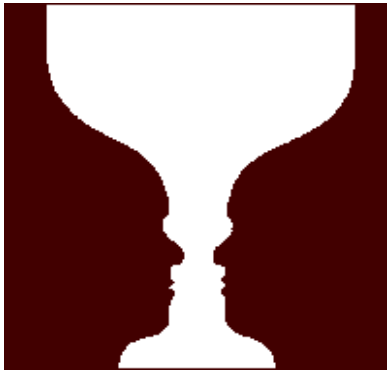
What is a brand?

- **familiar**: we immediately recognize the brand
- **attention**: we pay more attention to the brand
- **preferable**: given a choice we select the brand
- **cachet**: they give us status
- **quality**: we perceive the brand to be high quality
- **dependable**: we trust products using the brand
- **valued**: we willingly pay more for the brand
- **extendable**: we accept and buy new products that fit the brand name

# Creating and Maintaining Trust



# People Don't Say Things They Know To Be Wrong



**People prefer understanding to agreement**

# Seek Out “Interests” That Underlie “Positions””

What?

Why?

Position	Possible Interests
<i>“I want a raise”</i>	
<i>“You are absolutely wrong”</i>	
<i>“Why don’t you listen to me?”</i>	

# Build Loyalty through Rewards

**Calculated**

**Spontaneous**

- Notice small things about people that matter to them
- Make yourself important to people most important to them
- Recognize people in unexpected places
- Recognize their attempts to please
- Tell people what you want, not what they did wrong
- Show up for things that matter to them
- Make people feel important
- Don't be negative. It takes everything away

# **Building Close Relationships Through Stories**

- Our lives revolve around stories**
  - We create and share bonds through stories**
- Stories are an especially effective way of communicating your ideas**
  - People often “get it” through stories**

# The grammar of a story



## **Keys for effective narrative:**

- Has a point; What do you want your listener to feel, believe, and remember from your story?**
- Told quickly**
- People need to sense you care about what the topic**
- Inclusive—others need to grasp idea and feelings**
- Suspense—something unexpected happens**
- Vivid details matter**
- Validate basic values**
- Is personal**
- Communicate factoids**