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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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