



Nick Bishop Solutions

Style over substance?

With an election soon to take place, which is more important? How important are both?



Tony Blair was one of the first of our own Prime Ministers to be considered to have more “spin” than “substance”. Bill Clinton was said to light up a room upon his entry. Nelson Mandela captivated any audience.

In recent years, Gordon Brown has been regarded as being hugely intelligent and “business savvy” but unable to communicate a message. Currently Jeremy Corbyn has strong views but similarly can’t develop his thinking to get greater “buy in”.

In sport, I have been involved with coaches that have the right technical skills but then cannot deliver a message in such a way that their teams understand, feel engaged, understand the benefits, and most importantly want to put into practice.

The missing factor is impact presence and the ability to build rapport. The dictionary definition of impact presence is “Confident & direct in dealing with others”.

A number of things must be present:

- Eye contact & Facial expression...Energy used & Active listening
- How you say things & Body language...Postures & Gestures

Rapport is all about being on the same wavelength. This is sometimes referred to as “mirroring”. Another element of building rapport is the effective use of questions. When you ask questions it shows interest. Questions also provide useful information. They also help to demonstrate understanding and provide clarity.

Consider someone that you feel totally at ease with...How do you build rapport & how does this make you feel? What do politicians need to do, to have both style and substance? Style commands an audience, however substance delivers “buy in”.

“The reason we’re successful darling? My overall charisma of course”

FREDDIE MERCURY.