

# The Who, What, When and How of Effective Conversations

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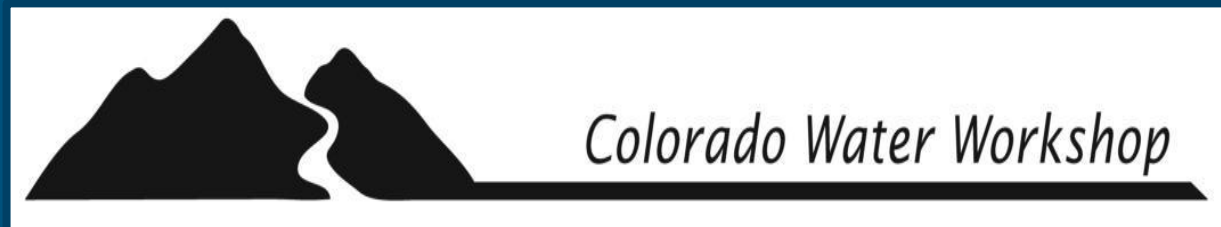
TERRY GROSS

FOUR WORDS: Tell me About Yourself

“A good conversationalist is somebody who is fun to talk to,”

The secret to being a good  
conversationalist?

Curiosity.



WWW.  
**HUMORE.US**



GOOD CAUSES.  GOOD TIMES.

AS SERIOUS AS WE NEED TO BE - AS FUNNY AS IT GETS

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FAX: NO ONE USES FAX ANYMORE

**CERTIFIED  
HECKLING  
PROGRAM**

# A circuitous path....

- Biologist
- Outreach Guy
- Teacher
- Nature Guide
- Gym Owner
- Executive Director
- Development Director
- Major Gifts Officer
- Sales and Marketing
- Communications

And now self-employed....

# MY TITLES

- Minister of Mirth
- Senior VP of Silliness
- Comedic Community Catalyst
- Hapless Humorous Heckler
- Curator of Connectivity
- Agent of Alliteration, Always

# MY ROLES

- Connector: Isolation Kills
- Laugh: Life is short, Live it
- Activate: Community Catalyst
- Creator: Creation vs. Discovery
- Inspire: I've Found My Gift

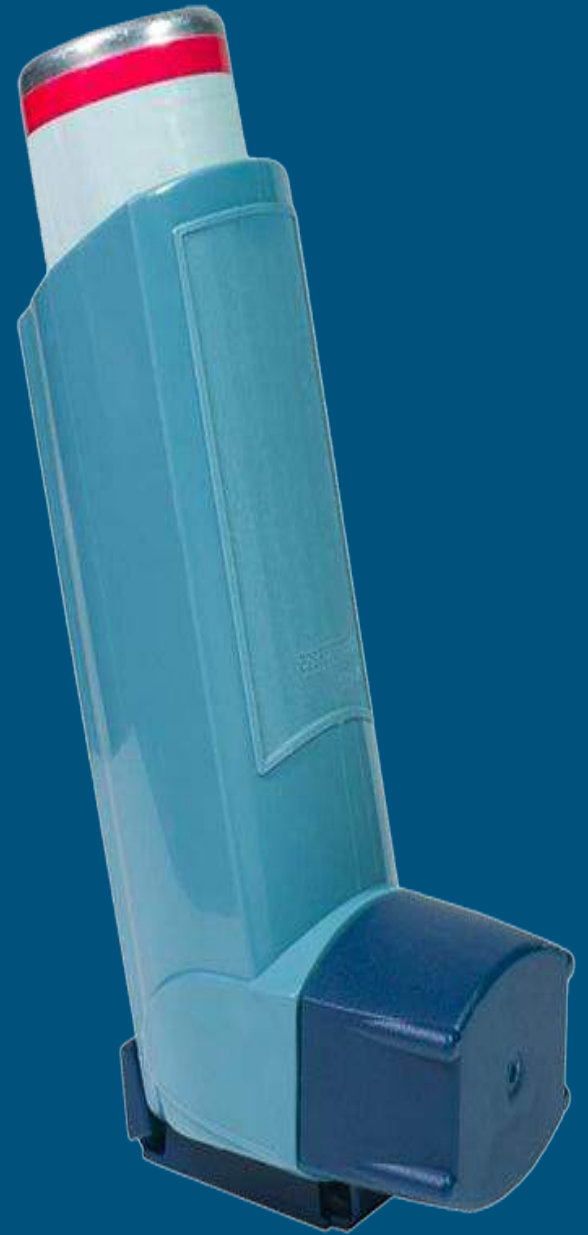
**1 MILLION  
LAUGHS**

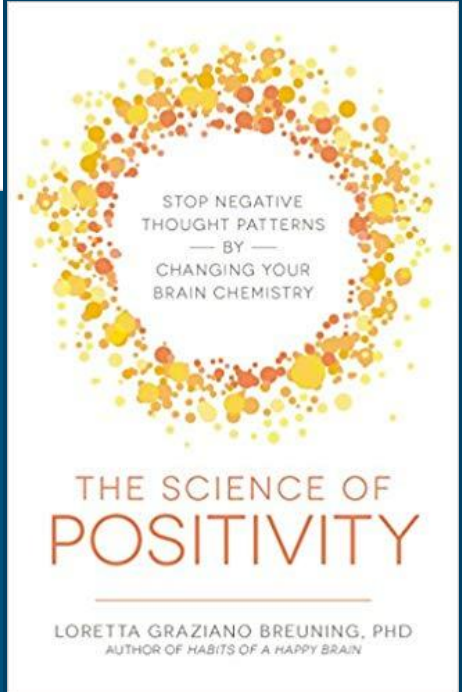
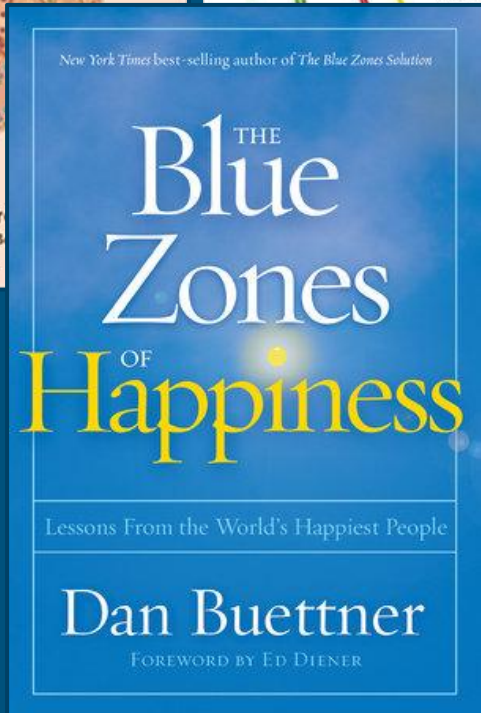
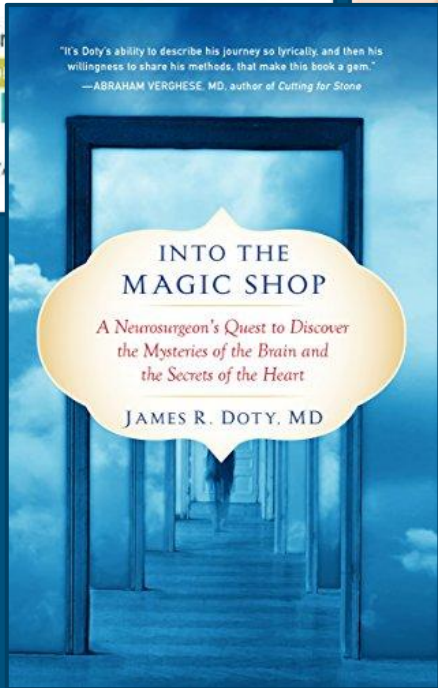
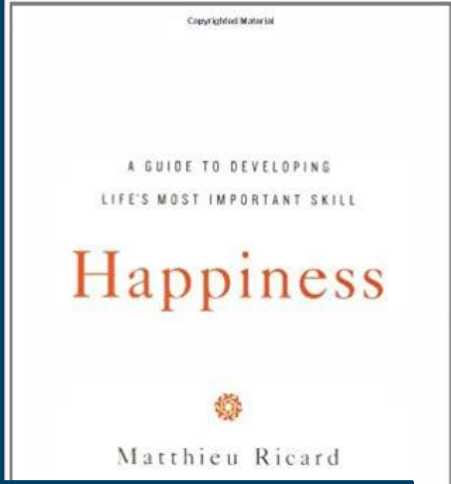
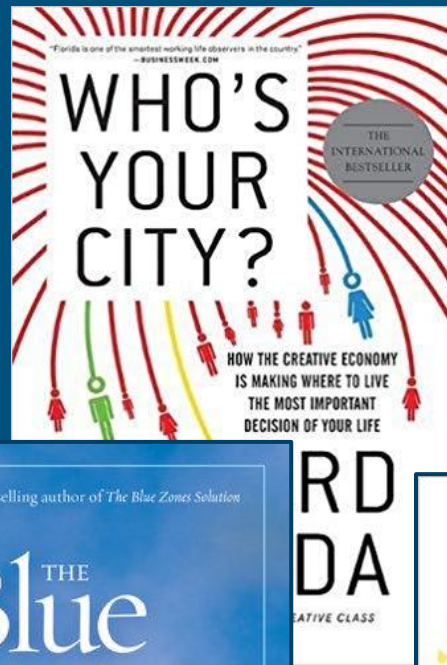
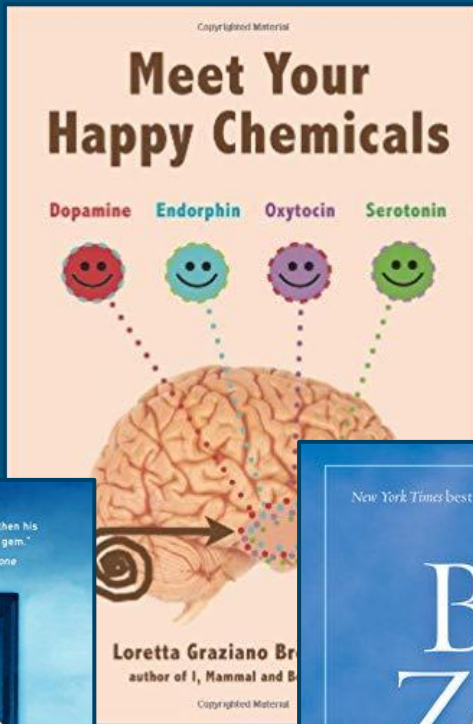
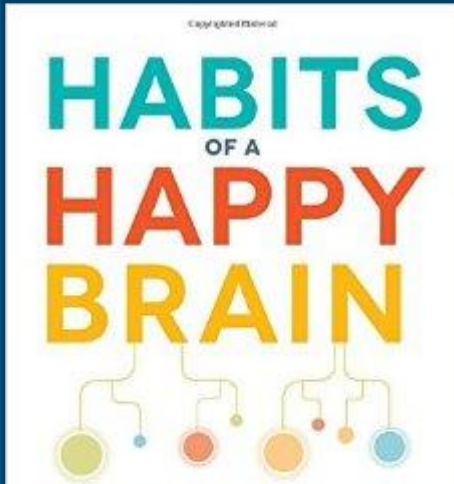


# LAUGHTER

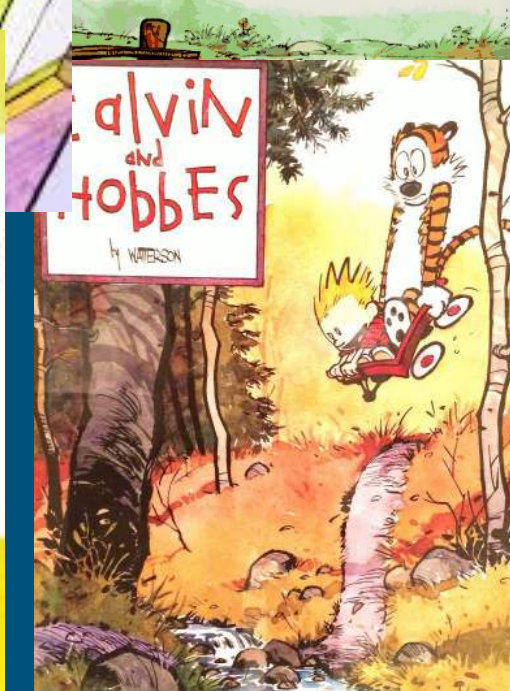
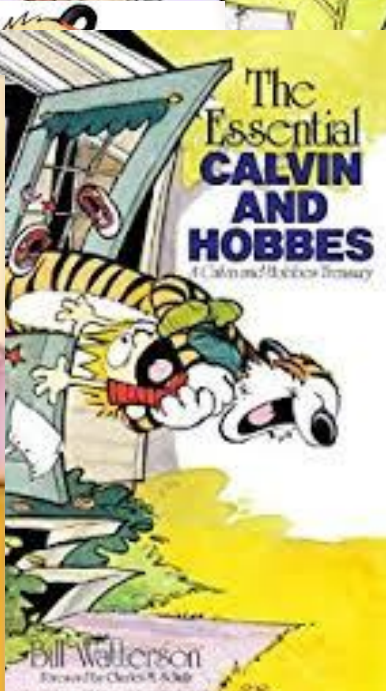
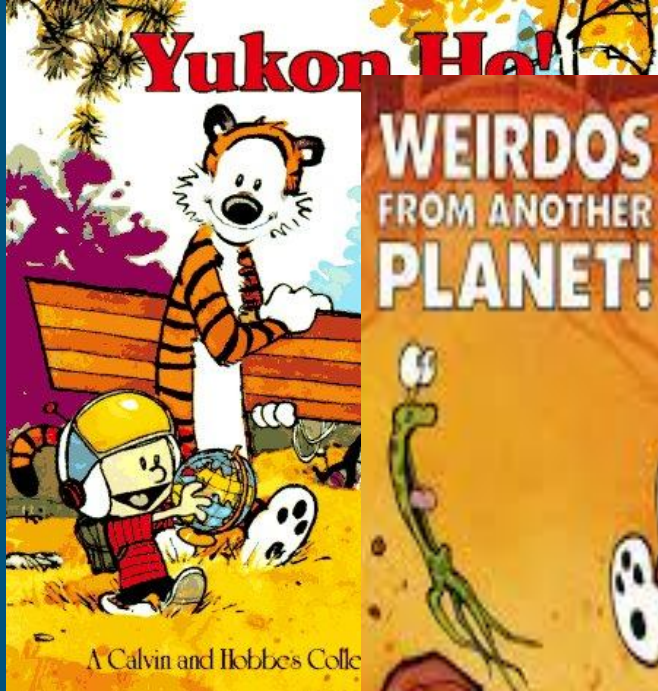
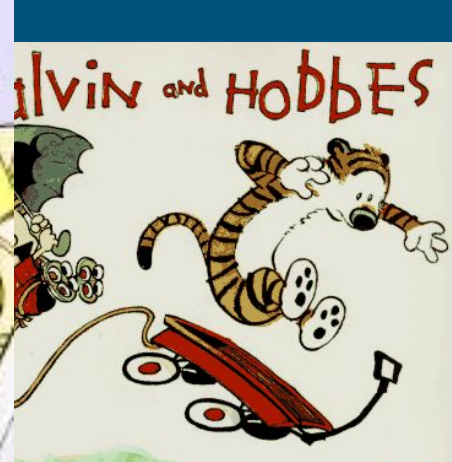
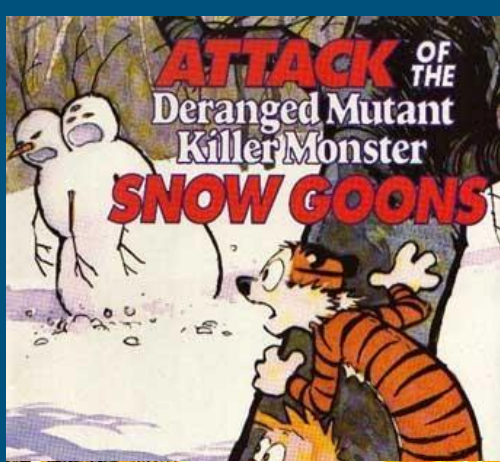
Full-Circle Tangents

**LAUGHTER  
IS THE  
BEST  
MEDICINE**











WHATCHA DOIN' ?

I'M KILLING TIME WHILE I WAIT FOR LIFE TO SHOWER ME WITH MEANING AND HAPPINESS.

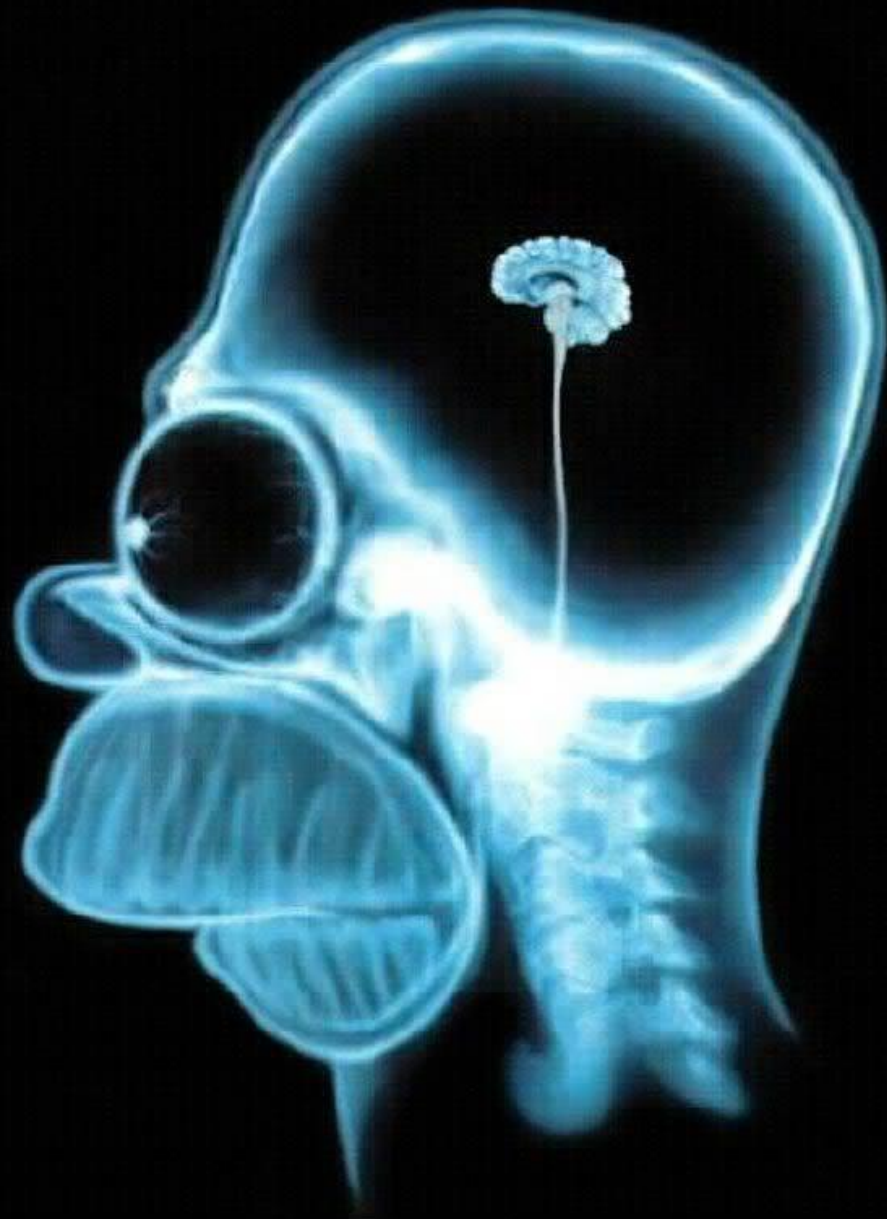


HAPPINESS

HEAD-TO-TOES

HAPPINESS

HEAD





**HAPPINESS**

**HEART**

“About 30 percent of the people surveyed in the United States since 1956 say that their life is very happy. And that hasn't changed at all, whereas the personal income has more than doubled, almost tripled, in that period.”

~ Mihalyi Csikszentmihalyi Mihalyi

I'm a

Millionaire

\$\$\$

Money can't buy happiness,  
but I'd cheer up much  
faster sipping a margarita  
on the beach outside of  
my oceanfront mansion.



your  cards  
someecards.com

HAPPINESS

TOES

PURPOSE

PLACE

PLEASURE

PASSION

# COMMUNITY



Move and Sleep



Circle of Confidants



Find a Mate



Work is Community



Create Your Community

**TRANSITION**



# The Who, What, When and How of Effective Conversations

1. COMMUNICATION: MORE THAN JUST WORDS
2. SENSORY ACUITY: READ PEOPLE LIKE A BOOK
3. BUILD RAPPORT: REDUCE RESISTANCE
4. TEAM BUILDING: (OPTIONAL)



ANTHONY

POPONI

# THE WHO, WHAT, WHEN AND HOW OF EFFECTIVE CONVERSATIONS: A CHECKLIST

I READ MY CHECKLIST BEFORE THE MEETING    I'M ANCHORED, I'M READY    I GET DOPAMINE FROM CHECKING CHECKBOXES

LISTENING: WHAT I WILL DO? I WILL.....	BEHAVING: WHO I WILL BE? I WILL....
EXPLORE FIRST: TELL ME ABOUT YOUR: (SELF, IDEA, NEEDS, CONCERNS)	BE AWARE OF STATE CHANGES: EYES, BREATH, POSTURE, SKIN AND CHECK-IN
ESTABLISH RAPPORT: MATCH AND ENERGY, TONE, PHYSIOLOGY, LANGUAGE	BE LIKE THEM AND FIND COMMONALITIES
USE ACTIVE LISTENING: LISTEN TO UNDERSTAND NOT TO RESPOND	BE INTERESTED AND WILL USE CURIOSITY TO EXPLORE OPPORTUNITIES AND OPTIONS
USE ONLY FACTS AND WHEN I'M STATING OPINIONS, I WILL SAY SO	BE FLEXIBLE BY USING MY OUTER BOX OF BEHAVIOR FLEXIBILITY
PAUSE TO CREATE SPACE FOR QUESTIONS AND REFLECTION	BE OPEN TO NEW IDEAS AND CREATING SOMETHING BETTER WITH OTHERS
CHARMING: WHEN I AFFECT CHEMISTRY? I WILL...	SPEAKING: HOW WILL I TALK? I WILL....
AVOID STIMULATING CORTISOL BY ESTABLISHING RAPPORT FIRST	ENGAGE THEM WHERE THEY ARE. LUMPERS VS. SPLITTERS
ACTIVATE THE TEAM'S SEROTONIN BY RECOGNIZING OTHERS FIRST	BE AGREEABLE. YES AND - "YES" IS AGREEMENT "AND" IS HOW YOU'RE THOUGHTFUL
BE FUNNY TO RELEASE ENDORPHINS TO DISARM AND BUILD BONDS	USE TRUST WORDS: AND, APPRECIATE, AGREE, ACCEPT
RELEASE OXYTOCIN BY ESTABLISHING TRUST, USING TOUCH AND VULNERABILITY	MAKE CLEAR REQUESTS AND CLEAR COMMITMENTS
TREAT EVERYONE WITH DIGNITY RESPECT AND APPRECIATION	ASK 5 QUESTIONS TO EVERY 1 STATEMENT I MAKE

# 5 WORDS



Pick 5 words that describe communication for you.

# REVISED AGENDA

LESS RESISTANCE + MORE FLEXIBILITY +  
BETTER COMMUNICATION + WIN MORE

= BE HAPPIER

**YOUR JOB TITLE(s)**

**CHIEF INTER-PERSONAL  
COMMUNICATION OFFICER**

# DIVERSITY

- IT STAFF
- CEOs
- ATTORNEYS
- ACCOUNTANTS
- MARKETING
- INTERNS
- REMOTE WORKER
- ELECTED OFFICIAL



**MEANING**

GUNGA GALUNGA  
GUNGA, GUNGA-LAGUNGA



# REVISED AGENDA

LESS RESISTANCE + MORE FLEXIBILITY +  
BETTER COMMUNICATION + WIN MORE  
= BE HAPPIER



- Money
- Influence
- Access
- Beer
- Partnership

YOU DOWN WITH OPP?



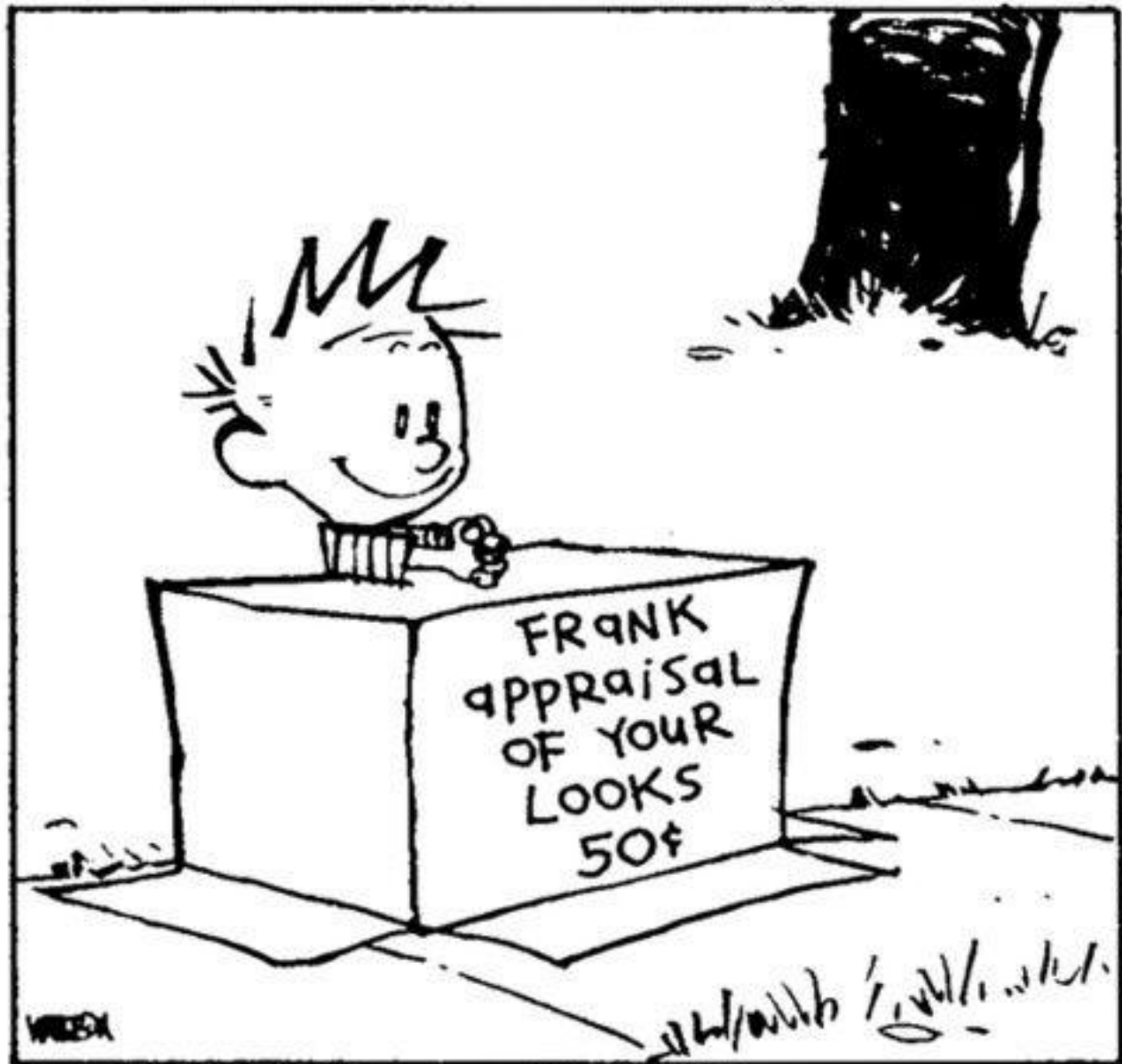
YEAH YOU GNOME



YOU DOWN WIT

**OPP**

OTHER PEOPLE'S PACIFIERS



# CONSCIOUS BUSINESS

HOW TO BUILD VALUE  
THROUGH VALUES



**FRED KOFMAN**

*Recipient of the MIT Teacher of the Year Award*

*"Conscious Business will transform the way you live and work.  
It's a book everyone should read!"*

**SHERYL SANDBERG**

COO of Facebook and bestselling author of *Lean In*





EVERYBODY  
I KNOW NEEDS  
WHAT I'M SELLING!

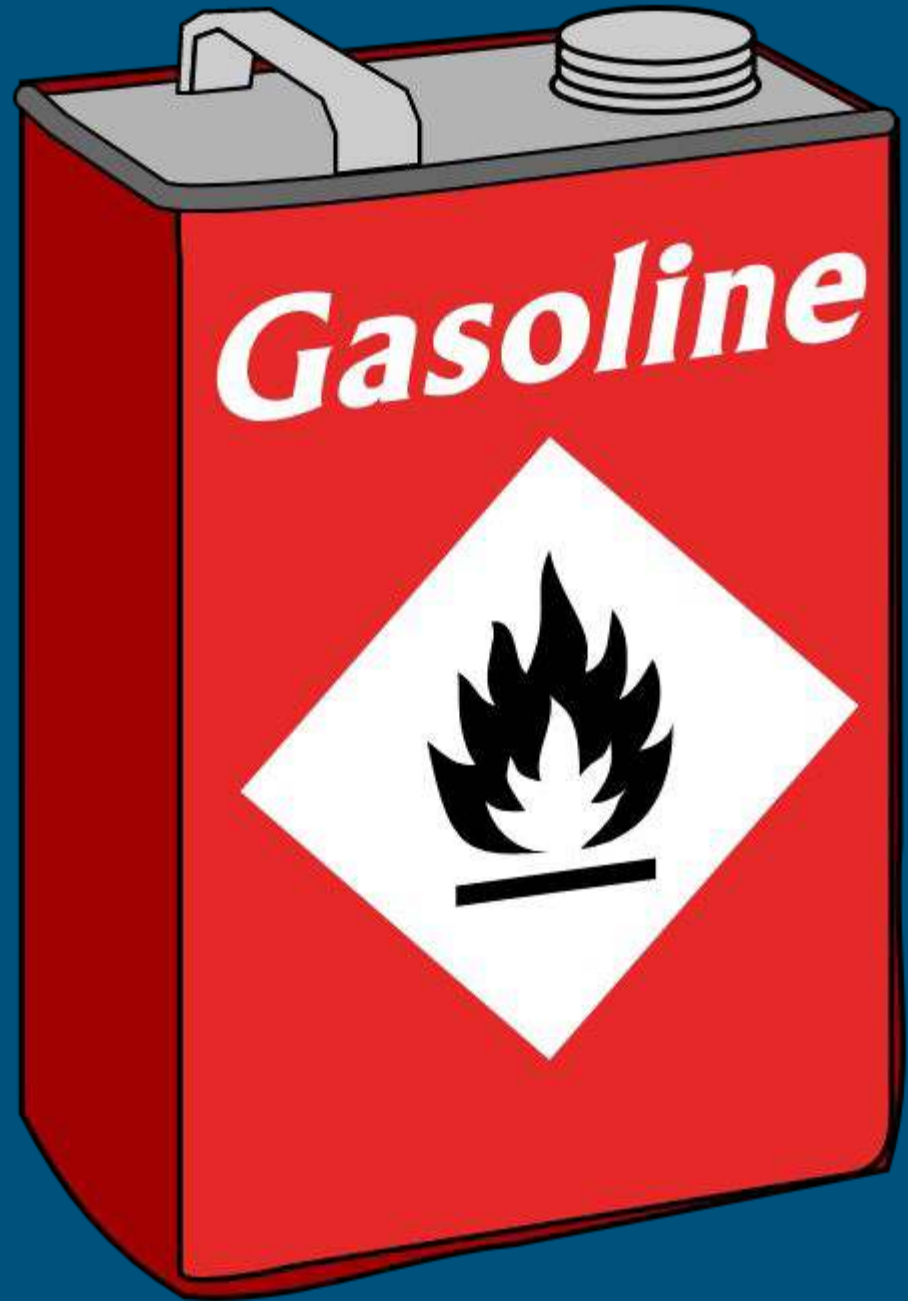
A SWIFT KICK  
IN THE BUTT  
\$1.00

WREDA





**FIRE  
EXTINGUISHER**



**I DEAL WITH THE CUSTOMERS SO  
THE ENGINEERS DON'T HAVE TO**

**I'M A PEOPLE PERSON  
DAMMIT!**

**VIOLATORS  
WILL BE TOWED  
AND FINE \$50.**



quickmeme.com

# WHAT ISN'T BEING SAID ?

PHYSIOLOGY %



TONALITY %

WORDS %

WORDS

7%

TONALITY

38%

PHYSIOLOGY

55%



93%

NON

VERBAL





EXAMPLES





- Your PowerPoint lacks energy
- You have broccoli in your teeth
- How does soap come out?
- This is a bottle of bubbly water  
and I didn't know it until now

Personal Idol    He's a Character  
Idle Person      No Character

# SENSORY ACUITY

## WATCH

SKIN LIPS BREATHING EYES

# Faceblind, Autism, Arrested Development





**“It was fine.”**

**“Tennessee!”**





**LOVE HATE**



**PAIR UP**

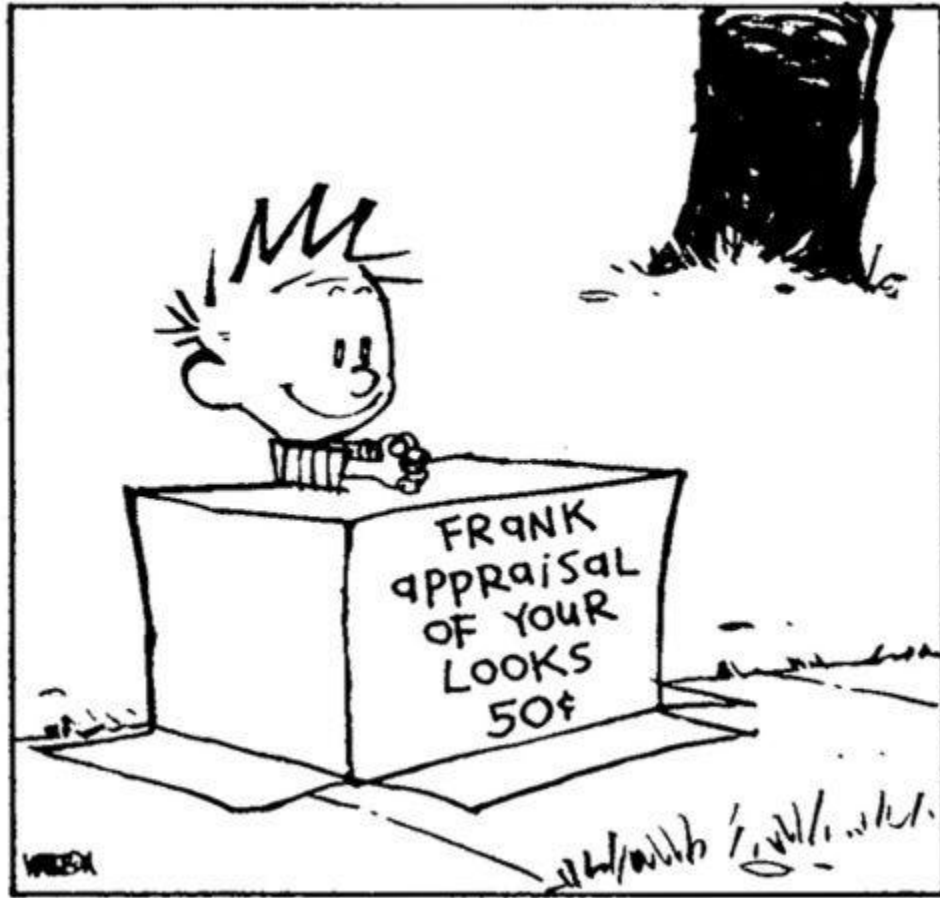


# QUESTIONS?



# TRUST

- People work with people they trust
- Neurochemistry - “fight or flight” or “bonding”
- Behavior - do they trust you?



# TRUST WORKS: KEN BLANCHARD

**A**ble—Being Able is about demonstrating competence.

**B**elievable—A Believable leader acts with integrity.

**C**onnected—Connected leaders show care and concern for people

**D**ependable—Being Dependable and maintaining reliability



# TWO TEAMS



**ACTIVITY TIME!**

# RAPPORT

BEING “LIKE” SOMEONE  
REDUCES RESISTANCE

**MATCHING**  
**LANGUAGE**  
**NON-VERBAL**  
**ENERGY**

**COME BACK!**



# HOW DID HE DO?

## LANGUAGE



## NON-VERBAL

## ENERGY

SO WHY DO IT?

- People do business with people like them.
- People with the most flexibility win.
- Don't get stuck in your default box





# SOME “LIKE” FAILURES!

Georgia Charlie

IBar Ranch

Tony “Akoni” Poponi (Culture)



Your  
full  
behavioral  
flexibility...



**AUTHENTIC**

**YOUR  
TYPICAL  
BEHAVIOR  
PATTERNS**

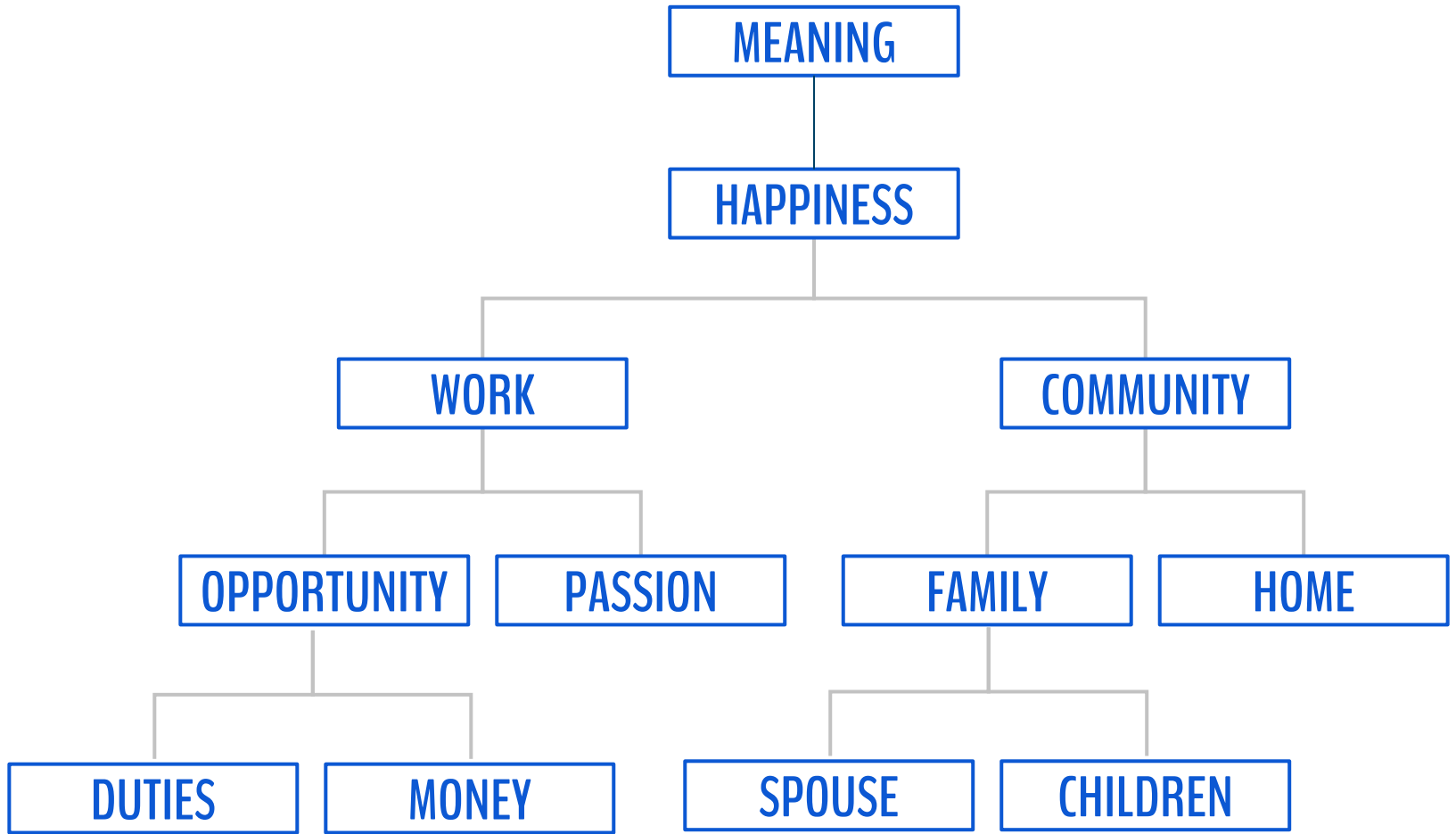
**GENUINE**

# CHUNKING



## LUMPERS VS. SPLITTERS





**MEANING**

**HAPPINESS**

**HEAD**

**HEART**

**MOUTH**

**TOES**

# LANGUAGE CUES

VISUAL (SEE)



AUDITORY (HEAR)

KINESTHETIC (FEEL)

DO -n- DON'T

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HUSH

CHILD

**LISTEN**

**BEHAVE**

**CHARM**

**TALK**



WANT MORE?

[www.humore.us/rapport](http://www.humore.us/rapport)



# QUESTIONS?

NOTE: ANSWERS MAY BE FABRICATED  
WHEN PRESENTERS KNOWLEDGE  
LIMIT HAS BEEN REACHED

**1 MILLION  
LAUGHS**

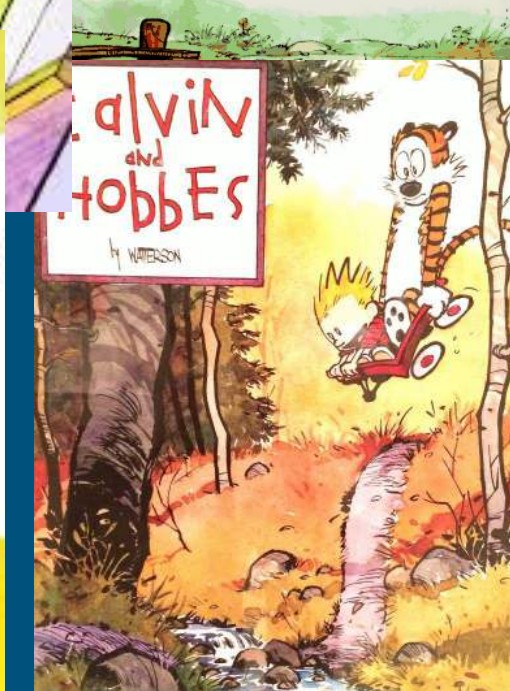
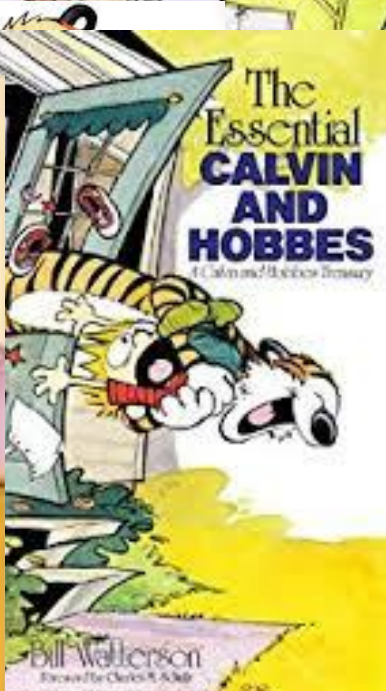
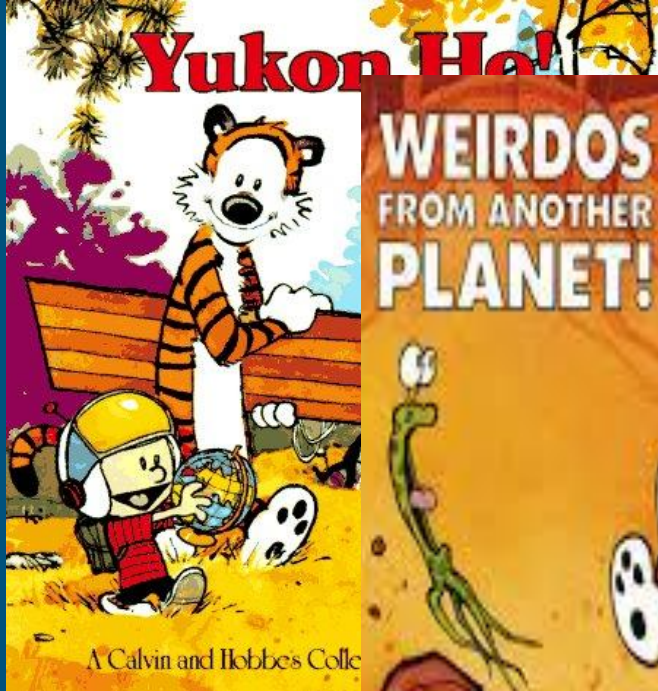
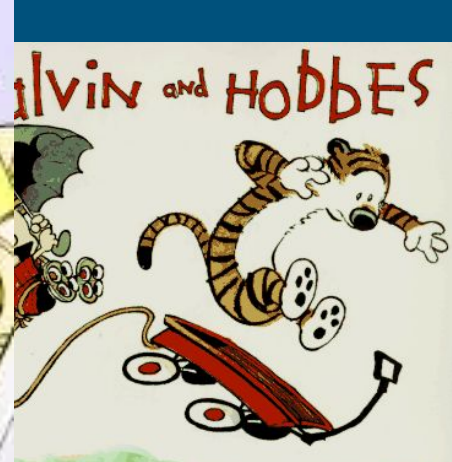
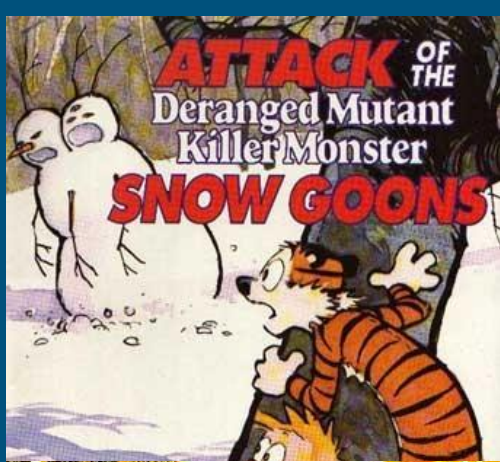


**BOOK SIGNING**

**AND**

**AUTOGRAPHS**







# THE A TO Z'S OF HAPPINESS

26 letters and 26 actions for a happier life from experts in science, business and spirituality.

A gift to you from Humore.us!

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## CONNECT

*"Community connectedness is not just about warm fuzzy tales of civic triumph. In measurable and well-documented ways, social capital makes an enormous difference in our lives."*

—ROBERT PUTNAM

## ALTRUISM

*"...is like rings in the water when you toss a pebble. At first the circles are very small, then they get larger, and finally they embrace the entire surface of the ocean."*

—ALEXANDRE JOLLIEN

DO A SMALL OR LARGE ALTRUISTIC ACT FOR SOMEONE WITH NO EXPECTATION OF RECIPROCITY

## DOPAMINE

*"...working toward a goal with positive expectations stimulates dopamine."*

—DR. LORETTA BREUNING

ARE YOU STUCK ON BIG PROJECT? TAKE A

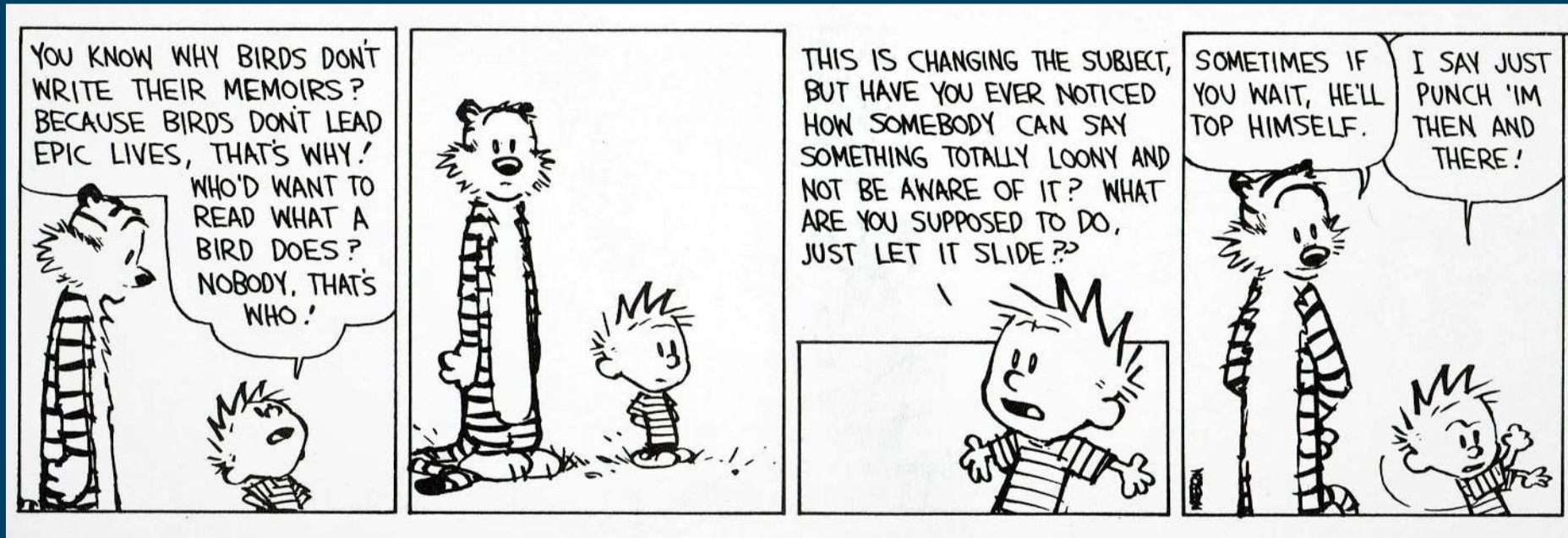
# The Shameless Plug

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**1 MILLION  
LAUGHS**





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