
Assessment

Communication Skills for Leaders

Fourth Edition

Complete this book, and you'll learn:

- 1) The Keys To Effective Interpersonal Communication: Believability and the Behavioral Skills of Communication.
- 2) How to Develop Connection with your listeners via the behavioral skill of Eye Communication.
- 3) How to Develop Energy in your interpersonal communication via the behavioral skills of Posture and Movement, Gestures and Facial Expressions and Voice and Vocal Variety.
- 4) How to Develop Credibility in your interpersonal communication via the behavioral skills of Dress and Appearance and Language, Nonwords and Pauses.
- 5) How to Develop Interaction with your audience via the behavioral skills of Listener Involvement, Humor and The Natural Self.



Disclaimer: This assessment was written to test the reader on the content of the book. The publisher and author shall have neither liability nor responsibility to any person with respect to any loss or damage caused or alleged to be caused directly or indirectly by the assessment contained herein.

Assessment Questions for Communication Skills for Leaders, Fourth Edition

Select the best response.

1. Which of the three elements of communication is the primary carrier of trust and believability?
 - A. Verbal
 - B. Vocal
 - C. Visual
2. In order to communicate believability, you must:
 - A. Memorize your speech.
 - B. Make sure your verbal, vocal, and visual communications are consistent with each other.
 - C. Understand which of the three elements of communication is most important and master that skill.
3. You should use pauses to replace nonwords when speaking.
 - A. True
 - B. False
4. To communicate with impact, you must have:
 - A. Confidence + Poise
 - B. Consistency + Energy
 - C. Credibility + Enthusiasm
5. About one-third of people in business have naturally open and smiling faces.
 - A. True
 - B. False
6. To deliver your message into the heart and mind of every listener, you need:
 - A. Passion
 - B. Energy
 - C. Confidence
 - D. Enthusiasm
7. To make the emotional connection with your listeners, you must get through the _____ to the _____.
 - A. Left Brain, Right Brain
 - B. Right Brain, Left Brain
 - C. First Brain, New Brain
 - D. New Brain, First Brain

8. Of the 9 behavioral skills of communication, the behavioral skill category that develops connection is:
 - A. The Natural Self
 - B. Voice and Vocal Variety
 - C. Gestures and Facial Expressions
 - D. Eye Communication
9. Of the 9 behavioral skills of communication, the behavioral skill categories that develop energy are:
 - A. Eye Communication; Dress and Appearance; The Natural Self
 - B. Posture and Movement; Gestures and Facial Expressions; Voice and Vocal Variety
 - C. Listener Involvement; Humor; The Natural Self
 - D. Dress and Appearance; Language, Nonwords and Pauses;
10. Of the 9 behavioral skills of communication, the behavioral skill categories that develop credibility are:
 - A. Eye Communication; Dress and Appearance; The Natural Self
 - B. Posture and Movement; Gestures and Facial Expressions; Voice and Vocal Variety
 - C. Listener Involvement; Humor; The Natural Self
 - D. Dress and Appearance; Language, Nonwords and Pauses;
11. Of the 9 behavioral skills of communication, the behavioral skill categories that develop interaction are:
 - A. Eye Communication; Dress and Appearance; The Natural Self
 - B. Posture and Movement; Gestures and Facial Expressions; Voice and Vocal Variety
 - C. Listener Involvement; Humor; The Natural Self
 - D. Dress and Appearance; Language, Nonwords and Pauses; Gestures and Facial Expressions
12. It's a widely accepted principle of marketing and sales that people _____ emotion and _____ fact.
 - A. Process with, often neglect
 - B. Feel with, think with
 - C. Buy on, justify with
13. The behavioral objective in developing the skill of eye communication is:
 - A. Connect your eyes with the eyes of your listener(s) for at least 15 seconds
 - B. Look sincerely and steadily at another person
 - C. Make eye contact with as many people as possible

14. The behavioral objective in developing the skill of posture and movement is:
 - A. Never slouch and rarely stand still
 - B. Know what position to use at the appropriate time
 - C. Stand tall and move naturally and easily
15. The objective in developing the behavioral skill of gestures and facial expressions is:
 - A. Exude energy and confidence
 - B. Be relaxed and natural when you speak
 - C. Make your gestures and facial expressions consistent with your words and message
16. The objective in developing the behavioral skill of voice and vocal variety is:
 - A. Use your voice as a rich, resonant instrument
 - B. Exude energy and confidence
 - C. Stand tall and move naturally and easily
17. The four components that make up vocal expression are relaxation, breathing, projection, and:
 - A. Tone
 - B. Pitch
 - C. Timbre
 - D. Resonance
18. The objective in developing the behavioral skill of dress and appearance is:
 - A. Reflect the image that aligns with your message
 - B. Exude energy and confidence
 - C. Look appropriate for the environment you're in, as well as for yourself
19. The objective in developing the behavioral skill of language skills is:
 - A. Use appropriate and clear language for your listeners
 - B. Project your voice with confidence, avoiding pauses and nonwords
 - C. Exude energy and confidence
20. The First Brain is:
 - A. Also called the Cerebral Cortex and is responsible for rational thought
 - B. Uniquely human
 - C. Also called the Limbic System and is responsible for emotional reactions

21. The objective in developing the behavioral skill of listener involvement is:
 - A. Exude energy and confidence
 - B. Assess your audience, determining the best approach to solicit listener involvement
 - C. Maintain the active interest of each person with whom you're communicating
22. We have a choice about how we do habits at the conscious level.
 - A. True
 - B. False
23. The objective in developing the behavioral skill of humor is:
 - A. Break the monotony of the message
 - B. Create a bond between yourself and your listeners
 - C. Tell jokes and incorporate humorous stories to accentuate important points
24. The objective in developing the behavioral skill of your natural self is:
 - A. Identify your strengths and capitalize on them
 - B. Be authentic
 - C. Become comfortable with your natural communication inclinations
25. _____ literally connects mind to mind, making a First Brain-to-First Brain connection:
 - A. Listener Involvement
 - B. The Natural Self
 - C. Eye Communication
26. The "three I's" of eye communication are:
 - A. Inclusion, interconnection, involvement
 - B. Interaction, intimacy, intimidation
 - C. Intimacy, intimidation, involvement
27. When communicating to a group, effective eye communication involves looking at individuals throughout the audience for _____ seconds each:
 - A. 2-5
 - B. 5-10
 - C. 10-20
28. When considering your posture and movement, it's important to remember that how you hold yourself _____ can reflect how you hold yourself _____.
 - A. In posture, in personality
 - B. Physically, psychologically
 - C. Personally, professionally

29. The _____ position in speaking is leaning slightly forward so you can bounce up and down on the balls of your feet, with your knees slightly flexed.
- A. Starting
 - B. First
 - C. Primary
 - D. Ready
30. At which of the four stages of speaking are people driven to present themselves and their ideas?
- A. The Nonspeaker
 - B. The Occasional Speaker
 - C. The Willing Speaker
 - D. The Leader
31. _____ is based on the immediate visual impression (dress and appearance) and the powerful verbal impression (language, nonwords, and pauses) we make on our audiences.
- A. Connection
 - B. Energy
 - C. Credibility
 - D. Interaction
32. To improve your posture, practice the technique known as:
- A. Step up to the plate
 - B. Back away from the table
 - C. Walk away from the wall
 - D. Up against the wall
33. We form immediate and vivid impressions of people during the first _____ seconds we see them.
- A. 2
 - B. 5
 - C. 8
 - D. 10
34. In communicating effectively, _____ are distracting and undermine your ability to get your message across.
- A. Technical terms and acronyms
 - B. Ineffective jokes and failed attempts at humor
 - C. Pauses
 - D. Nonwords

35. If you can't manage a sincere smile, a phony smile will work temporarily.
- A. True
 - B. False
36. The more you _____, the more _____ your listener is:
- A. Speak, attentive
 - B. Smile, trusting
 - C. Interact, engaged
 - D. Exude confidence, receptive
37. Which of the following should you keep at your desk to improve your use of language?
- A. A dictionary
 - B. A grammar guide
 - C. A thesaurus
 - D. A book of foreign phrases
38. A _____ is an instant of a listener's total involvement.
- A. Spark
 - B. Zing
 - C. Swirl
 - D. Slice
39. Which isn't a listener-involving technique?
- A. Humor
 - B. Drama
 - C. Eye Communication
 - D. Gestures and facial expressions
40. When incorporating humor, you should:
- A. Tell jokes intermittently that are appropriate to your audience
 - B. Practice your jokes in advance of presenting them in a formal situation
 - C. Balance your use of jokes, humorous stories, and anecdotes evenly
 - D. Avoid jokes, choosing humorous stories and anecdotes instead
41. What is it that almost no one will volunteer to tell you?
- A. When to use humor and when to be serious
 - B. What needs changing about your eye communication
 - C. What needs changing about your dress and appearance
 - D. How to project your voice

42. The Cerebral Cortex is:
- A. Also called the Limbic system
 - B. The source of instinctive survival responses: hunger, thirst, danger, sex, parenting
 - C. The source of thought, memory, language, creativity, planning, and decision-making
 - D. Also called the First Brain
43. What *New York Times* columnist wrote *The Tipping Point* and *Blink*?
- A. William Gladstone
 - B. Malcolm Gladwell
 - C. Malcolm Baldrige
 - D. Leticia Baldrige
44. Becoming an expert in interpersonal communications is much like _____.
- A. Driving
 - B. Juggling
 - C. Balancing
 - D. Flying
45. When forming a first impression of us, where do people look?
- A. At our shoes, to see if they're shined
 - B. At the 90% of our body covered by clothing, to see if we dress well
 - C. At the 10% of our body not normally covered by clothing, to see if we're well groomed
 - D. At our eyes, to engage us in eye communication
46. The "fig leaf" is a term that describes a type of:
- A. Nonword
 - B. Facial expression
 - C. Poor posture
 - D. Nervous gesture
47. _____ can count for 84% of your message when people can't see you (such as on the phone).
- A. The language you use
 - B. The confidence you convey
 - C. The personality and warmth you present
 - D. The vocal tone and quality you project

48. The most important skill in your personal impact toolbox is:
- A. Listener Involvement
 - B. Humor
 - C. The Natural Self
 - D. Eye Communication
49. How many funny items per day should go into your humor journal?
- A. One—always remember that earning a living is a serious business.
 - B. Four—it's okay to live a little.
 - C. Seven—funny is as funny does.
 - D. Ten—life is meant to be joyful.
50. Most of us agree that the success of any presentation depends on:
- A. The speaker's ability to use the nine behavioral skills
 - B. The believability of the speaker
 - C. Eye communication

Assessment Answer Key for Communication Skills for Leaders, Fourth Edition

Recommended response (Corresponding workbook page)

1. C (11)	14. C (40)	27. B(28)	40. D (83)
2. B (9)	15. B (44)	28. B (40)	41. C (64)
3. A (69)	16. A (50)	29. D (41)	42. C (13)
4. B (11)	17. D (51)	30. D (19)	43. B (63)
5. A (45)	18. C (62)	31. C (61)	44. B (87)
6. B (11)	19. A (68)	32. C (42)	45. C (63)
7. C (12)	20. C (12)	33. A (62)	46. D (47)
8. D (26)	21. C (78)	34. D (69)	47. D (51)
9. B (39)	22. B (16)	35. B (46)	48. D (26)
10. D (61)	23. B (82)	36. C (77)	49. D (84)
11. C (77)	24. B (86)	37. A (71)	50. B (9)
12. C (12)	25. C (26)	38. C (79)	
13. A (27)	26. C (28)	39. D (79)	