Corey Andrew Powell ([00:02](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=2.57)):

Hello everyone. I am Corey Andrew Powell, and I'm joined today by Dr. Dustin York. And, uh, Dr. York is an associate professor at Maryville University in St. Louis. Now he's worked in public relations for the 2008 Obama presidential campaign, and also for clients like Pepsi and Nike, he specializes in helping individuals hone their interpersonal leadership communication skills in accordance with understanding digital transformation. So Dustin, welcome to Motivational Mondays.

Dr. Dustin York ([00:31](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=31.37)):

Thank you. Thank you Corey so much for having me. I'm excited to have this conversation.

Corey Andrew Powell ([00:35](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=35.67)):

Yeah, me too. It's so relevant because well, communication is key to, I believe having a successful life <laugh> and especially your future, being able to just relay information, process information, and know how to respond accordingly. So a little bit of a more of your background though. You also, you are a contributor for CNN and you are, you contribute to entrepreneur.com as well. Um, Forbes, and you are also a contributor to Harvard business review. And I say all that to make sure people know that you clearly know what you are talking about. Okay.

Dr. Dustin York ([01:10](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=70.16)):

Hey, I, I feel like it's part luck and part, a lot of caffeine. Corey, I'm gonna tell you right now, it's, there's luck, caffeine, the right place at the right time. I think <laugh>

Corey Andrew Powell ([01:19](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=79.16)):

Yeah, sure. Well, that's a good combo. Nothing, nothing wrong with a good cup of coffee here, here and there, but to begin with, with the student aspect, because that's our big demographic. I know that there's always sort of concerns when it comes to communication in general, to make sure people are communicating appropriately. But what are some of the concerns or considerations, uh, you've encountered with students specifically when it comes to professional communication?

Dr. Dustin York ([01:44](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=104.52)):

I love that. That's a good, that's a really good question, Corey. I think for, I, I think to start on the, the student side, right? I think there's two sides to this coin and there's, there's all of these, you know, older generations saying, you know, no one young people can't communicate these days and there's just all going downhill and they're 100% wrong on that side. First, knowing that communication changes, right. Just like their parents and their grandparents said they couldn't communicate either. Right? So this conversation has been going on since the 1700s of people complaining about how people com younger generations communicate. So first we gotta take with a grand salt communication does change, right? We're seeing companies use emojis within slack and teams within these companies. So I mean, this, these are changing, right? So they're not necessarily just all bad, but on the other side, uh, we can't just say everything they're doing is fantastic. Right? One thing that I'm seeing most, I think we can really blame the recent pandemic, right? And so much virtual so much, which is a skill like right now, I feel like you and I both should get like zoom credentials on LinkedIn, because I know how much time we've on virtual and whatnot

Corey Andrew Powell ([02:51](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=171.72)):

A lot of time.

Dr. Dustin York ([02:52](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=172.24)):

But on the negative side, there's this man. I'm gonna be, uh, I'm gonna be the bad guy for a second, Corey. I get students that say they, they wanna graduate and they want to work, uh, fully remote. Right? They come out and graduate. I say, you don't wanna do that. You do not wanna do that. Yes. There's been opportunities. Those opportunities are going away slightly. There's always gonna be some of those opportunities, but if you're a young person and you don't have a reason to be remote, when I say reason, I mean, are you, are you supporting an elderly parent that you need to watch over then? Absolutely. Remote needs to be something. Are you watching over kids or brother, sisters, or do you have health reasons? If not, you say, I just want convenience. <laugh> I wanna do my laundry while they're in that that's breaking down that professional communication, because at the end of the day, the unfortunate truth, here's how people get promotions. Here's how people succeed. And no matter what job you go into nursing, accounting, physical therapy, whatever it is, are those relationships. And how do you communicate when you're in a, a work environment? I feel like that is something that we need to get back into coming out of fingers crossed, right? As we start getting back into new normalcy, that's a really big communication key. What do you think about that? What's your thoughts as we come into this, this new world?

Corey Andrew Powell ([04:10](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=250.93)):

Yeah. Well, you know, you are spot on, I think it's a combination of a few things, but one definitely being the COVID situation and having a demographic of young people who are, who are right on the cusp of entering the professional environment as COVID happened. And so for many of them, their only reference for a work environment is a remote environment. Whereas you and I have a reference for a time when we all were like, Hey, there's cake in the boardroom, you know, and <laugh>, you know, and those stopping by Helen's desk and spending too much time getting to know her, what she did for the weekend and how her kids, like there is a component that they are missing, but are they really missing it if they never had it? So good point, it's such a balanced, uh, equation, I think to, you have to look at both sides and I don't really know, um, you know, what the answer is there, what I think should happen. And we'll be hosting a, a panel discussion soon about this. I think both options have to exist.

Dr. Dustin York ([05:11](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=311.6)):

Mm-hmm

Corey Andrew Powell ([05:12](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=312.06)):

<affirmative> to your point, some people can't physically get to campus or to a job. They physically have restrictions. So by not allowing that you are then excluding a portion of society, right. So that's sort of how I, I look at it,

Dr. Dustin York ([05:28](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=328.93)):

Love that. Absolutely love that. I think, I think employers right in universities and colleges have to be prepared and leaning into it, not just saying, oh, I guess we gotta do this, but saying, no, this is part of our vision. It's part of our values. Right. So I think it's both sides for sure. That's really cool.

Corey Andrew Powell ([05:46](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=346.61)):

Yeah. Yeah. And also, I think you, you bring up, you brought up a little bit of a point too, whereas there's a little bit of a bad rep. I think older generations will give to millennials or gen Z because they're not, not embracing the fact that things have changed as you mentioned. So it's a very different society. And in many ways, uh, these younger generations are at the forefront of how our society will move forward. So it's almost like there's a little bit of a fear that the elders have to sort of like, let go in it like embrace the younger demographic because they are going to be the ones at the forefront of keeping your company alive basically. But, but you know, you also talk about nonverbal communication and we did a, uh, a career webinar where we spoke about that as well. But give me a little bit of your take on the pitfalls of not understanding nonverbal communication.

Dr. Dustin York ([06:34](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=394.65)):

Absolutely. So I'm, I'm a big nerd, of course, so I'm a big nerd when it comes to nonverbal. That's my doctorate. I, I did a lot of nonverbal work for the Obama campaign with media training and these kind of things. So really what's, what's fascinating about non-verbal communication is it's your brand, right? We, we, before we even, uh, start recording, we talked about the brand of your, your bow tie, right? That's a non-verbal communication that's that helps me remember who you are. That kind of gives me an idea. Okay. Who's Corey, he likes bow ties. He, he brands himself well, and if you don't brand yourself, you will get a brand. Right. <laugh> so it's going to happen one way or another. So it's great to learn about nonverbal communication to help brand yourself. How do you show up professionally? All these like little things I I'll give you example when, uh, for politicians I've, I've trained a lot of politicians, right?

Dr. Dustin York ([07:23](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=443.88)):

And like CEOs of companies and you would be amazed for you would be absolutely amazed. The little things that are trained to increase trustworthiness, like ability, right? Authenticity, all these little things. Here's uh, one thing. So I was young when I worked, uh, what was my first jobs in the Obama campaign. And one thing we, we did was, meaning my job, was to get up in the rafters, like these old auditoriums, right? These like college university auditoriums, no one's been up there for a long time, dusty spider webs everywhere. And I would change out the light bulbs. Right? I'd be changing out these light bulbs. I'd have a box of light bulbs. We'd carry with us. The reason for that is every politician, every CEO of a fortune 500 company, at least a fortune 100 company has a certain light bulb that makes them look the healthiest.

Dr. Dustin York ([08:14](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=494.39)):

There's a certain hue, light bulb. So every time we'd say, okay, which light bulb do we need to put in there? Because it caused people to trust that candidate more, that they are healthy, that they can lead in this office, et cetera. But to bring it more to a professional, right? A student who may be listening to this, here's a tip. I'll give you a very tackle tip right now. Uh, Corey did, when you were young or last week, do you ever play the, the lava game, the lava game where like you couldn't step on a crack cause it was lava or yeah. Yeah. You were like jumping from couch to pillow, to pillow. And then you're, you know, parent yelled at you for jumping on the pillows and whatnot. Right? So picture this, the back, uh, fourth of your chair is lava, right? The back fourth of your chair is lava. So you can't touch it. So what you gotta do is you kind sit up straight, you know what someone's told you at some point and sit up straight,

Corey Andrew Powell ([09:05](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=545.559)):

Shoulders back.

Dr. Dustin York ([09:06](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=546.23)):

Shoulders back. But at some point this gets uncomfortable unless you've been trained to do this your whole life. Right? Most people don't sit with good posture all the time. So most people will slightly lean forward. Just like this psychologically, when you're slightly leaning forward to me, I'm going to trust you more. I'm gonna find you more welcoming and opening. So for like a job interview, if you're on a student board, elect committee, think about this instead, right? If you set in a lava all the way back, right? So your Bud's the back of the seat, you may start with good posture, but eventually you'll lean backward. Right. And just that slight lean backward psychologically puts a barrier. Even for Corey, if you've never taken a nonverbal class in your life, right. No one's ever told you that. Something will say, you know what? That, that dog to York guy, I don't know what it was. There was something I just didn't connect with them very well. Mm-hmm <affirmative> a lot of that has nonverbal communication. We just don't know. We don't know exactly what it is, but it's something, what do you think of that?

Corey Andrew Powell ([10:03](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=603.99)):

Well, you know, I'm obsessed by the way, just with the ID channel, right? So I will throw that out there. The forensic shows and a lot of the forensic shows do a lot of observations like that. And so I'm personally aware of it and I keep those things in mind because they will do these analysis studies of hand movements, gestures, body positioning. And of course the old one that sometimes, I don't know if I agree with the idea of like, this might make you seem unapproachable and guarded. Sometimes you just don't know what to do with your arms too. I mean, so <laugh>, it's not always that, but I do believe that, um, we have to be very careful in those nonverbal cues. I've actually hired people or not hired them when I was in management because of the interview, a bit of a too comfortable type of thing was going on. And I was like, okay, this is not gonna work for me, but it was unintentional. Um, sure. That the person just wasn't aware of it, it could have been a great worker, but I was immediately you just to your point, I branded them before they had a chance to brand themselves properly. So that was, I love that statement.

Dr. Dustin York ([11:11](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=671.55)):

Yeah. And I tell you, what's something I'm gonna give you some, uh, some credit here. I'm gonna give you some what I call flowers. I don't give you some flowers here. And so something you do really well, when you say hands, have you ever, ever seen the movie Talladega Nights? I'm a big kid. And I watch comedies with Wolf.

Corey Andrew Powell ([11:24](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=684.94)):

No, I don't think so. No, no I haven't.

Dr. Dustin York ([11:27](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=687.179)):

So he has this scene that says, uh, you know, what do I do with my hands? He's like being interviewed, right? What do I do with my hands and what you do really well, the best thing you do with your hands is letting the other person see the palms of your hands. Right? So you gesture like this. And when you talk about like this, the issue really is, is I can't see your hands, right? I, this is like evolution, right? The, the reason people started giving handshakes back in the, you know, hundreds of years ago would to show, I didn't have a weapon. Right? Any time evolution says, I see the palms of your hands. I feel safe. I feel comfortable even though I don't know why. So like when you're sitting at a, in a, let's say you have a job interview, right. And you're at a table, make sure your hands get on top of the table, not in your lap, underneath the table. Like those little things. And you do really good job at it. Right. I feel safe with you right now, even though we're zoom or virtual.

Corey Andrew Powell ([12:15](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=735.2)):

<laugh>. No. Well, thank you. And it's funny. I'm sometimes, uh, have to be conscious now I'm, I'm using my hands, but I use my hands when I speak. And sometimes I have to be very conscious not to be like, you know, you know, over overdoing it, but I'm expressive and that's sort of how, how I do. So I'm conscious of it. It's involuntary really, but I, I'm more conscious of making sure that I pull back. So I'm not like windmilling my guest for it. <laugh>, you know, during the whole interview. But I feel like it's part of the expression of when I'm speaking, just to give that little bit of extra emotion, but people who are not comfortable with public speaking, that is something they should learn because I immediate broadcasting. I've seen it over and over again. People don't know what to do with their hands. And there's some tricks to help you with that. I always have a joke. I, I use called holding the almond and that way they don't move. Right. And then until I want to move, but then they return back to this, uh, it's little tricks like that. But, uh, I think people should learn more about the damage they could be doing to themselves by not learning more about nonverbal communication.

Dr. Dustin York ([13:19](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=799.03)):

Corey I'm, I'm gonna, okay. I'm gonna pitch you on this. You and I we're gonna go on tour. So I, I do the, I do these keynotes for like student life for different universities in the US, right? Yeah. And I do one on nonverbals and like leadership and one on personal branding, how to build your brand, you and I we're going on tour. We're gonna get a bus. We're gonna go around. We're gonna use your techniques. We're gonna crush it. We're gonna have a fog machine, laser light show. <laugh>

Corey Andrew Powell ([13:40](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=820.3)):

Oh, I, you know what, count me in. I just tell my job, look, I'm going on. Leave for a bit. Me and Dustin are hitting the road and we'll be back <laugh>. Well, you know, it's, it's, it's a great thing to, to go out and talk to people about, because you know, you bring up the, the other point is the branding. So when you are putting forth who you are physically as well, it should be very authentic. Yeah. It's interesting. I had all my life been, not really aware of, I guess, you know, who, what I represented, I didn't know. Right. But the one time I finally did realize it. I went into my first job interview, uh, after college with my hair, like just, I didn't, it just, I said, this is how my hair grows outta my head. I love my bow ties. And I'm just gonna go into the interview and be me. And I was probably like the least likely person to get the job <laugh> but I got the job. And I was told later on that, you know, it was because I came in and I had a very different grasp on this situation. But at that point I had decided I knew who I was and if I didn't get this job, I was gonna get another one. But I knew I would be getting it as my authentic self.

Dr. Dustin York ([14:46](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=886.46)):

Yes,

Corey Andrew Powell ([14:46](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=886.85)):

Absolutely. And that is an important thing for people to understand too, is to show up as your authentic self.

Dr. Dustin York ([14:54](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=894.31)):

Yeah. I think something that you do really well at. And so when I do this, I do this, you know, personal brain thing. And there's this workbook with all these things, but one of them is exactly what you talk about is a, a physical, uh, uh, metaphor, right? Something physical that, that you, this part of your brain. So like get your bow tie, which is fantastic. I'm gonna, I'm gonna remember that now. Right? If you wear glasses and you like your glasses wear big colorful glasses, if you have big hair make really big hair. Right. Mm-hmm <affirmative> but just pick something, right. That is your thing. If you're a sneakerhead, go all out, right. Talk about your sneakers. Like that's something that makes you memorable, right? Just when you talk about your job interview, that's what candidates hope for. How can I be memorable? Right.

Dr. Dustin York ([15:34](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=934.84)):

And that's, and that, uh, circumstance, how can I add some sort of community to this, this culture? That's how you physically can do that. We're physical animals. Right. I remember the things I see when there's a catchy ad on TikTok or something. I remember that. Right. That's how you can think about yourself as a brand. Nike, I've worked with Nike, they spend billions of dollars on advertising. Mm-hmm <affirmative> you should be thinking about how can I do the same thing for myself, for job interviews, for, uh, leadership opportunities at my school, those kind of things. I mean, even a date, right? How can I, I, I make myself apparent to these people, right? These are all big, big keys. So kudos to you, sir, for, uh, for mastering.

Corey Andrew Powell ([16:16](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=976.01)):

Thank you. Well, so far so good. I guess <laugh> so it's funny. I would love to have a shaved head though, cuz it's sometimes in the summer, but now I've inadvertently branded myself as the guy with the hair. So I can't do it, but eventually one day I will maybe shave it off again. Now you also talk about, um, conflict resolution.

Dr. Dustin York ([16:32](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=992.56)):

<affirmative> yeah.

Corey Andrew Powell ([16:33](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=993)):

And I interviewed a, an amazing, uh, she's a former, well, she's an attorney, but she's a mediator now. And so she does conflict resolution. And one of the things she told me about it was she has to tell her clients, I know you told me what you wanted to do, but we need to analyze why you want to do that. And have you really made the assessment that it's the best thing for you? Are you just acting emotionally in a moment? And so when I hear conflict resolution, I always think about Winter Wheeler's assessment, but please share with me how you deal with conflict resolution with your students.

Dr. Dustin York ([17:09](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1029.05)):

Absolutely. Absolutely. So first conflict resolution is one of those things. A lot of people just scared of. Right? I just, I don't wanna be part of it. I want to I'll give into your side or there there's ads, right? Conflict over time. And it's like the snowball effect, etcetera. So I tell you what. So for the students listening, I always like, so, you know, this is how I think this, how I do these keynotes in my classes and trainings and whatnot. I try to be as applicable as possible. Like give me something I can use today. Right? Don't tell me about a, a theory or abstract thing or you know, Aristotle necessarily. But tell me something I can use today. So I'll give you this real quick. Here's how to win a conflict situation. Especially in the first to begin the conflict situation. You and I are conflicting.

Dr. Dustin York ([17:55](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1075.4)):

Let's say something easy, right? You can obviously fill in the blank of something more, uh, high end, but I think vanilla ice cream is the best. You think strawberry ice cream is the best. Okay. Obviously fill in the blank for your own thing. So we disagree. Here's how you think about it, right? From a branding perspective, from a conflict resolution perspective. First I want you to go first on. Why do you think strawberry ice cream is the best? That's the pro tip rookies. What they do is they go first. Never go first, please. Corey. Tell me about why you think strawberry is the best, right? And you'll tell me, right? Strawberry, boom, boom, boom. These reasons. This is what you have to do. Okay. This is an, a big point in conflict resolution. Big moment right here. What I have to do is I have to say literally this Corey, what I hear you saying is you think strawberry is the best because X, Y, and Z, is that correct? Now don't be passive aggressive or like downplay your thoughts, right? Like you're not trying, oh, you just think this. No, legitimately what paraphrase, what they just told you is that right? Your goal is to get my case. Corey, I want you to say that's right. That's the key, cuz here's the thing, Corey, if I, if you just had your, your side by strawberry and if I just jump into why vanilla is the best, what do you feel? You feel unheard. Would you even listen to me?

Corey Andrew Powell ([19:20](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1160.04)):

Absolutely. Right?

Dr. Dustin York ([19:21](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1161.9)):

You had no, what are my points? You, you were just thinking about your side while I was talking. So in order to deescalate that situation, I wanna focus on what this is, what you believe. I'm not saying I believe it, but I, what I'm hear you saying is you believe it's X, Y, and Z. Is that correct? If I can get you to say, yeah, that's correct. I'm actually going back to nonverbals. I'm gonna see you sort of relax. You're gonna be like, yeah, yeah, that is correct. Right. I'm gonna see you relax. That sort of barrier. That wall you have up is gonna come down a little bit. So when then I go into vanilla side, you're gonna listen, right? You're not gonna be defensive and trying to fight me as much anymore because we're having this kind of, uh, good conversation. I've I've shown good faith at this point. So that's just one tactical tip that one sentence. I would say students use immediately use with your, your roommate that won't clean up their side of the room or Thanksgiving. When that one family member is going off about that one conspiracy theory. Use this, use this strategy immediately.

Corey Andrew Powell ([20:28](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1228.08)):

Now, when it comes to professional communication, I know you also talk about leadership communication. Mm-hmm <affirmative> yeah. Is there a difference with those or are they sort of synonymous? I mean, how do you just make a distinction between professional communication and leadership communication?

Dr. Dustin York ([20:41](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1241.99)):

Yeah, absolutely. So professional communication is that I would say, uh, the, the first base, right? You're getting to first base just to show up as a professional. Those are those things like, how do, how well do you email, right? How do you keep up a conversation in a meeting? Are, are you just sitting there staring during a meeting or are you asking questions, taking notes, those kind of things. Are you replying to email? That's like that base level, a professional communication. How do you show up what I call, like, as a pro? Like you can, you can see, even with students, I can see, wow, you are a rockstar. You show up. Well, and I Corey, to tell you the truth, here's the secret that no one wants to say is in a lot of these work environments, people who show up well, when I say show up, well, I mean, you just literally show up you're on time.

Dr. Dustin York ([21:28](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1288.58)):

You go to the meetings, you ask questions during the meetings, those kind of things. Those are the people who get a lot of opportunities, right? Because it just, you, you look like, yeah, you, you like you care. <laugh> right about what's going on. That leadership level. I would say that's second base and leadership communication doesn't mean you have to have a title. Doesn't mean you have director in your title or vice president, or you are a chair of your student organization. Literally that's literally, all it means is you have a vision of a direction. You want the organization to go, that doesn't currently exist. You say that, and people will follow you. I think the organization should for this academic year should focus more on D E and I or sustainability or event, whatever the case may be. And then say, other people sitting around that room, that student group will say, you know what? I agree with that. I want that same thing to happen. That's a leadership communication. How can you effectively see a future that doesn't currently exist? Get people to follow you. That's all it is. You don't have to be president of your organization. You can be an intern over the first semester student of, uh, organization. It doesn't matter.

Corey Andrew Powell ([22:42](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1362.6)):

Dr. Dustin York. Thank you so much. Associate professor at Maryville University in St. Louis, it has been an absolutely pleasure talking to you and I can't wait for our students to, or our members to, to check out this podcast. I think it's gonna be very, very educational for them. So thanks for being here today.

Dr. Dustin York ([22:58](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1378.94)):

And Corey, you are an absolute rockstar, so thank you for having me.

Corey Andrew Powell ([23:02](https://www.temi.com/editor/t/qElbJyYqqBQc7zSwZ0YdErqFzk-He6ZzH84n9v-enn-xF1d7Fam2Xk9pkeUGi-9GppusY7mSZOzb0MRcAkfzOqz765E?loadFrom=DocumentDeeplink&ts=1382.16)):

Ah, thank you. Thank you for listening to motivational Mondays presented by The National Society of Leadership and Success and available wherever you listen to your favorite podcast. I'm Corey Andrew Powell, and I'll see you again here next week.