

## Congruence & Integrity



The PM's April 2009 attempt to be a funky You-Tube guy failed miserably when he used that media to announce proposed changes to MP's allowances. What followed was a classic case of appalling lack of congruence. He doesn't really do smiling does our Gordon but clearly someone had insisted he should. The result was something that looked less sincere than a second hand car dealer that just got out of wormwood scrubs!

### What should you do to come across to an audience as authentic and sincere?

- Conviction / Believing in your message

It will only come across as sincere if you are! You need to mean what you say, and say what you mean. You need to have the courage of your convictions.

- Be yourself

Don't try and be somebody or something that you are not, don't try and be Grandma when really you're the big bad wolf (or the other way around!) The truth will out. It will come across as insincere and unbelievable

- Be human and not automaton,

Avoid "MBA-speak" and jargon it won't make you sound better, more learned, or more believable, usually just more DULL! Use normal, day to day language. Express yourself as you would normally, don't put on a corporate "Mask"

- Words and actions that add up

The words you use, the body language you display and the tone of your voice all have to match up for other people to sub-consciously "read" sincerity in you. This mostly happens automatically when you're being yourself and have conviction. You need to check the signals you're sending out, in your tone and body language are matching your message.