

**Accountancy Age Magazine**  
**Article by John Gotting, PeopleFocus.co.uk**

This article was published on 15 Nov 2002 when Iain Duncan Smith was Leader of the Conservative Party - hence the IDS reference. Almost a decade later these observations are as relevant as ever. Our Intensive Presentation and Influencing course uses an understanding of personality type to deliver an innovative, practical and totally personalised service. The course typically runs twice a month so if you want to increase your confidence, improve your technique and enhance your impact call John Gotting 07973 561265, 01372 370849, email [john.gotting@btinternet.com](mailto:john.gotting@btinternet.com) or download a PDF at [www.peoplefocus.co.uk](http://www.peoplefocus.co.uk).

**Mirror Mirror on the Wall ...**

By John Gotting [15-11-2002]

You can't not communicate. Even before you speak your dress and body language are influencing the way others perceive you. Ignore this and you can easily fail.

Successful presenting is about the 'message' and the 'medium'. A great message can be screwed up by poor delivery, while a good messenger can score with a weaker script. Get both right and you're flying. But how do you get the medium right?

Each word you speak is accompanied by body language. Since tone accounts for 38% of the meaning and body language 55%, you don't need to be an accountant to work out the huge impact of the medium on the message. Personality, though not the only factor, affects all aspects of communication. Ask colleagues for feedback or use a personality questionnaire such as the Myers-Briggs Type Indicator™ which provides self-analysis using a simple, four-scale framework.

Take me, for example. I'm an 'Introvert'. Having flat vocals and contained body language, I can appear formal. In large groups I may only appeal to a small section of similar types. So, I've worked to develop a wider tonal range, stronger eye contact and more enthusiastic body language that appeals to all types, especially 'Extraverts'.

Secondly, I'm what is known as an 'Intuitive' - I enjoy theory and concepts, focus on patterns and connections and like learning new skills, whether or not they have a practical application. Opposites - 'Sensing' types - attach more importance to facts and details, learn in order to apply new skills, and like using existing skills to solve practical problems.

Before using Myers-Briggs I was unaware of the impact of these characteristics. I made assumptions others could see my viewpoint. Now I consistently get buy-in from opposite types.

Self analysis will help to identify what to change. It will also improve how you manage, influence, sell, network and run meetings. So if your style is more IDS than WOW ... take heart, take stock and above all, take action.

John Gotting  
PeopleFocus.co.uk