Communication Advantage

Audio Companion Visual Guide

Visual reference for the audiobook

The following images appear in the order used in Communication Advantage. Each visual includes a concise description to help listeners connect the audiobook narrative with the book's diagrams and illustrations.

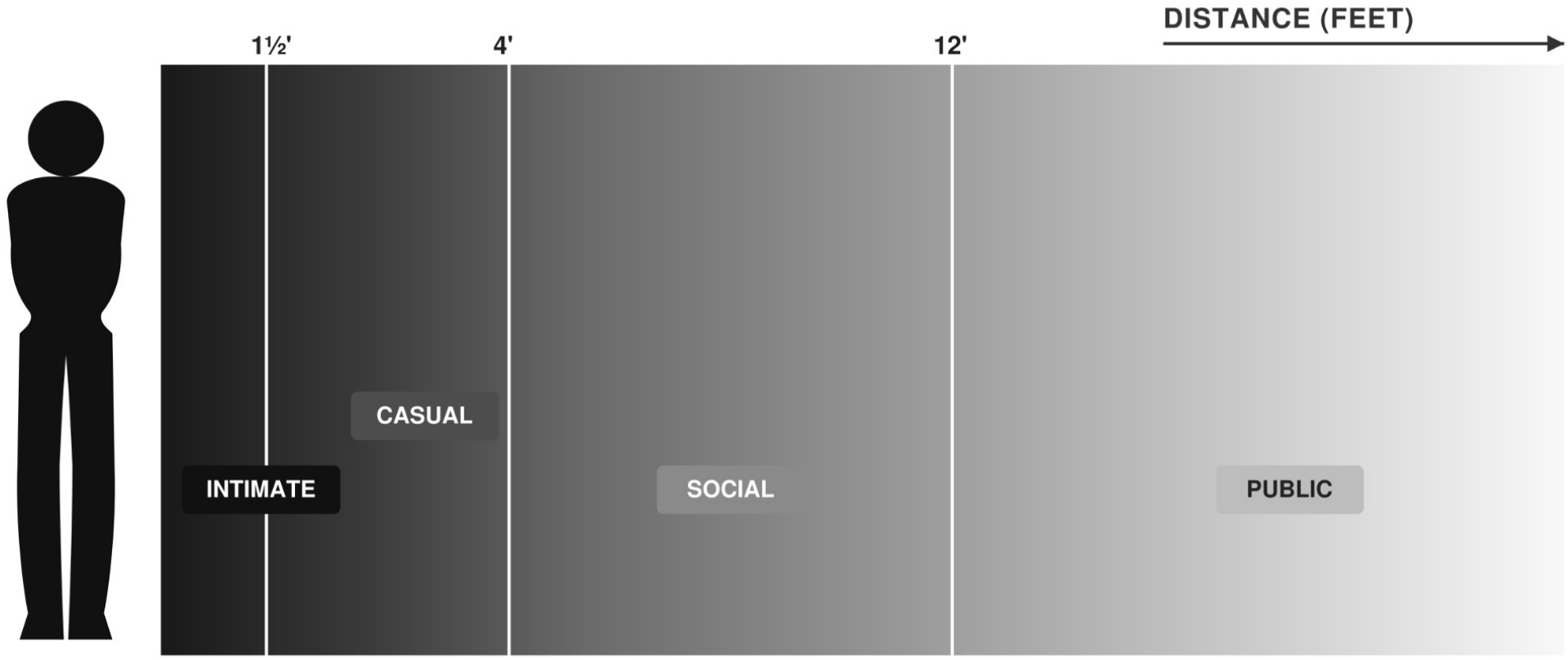
1. Four Dimensions of Tonality

The 4 Dimensions of Tonality	
Tone	Pitch
Tempo	Speed, Rhythm
Timbre	Quality, Congruence
Volume	Loudness

AUDIO DESCRIPTION

The four controllable dimensions of tonality: pitch, tempo, timbre and volume, each influencing how our spoken communication is perceived.

2. Personal Spaces for Social Interaction

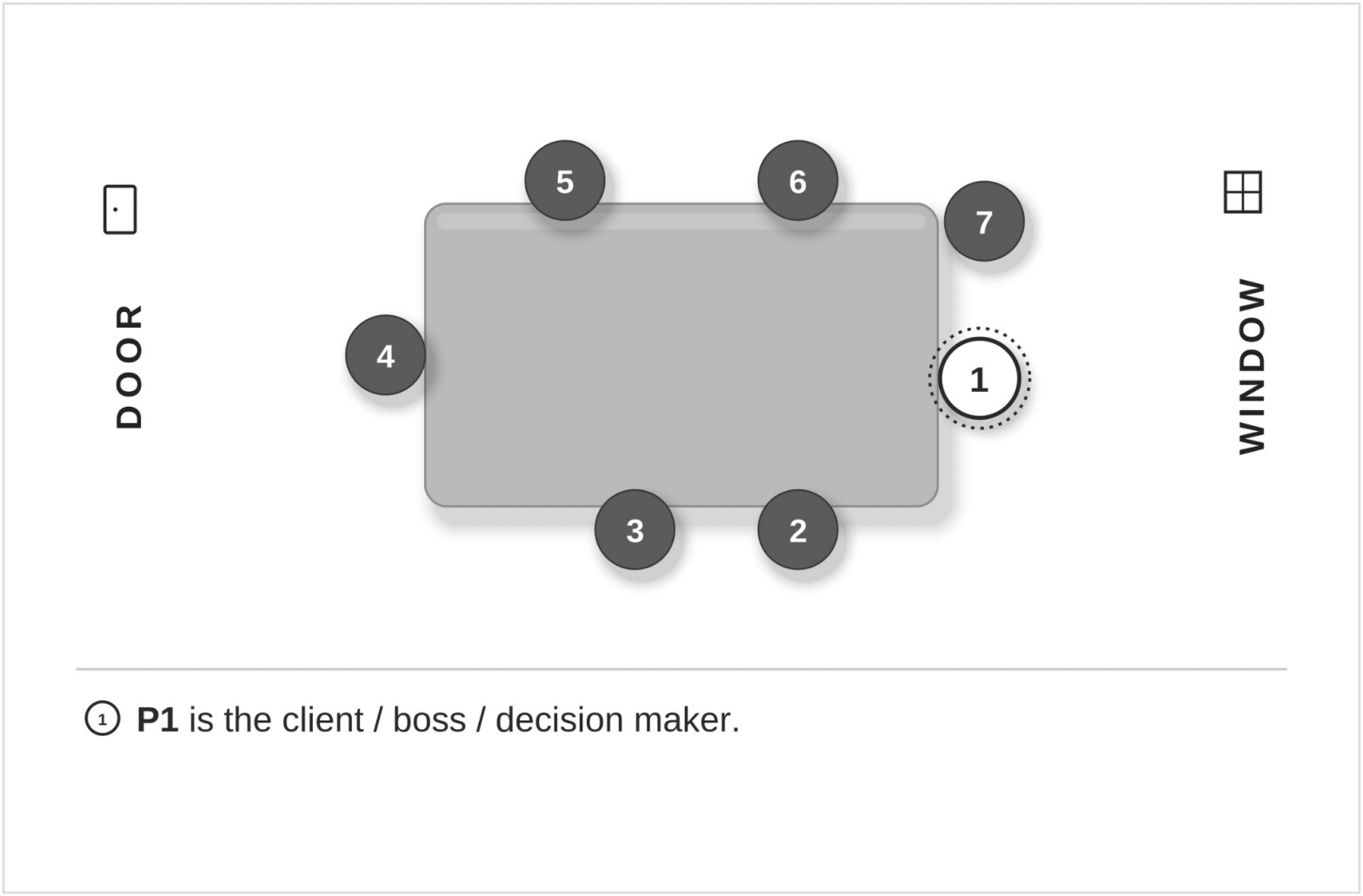


Personal Spaces for Social Interaction

AUDIO DESCRIPTION

A proximity guide showing intimate, casual, social and public space, with distance increasing as the relationship or interaction becomes less personal.

3. Seating Positions

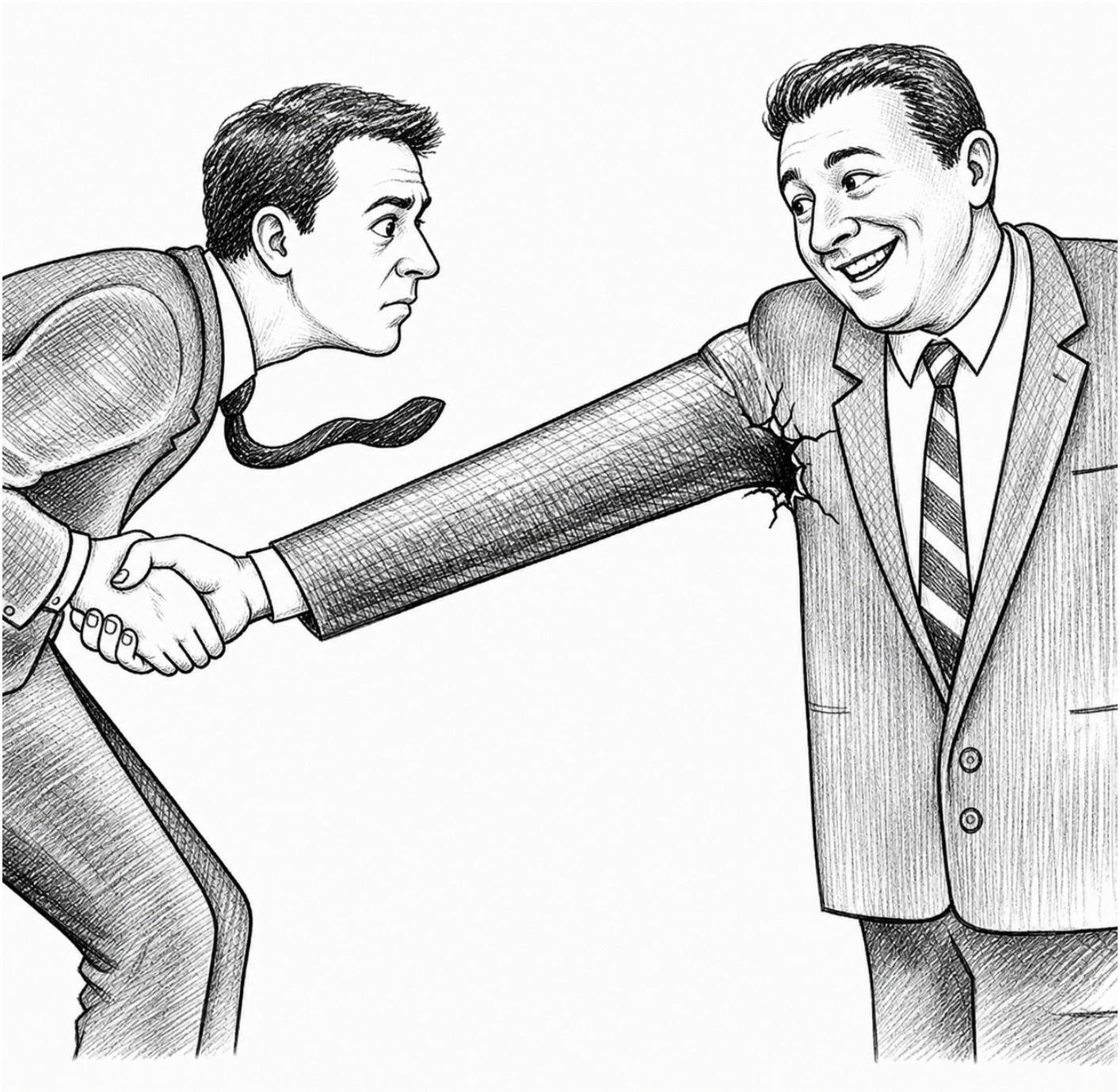


① **P1** is the client / boss / decision maker.

AUDIO DESCRIPTION

A meeting-table map showing seating choices relative to the client or decision maker, illustrating how position can influence openness, rapport and confrontation.

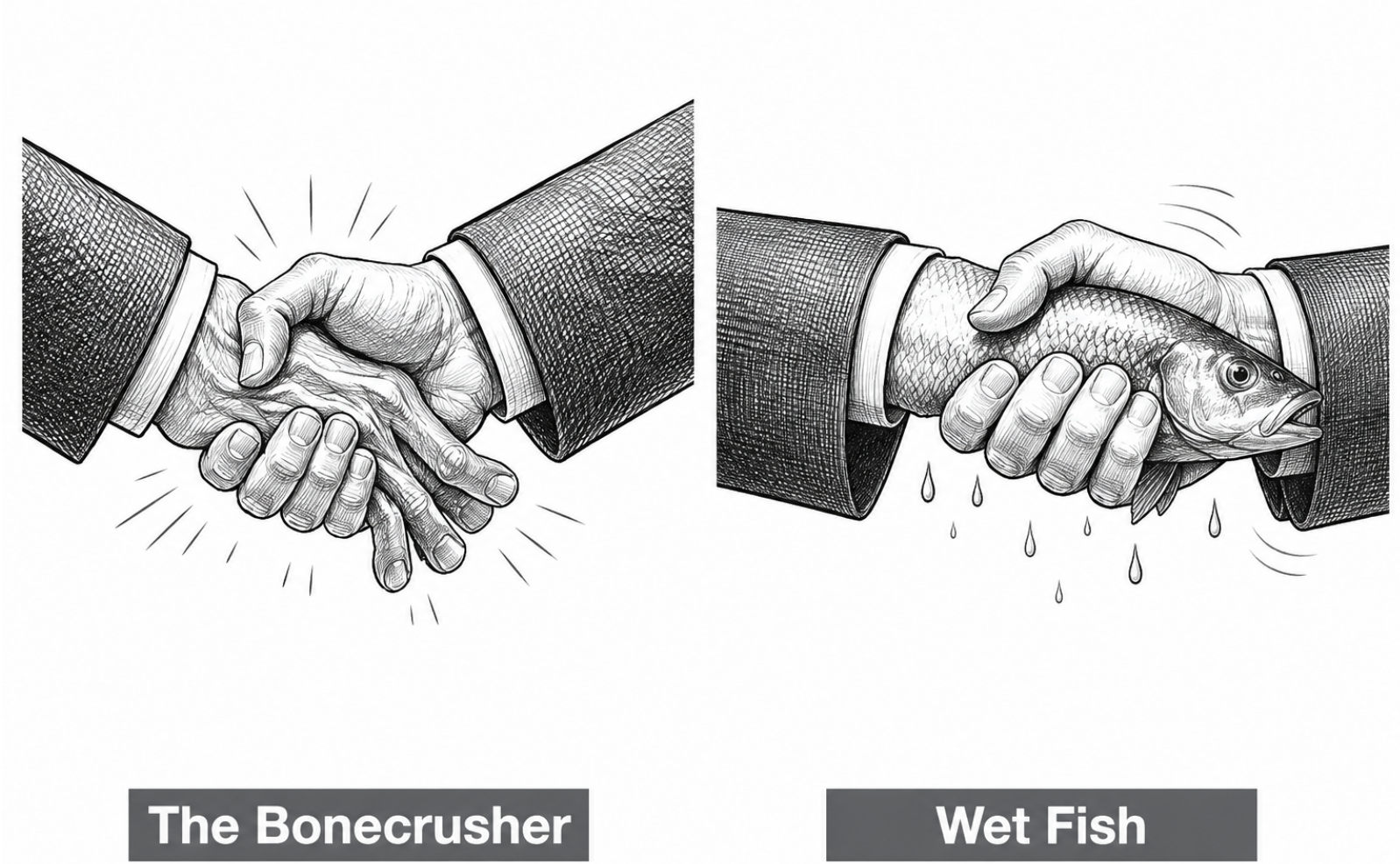
4. The Invasion Handshake



AUDIO DESCRIPTION

An invasion handshake, where one person extends deeply into another’s personal space, signalling a possible power play, control attempt or desire for distance.

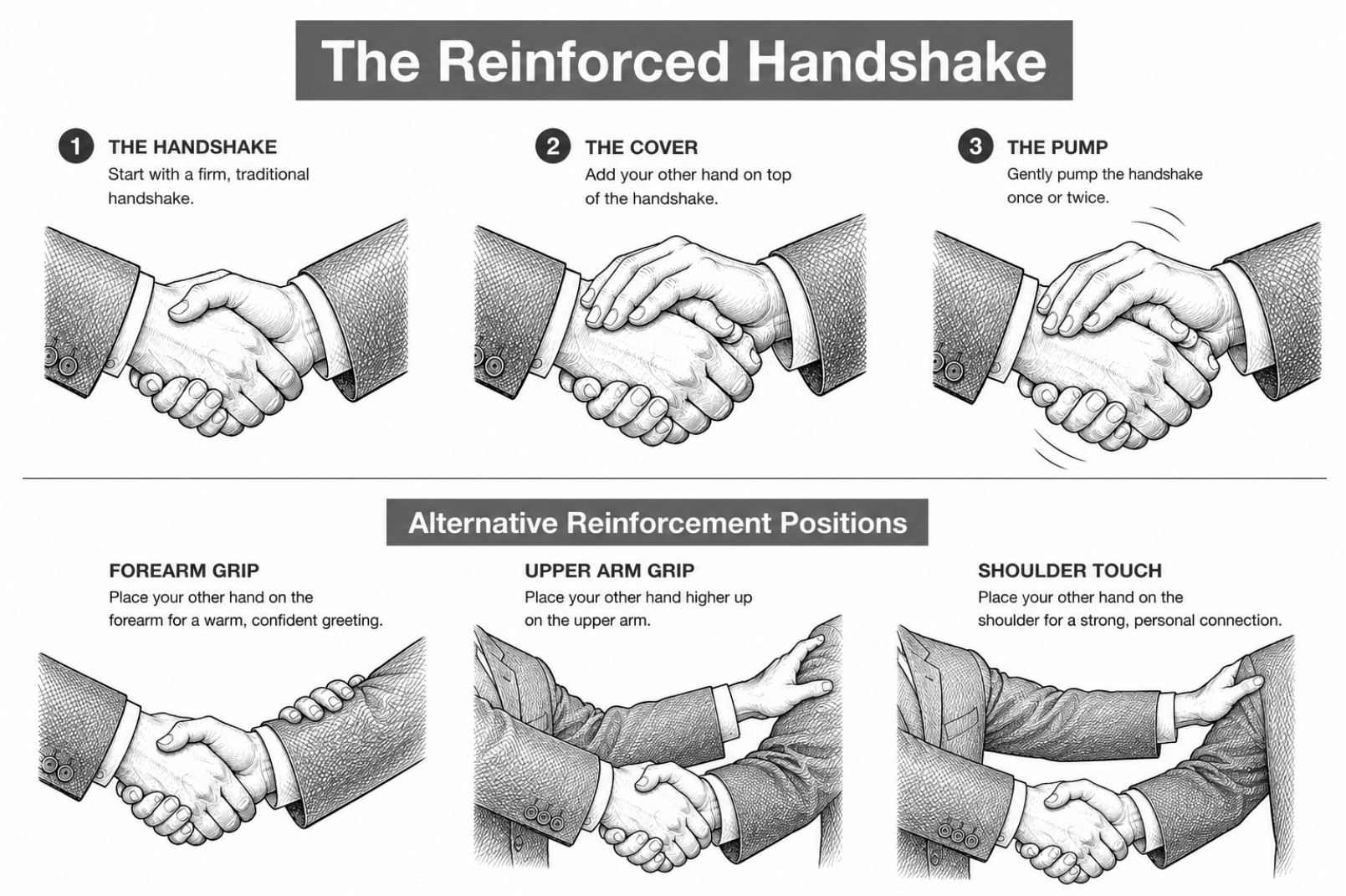
5. The Bonecrusher and Wet Fish



AUDIO DESCRIPTION

The two handshake-pressure extremes: the crushingly strong “bonecrusher” and the limp “wet fish,” both of which can create an unfavourable first impression.

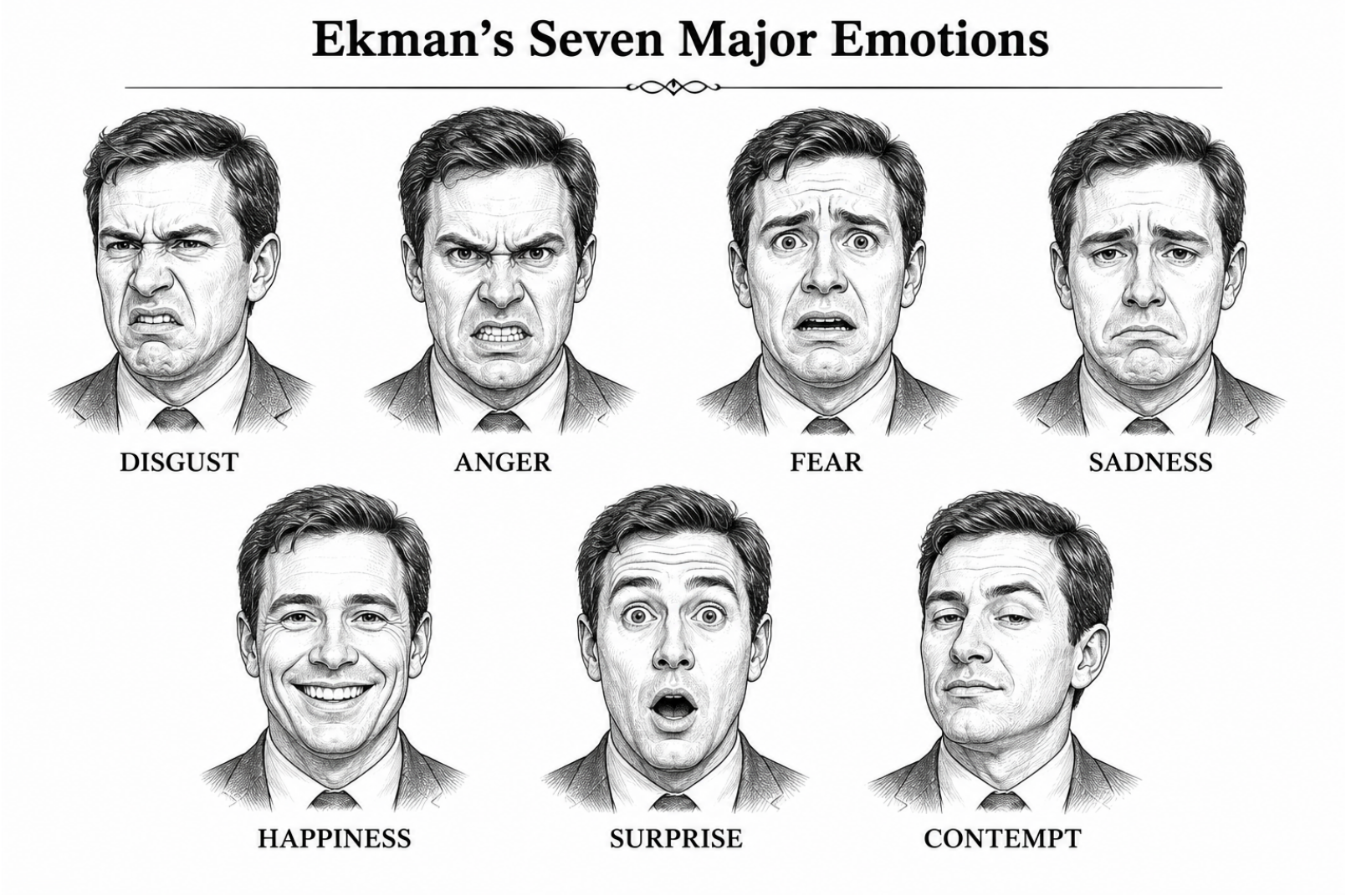
6. The Reinforced Handshake



AUDIO DESCRIPTION

A reinforced handshake adds the second hand to signal warmth and sincerity; moving that hand higher toward forearm or shoulder conveys increasing intimacy.

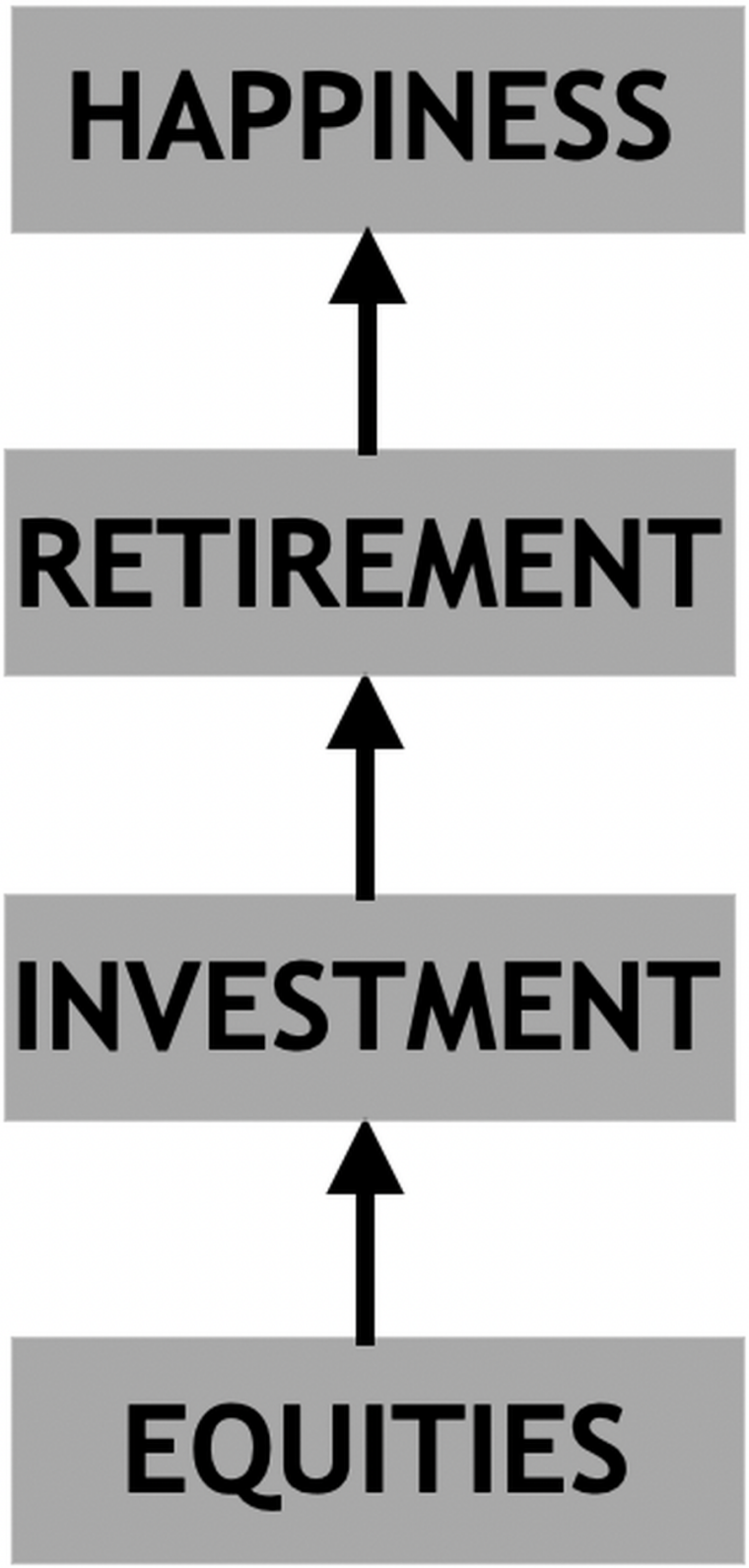
7. Ekman’s Seven Major Emotions



AUDIO DESCRIPTION

Facial illustrations of Ekman’s seven major emotions: disgust, anger, fear, sadness, happiness, surprise and contempt, highlighting emotion communicated through facial expression.

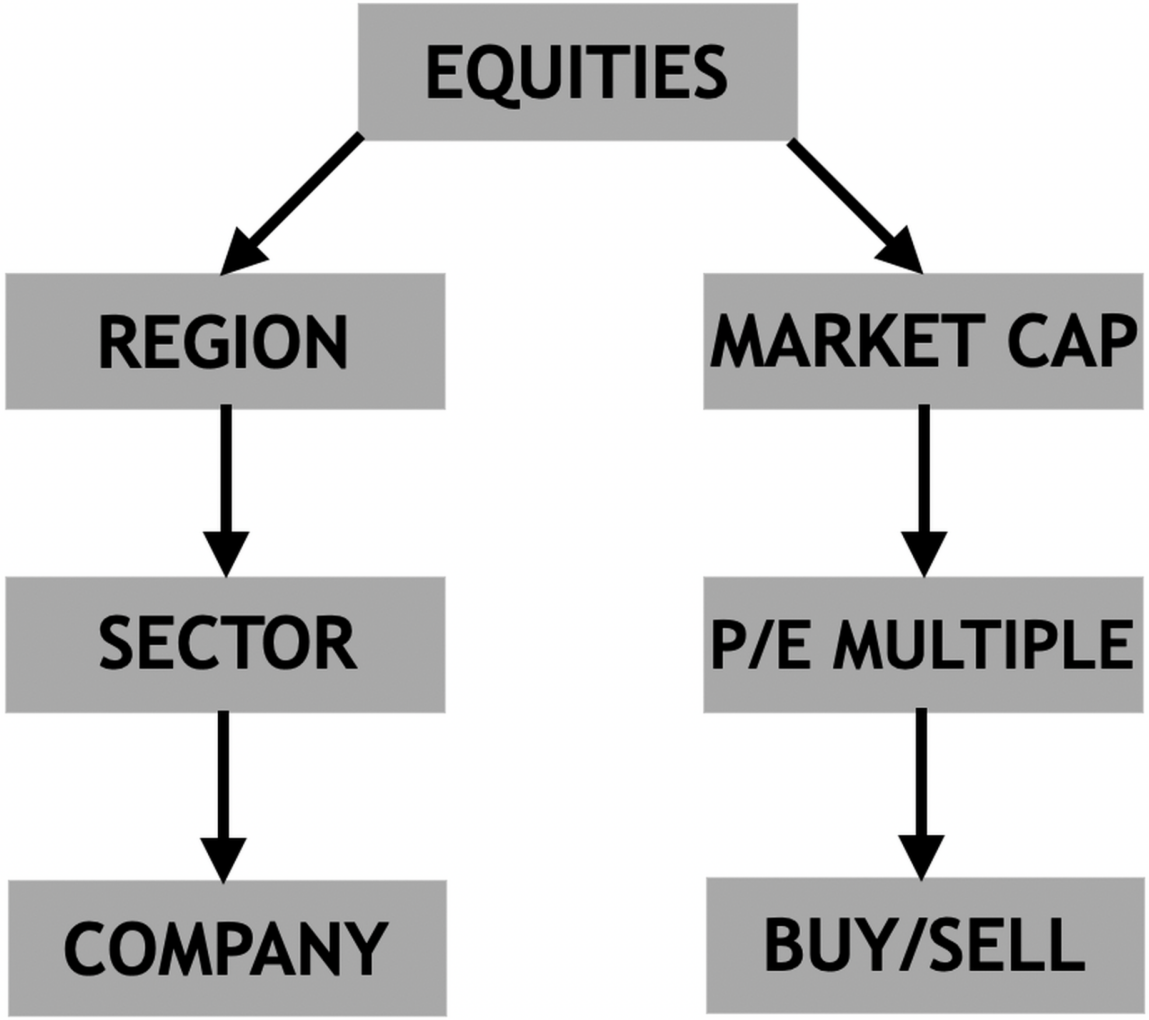
8. Chunking Up



AUDIO DESCRIPTION

Chunking up moves conversation from detail toward abstraction, here progressing from equities to investment, retirement and happiness to uncover higher-level common ground.

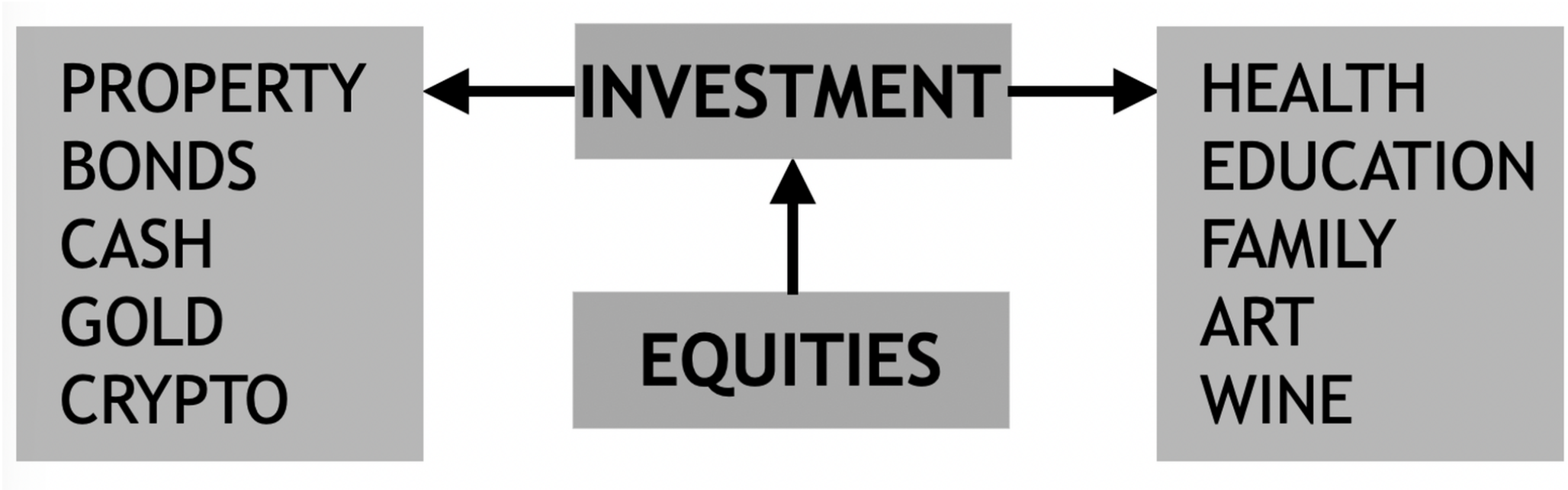
9. Chunking Down



AUDIO DESCRIPTION

Chunking down moves from a broad subject into progressively finer detail, shown by breaking equities into region, sector, company, market capitalisation and valuation.

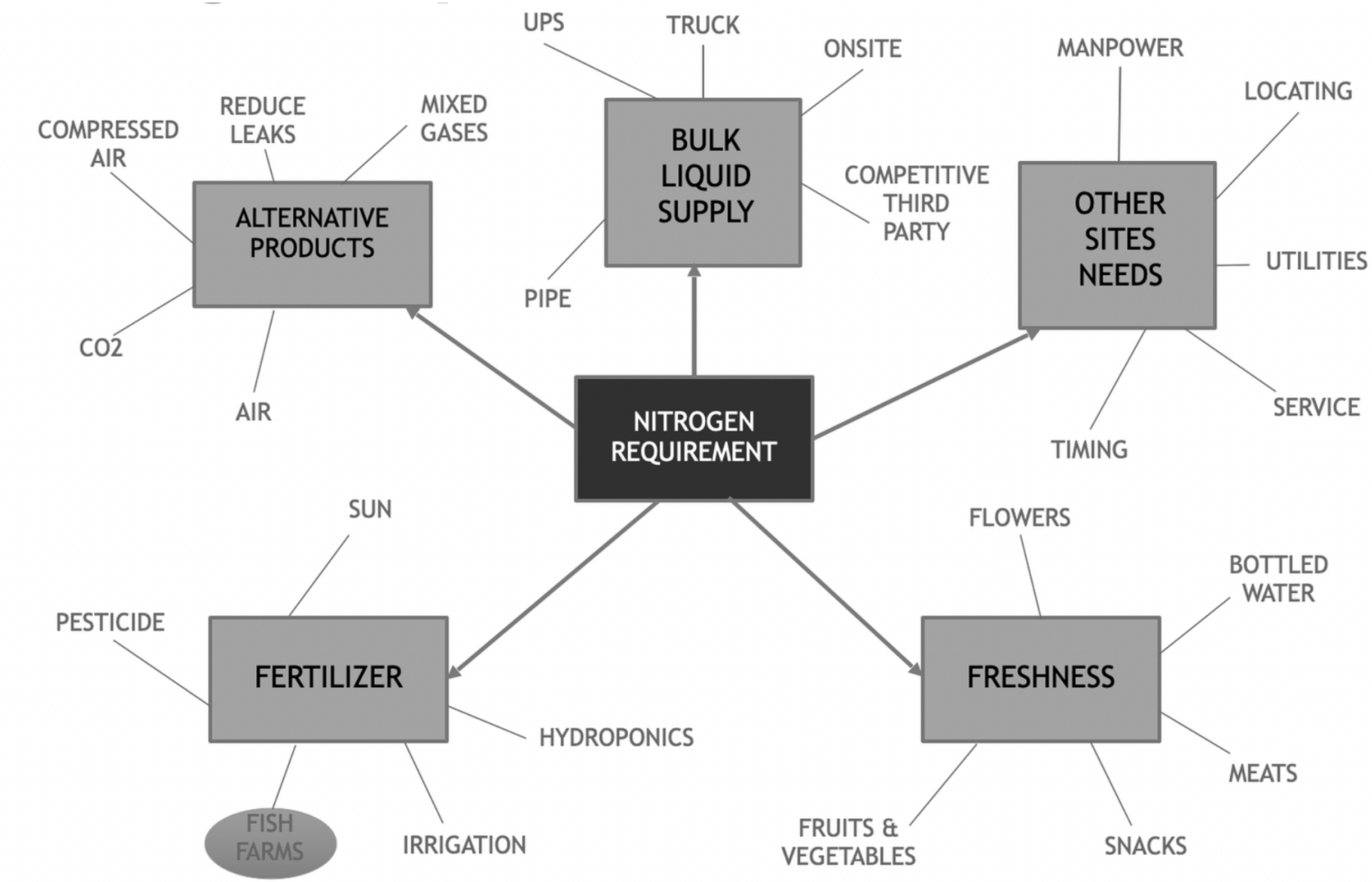
10. Chunking Laterally



AUDIO DESCRIPTION

Lateral chunking moves sideways from a shared higher category, generating alternative examples of investment and encouraging creative connections beyond the original subject.

11. Brainstorming with Lateral Thought



AUDIO DESCRIPTION

A lateral-thinking brainstorm starts with “nitrogen requirement,” chunks upward into categories, then sideways into unexpected associations that may reveal innovative opportunities.

12. Information Chunking Preferences



AUDIO DESCRIPTION

The four information-sorting preferences: specific-only, specific-to-global, global-to-specific and global-only, showing how people differ in their preferred level and sequence of detail.

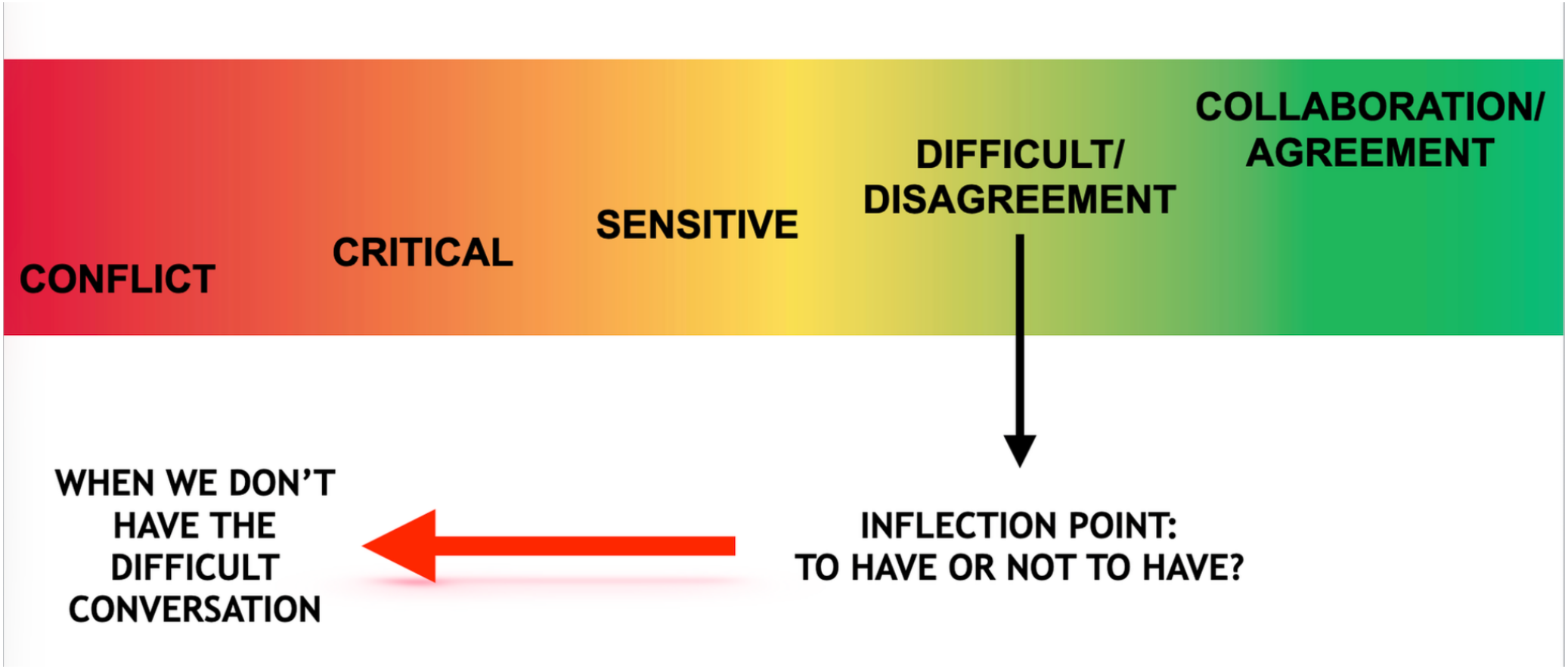
13. The Communication Continuum



AUDIO DESCRIPTION

The Communication Continuum maps conversation from conflict through critical, sensitive and difficult communication to collaboration, using red, amber and green as diagnostic zones.

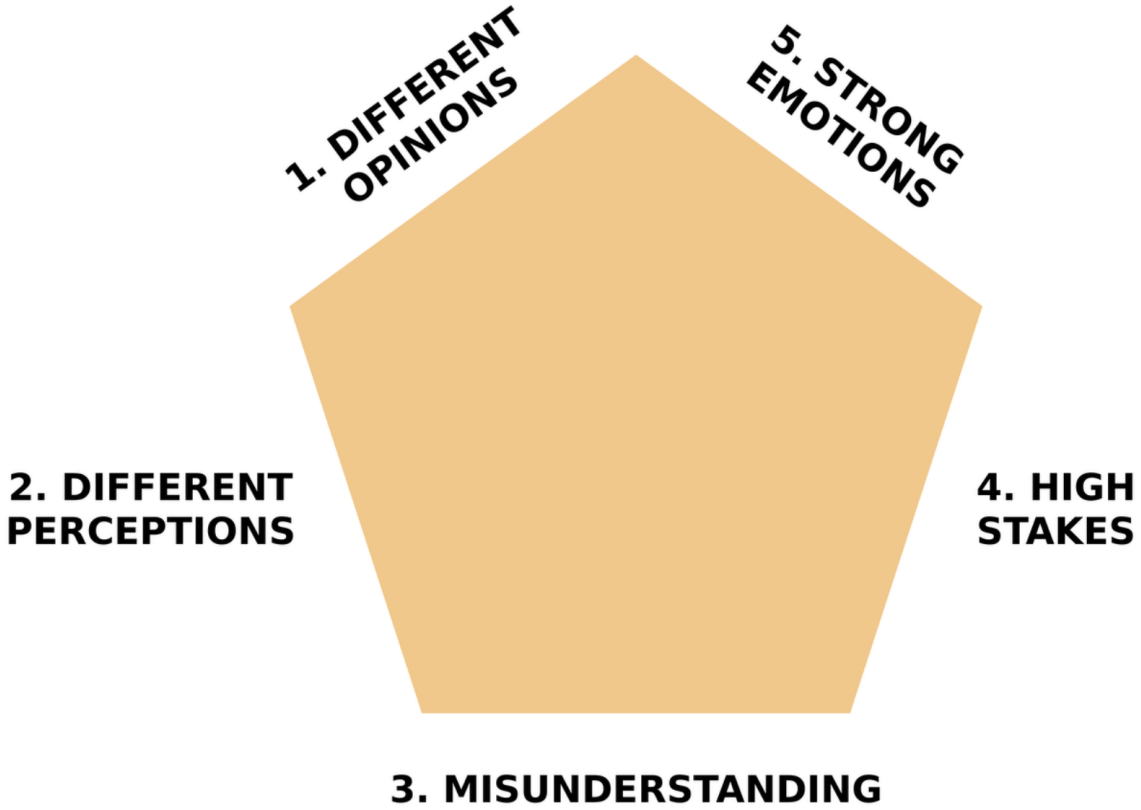
14. The Inflection Point



AUDIO DESCRIPTION

Difficult disagreement is an inflection point: address the conversation constructively and remain collaborative, or avoid it and risk movement toward critical communication and conflict.

15. Five Dimensions of Critical Communication



AUDIO DESCRIPTION

Five conditions increase escalation risk: different opinions, different perceptions, misunderstanding, high stakes and strong emotions. Recognising them early helps prevent conflict.

16. Stepping Out of the Content



AUDIO DESCRIPTION

When safety is threatened, temporarily step out of the disputed content, shift context, rebuild communicative safety, then return to the issue with dialogue restored.

17. The Trust Equation

$$\text{Trust} = \frac{\text{Credibility} + \text{Reliability} + \text{Intimacy}}{\text{Self-orientation}}$$

AUDIO DESCRIPTION

Trust rises with credibility, reliability and intimacy, and falls as self-orientation increases. Strong relationships therefore combine competence, consistency, connection and low self-interest.

Chapter 8: Sleight of Mouth Summaries

Quick-reference visual summaries of ten Sleight of Mouth patterns

Presented in sequence: 1a, 1b, 2a, 2b ... 10a, 10b

1. Meta Frame

1. META FRAME

Steps outside the content of a belief to examine the thinking that produced it.

Ask: "What makes you interpret it that way?"

1a

> *Why it works: people treat their conclusions as facts. Meta Frame prompts metacognition — thinking about thinking — so they examine the structure of their own belief instead of defending it.*

1b

2. Consequence

2. CONSEQUENCE

Extends the timeline to reveal the cost of continuing a course of action.

Ask: "What happens if this continues?"

2a

> *Why it works: it reveals consequences that aren't immediately visible without threatening. Can land as blunt, so pairing it with a softening frame is advisable.*

2b

3. Intent

3. INTENT

Redirects attention from the behaviour to the positive purpose behind it.

Ask: "What is this person trying to achieve?"

3a

> *Why it works: people rarely act without a reason, even a flawed one. Naming the likely positive intent separates the person from the behaviour and lowers defensiveness — a manager who micromanages may simply be trying to reduce risk.*

3b

4. Reality Strategy

4. REALITY STRATEGY

Challenges how someone knows what they claim to know.

Ask: "How specifically do you know that?"

4a

> *Why it works: it forces a return to the evidence behind a belief. Often there is none, only interpretation — and that gap between what's known and what's assumed is where flexibility appears.*

4b

5. Apply to Self

5. APPLY TO SELF

Turns a person's own rule or judgment back onto the statement they just made.

Ask: "Does your own standard apply to you?"

5a

> *Why it works: it exposes inconsistency — humans notice contradictions in others far more readily than in themselves. Use carefully: delivered assertively it can feel confrontational, delivered with curiosity or humour it lands well.*

5b

6. Hierarchy of Criteria

6. HIERARCHY OF CRITERIA

Repositions the current value inside a larger hierarchy by naming one that outranks it.

Ask: "Isn't [higher value] more important?"

6a

> *Why it works: humans organise values hierarchically and constantly prioritise one over another. The original value stays valid; it's simply outranked, which is easier to accept than being told it's wrong.*

6b

7. Counter Example

7. COUNTER EXAMPLE

Challenges an overgeneralised belief by finding a single exception.

Ask: "What's the exception?"

7a

> *Why it works: limiting beliefs usually rely on overgeneralisation, and one valid exception is often enough to break certainty. Listen for always, never, everyone, no one, impossible — that's the cue to use it.*

7b

8. Another Outcome

8. ANOTHER OUTCOME

Introduces a different, more useful objective than the one currently being pursued.

Ask: "What if the objective was different?"

8a

> *Why it works: attention drives emotion. Many conflicts dissolve once people realise they've been fixated on the wrong objective, and a better one is offered in its place.*

8b

9. Redefine

9. REDEFINE

Changes the meaning of a word or label without changing the underlying facts.

Ask: "What's another word for it?"

9a

> *Why it works: many disagreements are really disputes about definitions, not facts. Redefine the word and the frame through which the event is viewed changes with it.*

9b

10. Model of the World

10. MODEL OF THE WORLD

Reminds both parties that different people can interpret the same event differently, and still be reasonable.

Ask: "Could this look different from another perspective?"

10a

> *Why it works: the map is not the territory. Conflict often comes from assuming one's own interpretation is the only valid one — surfacing an alternative model lowers certainty and raises curiosity.*

10b