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| Class: **Teacher for Learning** Date: **09/09/2021** Topic: **CORNELL NOTES**  |
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|   |   | **Essential Question** |  |  |
|   |   | What can I do to engage with people ( clients) digitally- in a better Way Ted Talk: The Psychology of Communicating Effectively in a Digital World - Helen Morris-Brown <https://www.youtube.com/watch?v=3aPaRWUqO-w>  |   |   |
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|   |   | **Main Ideas / Key Words** |  | **Notes** |  |  |
|   |   | How to use digital platforms to our best ability Science of behaviour can help us to better interact * Productive
* Better relationships
* Can I trust you?

Listeners Recognize things that are good for us ) = Feel good Feel good = Come back Top 3 Tips 1. Do What you said you’d do
2. Get People to associate you with nice “ glowy “ feelings
3. Treat every test-based communication in the same way you would treat a face to face interaction
 |  | • To connect with people, you need to have good interactions with them * Must Build Mutual Trust
* Happy people are motivated to maintain a connection
* Generate this **by matching expectations**
* Mismatch in expectations means people are likely to disengage

Smooth = comfortable interactions Bumpy = discomfort which we avoid Let people know what to expect from you * Avoid surprises
* Tell them what to expect and then **follow through**

Compliment liberally so they feel good* But if you are going to compliment it must be genuine and sincere

Don’t say things you wouldn’t say face to face – go**od or bad** **Acknowledge** people and/ or **respond in a timely fashion**  |   |   |
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|   |   | **Summary** |  |  |
|   |   |  Ted Talk regarding the use of psychology for better communication. Short and sweet advice if a little trite. A very basic talk that would have been improved with perhaps some research to back it up or deeper examples than “ compliment liberally to make them feel good”.  |   |   |
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