



# UNLEASHING CONNECTION THROUGH DIGITAL BODY LANGUAGE

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### CONNECTIONAL INTELLIGENCE

The capability to unlock new and unrealized value by fully maximizing the power of networks and relationships.



### DIGITAL Natives vs DIGITAL Adapters

Prefers informal  
Voicemail phobia  
Consistent use of channels  
More frequent,  
shorter messages



Prefers formal  
New technology phobia  
Inconsistent use of channels  
Less frequent,  
higher quality messages

### LAWS of Connectional INTELLIGENCE

#### 1 VALUE VISIBLY

Show people they matter in digital spaces.

#### 2 COMMUNICATE CAREFULLY

Choose clarity over brevity.

"We don't just walk the talk - we write the talk."

#### 3 COLLABORATE COMPETENTLY

Maximize the collective expertise.

#### 4 TRUST TOTALLY

Create safety for honesty and risk-taking.

