

Body Talk



with Kathy McAfee
America's Marketing Motivator

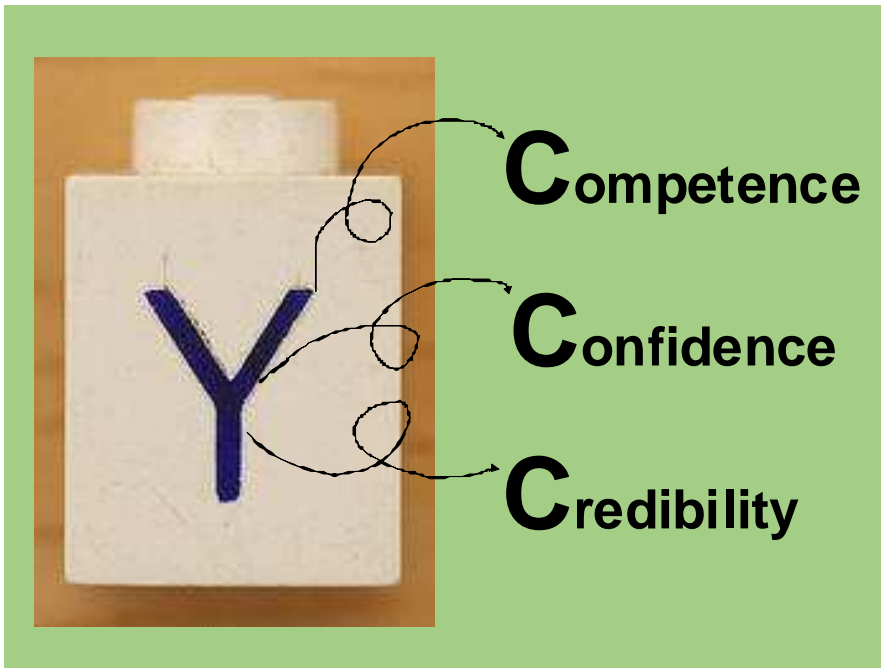
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Why does this matter?

Knowing how to leverage your body language is one of the ways in which you can showcase your competence so that other people recognize it.

Body language mastery in and of itself is a level of communication competence.

Practicing a “physiology of excellence” will also help to boost your self confidence.



1. **Competence** – your ability to do something well.
2. **Confidence** – your belief and your certainty that you can do something well.
3. **Credibility** – other people’s belief and trust that you can do something well.

Think of someone on your team that does something extremely well.

How does that teammate express his/her confidence? Do they appear to be confident all the time?

How does this person’s body language contribute to the confidence that you have in his/her abilities?

Mastering non-verbal communication

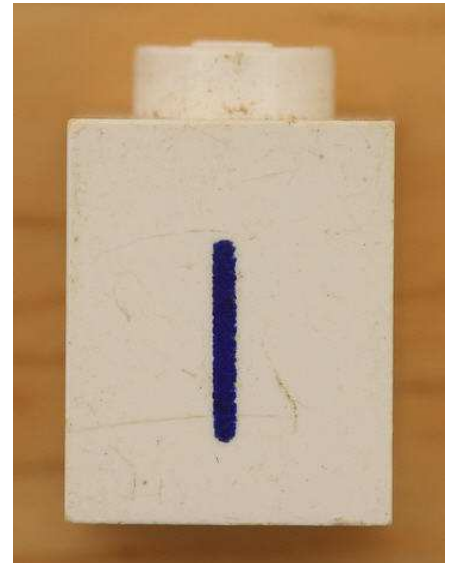
Communication skills are essential for everyone, regardless of your chosen profession in life. In this workbook, you will learn more about the different factors that influence your communication effectiveness. It's not just the words you use or how articulate you are verbally that will influence your success. You must gain mastery over your non-verbal communication or body language to be at the top of your game.



Awareness



Control



Influence

Awareness of your own body language and what you are unconsciously signaling to others. You must also strengthen your ability to read other people's body language accurately and observe their behavior.

Control means making adjustments to your physiology and physical reactions. You must also strive to achieve congruence between your spoken message and your body language.

Influence means learning to use your body language to more effectively and positively influence yourself and others in professional and personal situations.

Your thoughts and feelings trigger your physiology

Recent scientific and brain research studies have proven that our thoughts and emotional states have significant impact on our bodies and health. What we think, feel and do are key elements affecting our behavior. Our behavior influences our outcome. Want a different outcome? Try changing your thoughts, feelings and/or physiology. They are all neurologically linked.

Neuro Linguistic Programming NLP Communication Model

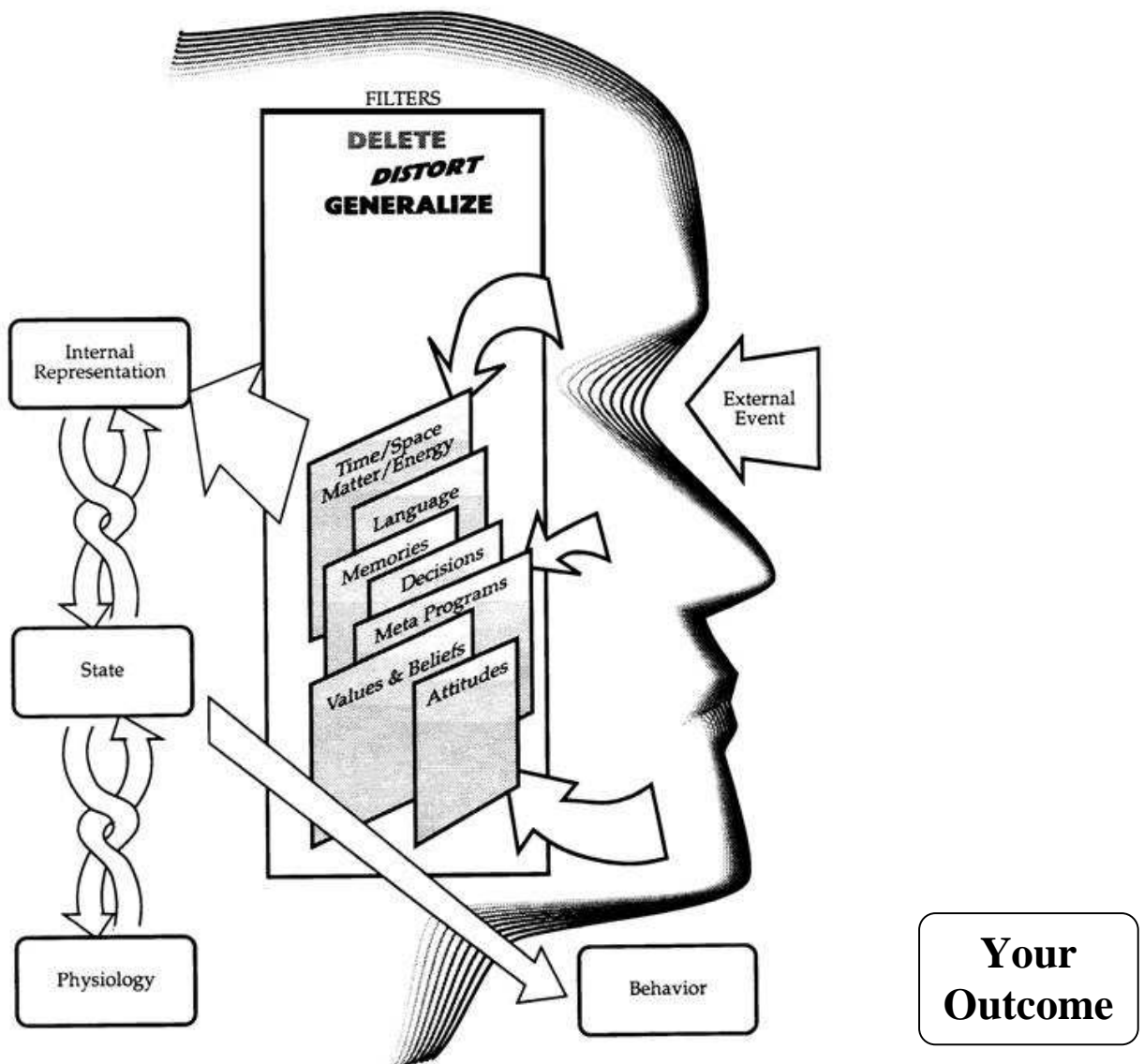


Image courtesy of Mark Shepard, Certified Trainer of NLP. www.ModernJedi.com

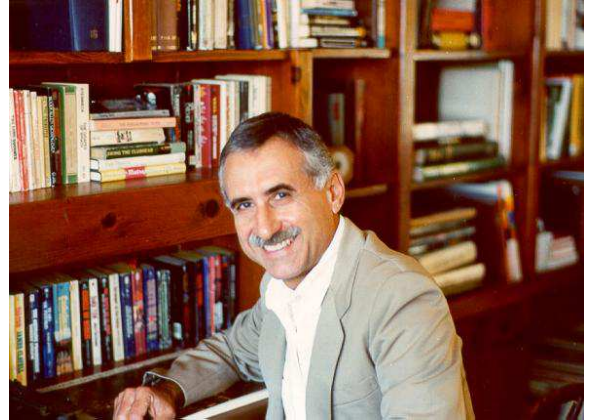
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The art and science of communication

Verbal, Vocal, Visual

It's not what you say, it's what they think you mean. In his pioneering studies at the University of California, Los Angeles in the 1970s, Professor Albert Mehrabian¹ developed a communication model that launched a new field of study into the importance of non-verbal communication and body language.

Mehrabian's model, known as **The 7%-38%-55% Rule**, has become one of the most widely referenced studies in the field of communication. Mehrabian concluded that when people are having a verbal exchange, the listener processes and draws conclusions in three ways.



Verbal → 7% of meaning is in the words that are spoken

Vocal → 38% of meaning is paralinguistic (the way that the words are said)

Visual → 55% of meaning is physiology (facial expression and body language)

This theory is particularly useful in explaining **the importance of meaning, as distinct from words**. Understanding the difference between words and meaning is a vital capability for effective communications and relationships. This body of work is also highly relevant to the challenges faced by presenters, both in effectively communicating and in building rapport with the audience.

¹ **Albert Mehrabian** (born 1939, currently Professor Emeritus of Psychology, UCLA), has become known best by his publications on the relative importance of verbal and nonverbal messages. His findings on inconsistent messages of feelings and attitudes have been quoted throughout human communication seminars worldwide, and have also become known as the *7%-38%-55% Rule*.

Visual or physiology (55%)

- Posture:** tilt of head, stand with more weight on front or back foot or left to right side, slouch or stand with straight spine, leaning forward on table or sitting back in relaxed fashion, etc.
- Gestures:** expressive eyes, furrowed brows, hands crossed or expressive “talking” hands, hands on hips, hand in pocket, etc.
- Breathing:** belly breather vs. shallow breathing; rapid versus slow breathing. Changes in breathing pattern can provide information about what’s going on with the other person.
- Eye Movements:** reveals information about how the person is thinking. Looking up indicates seeing pictures/images; looking to the sides indicates hearing or thinking about what to say; looking down to left or right suggests person is checking in with their feelings or doing “self talk.”

Vocal or tonality (38%)

- Tone** of your voice (pitch)
- Tempo** of your voice (speed)
- Timbre** of your voice (quality)
- Volume** of your voice (loudness)
- Silence** or absence of sound

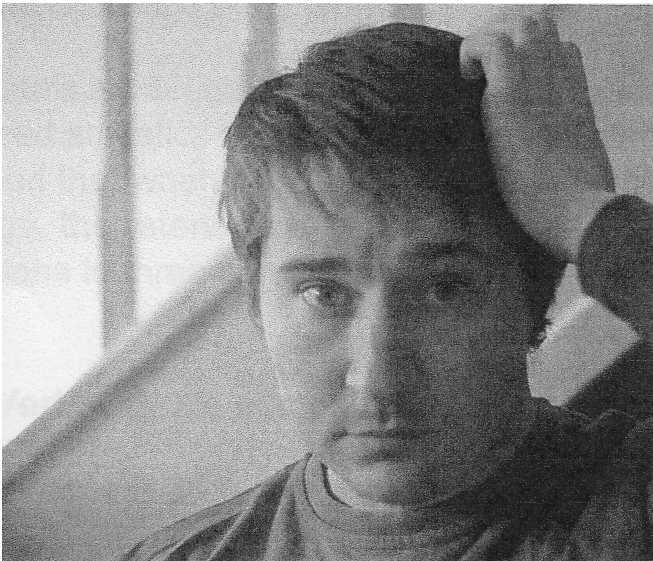
Verbal or word selection (7%)

- Visually** oriented words—*See what I mean?*
- Auditory** oriented words—*Do you hear what I’m saying?*
- Kinesthetic** oriented words—*How do you feel about that?*
- Auditory Digital** oriented or logical/self-talk—*Does that make sense? Is that reasonable?*

Three rules for reading other people's body language

Rule #1 = Read gestures in clusters.

Like any spoken language, body language has words, sentences and punctuation. Be careful not to interpret a solitary gesture in isolation of other gestures or circumstances. For example:

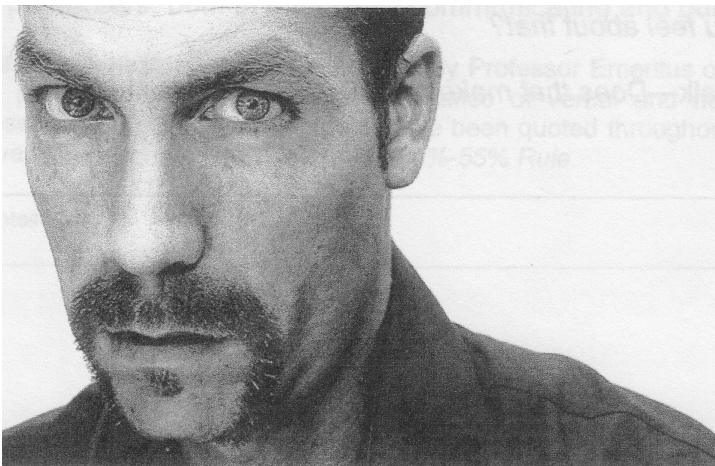


What do you notice about this man?

- Scratching the head.
- Blank look on face.
- Lips downward cast.
- Brows furrowed.
- _____
- _____

What is this man communicating?

Scratching the head can mean a number of things, such as sweating, uncertainty, dandruff, fleas, forgetfulness or lying.



What do you notice about this man?

What is this man communicating?

Rule #1: Read gestures in clusters, continued.

Jot down a few body language gestures that you notice in each of these photos.



What do you notice?

What is he communicating?



What do you notice?

What do you think he is communicating?



What do you notice?

What do you think he is communicating?

Rule #2: Look for congruence

Congruence

Definition: Agreement: a coinciding, agreeing, or being in harmony

Research shows that nonverbal signals carry about five times as much impact as the verbal channel, and that when the two are incongruent (that is, words and gestures don't match), people—especially women—rely on the nonverbal message and disregard the verbal content.

It is very important that what you say verbally and what you say non-verbally are in alignment. Otherwise, your audience will be confused, suspicious or just plain won't believe you. Your credibility may be questioned.

Importance of Conviction

How much conviction do you have in what you are saying?

If the level is high, then your physiology or body language will back you up. Your nonverbal and verbal communication will be congruent.

If your conviction is low, then your body language will give you away instantly. You will not come across as being comfortable in your own skin. People may doubt what you are saying.

“When a person’s words and body language are in conflict, women ignore what is said.” (pg 23)

“Our body signals will tell you when there is a lack of congruence between our body gestures and facial signals.

Our attitudes and emotions are continually revealed on our faces and we are completely unaware of it most of the time.” (pg 146)

- Allan Pease, *The Definitive Book of Body Language*

Rule #3: Read gestures in context

Are all of these women saying the same thing?

All gestures should be considered in the context in which they occur. For example, these four women are crossing their arms. What are they signaling? Consider the context in which they appear.

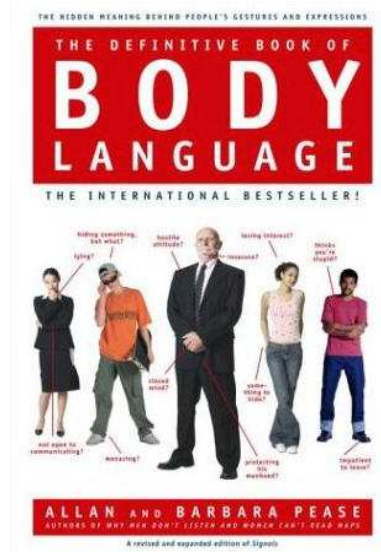


Photo credit: www.flickr.com

What are you signaling?

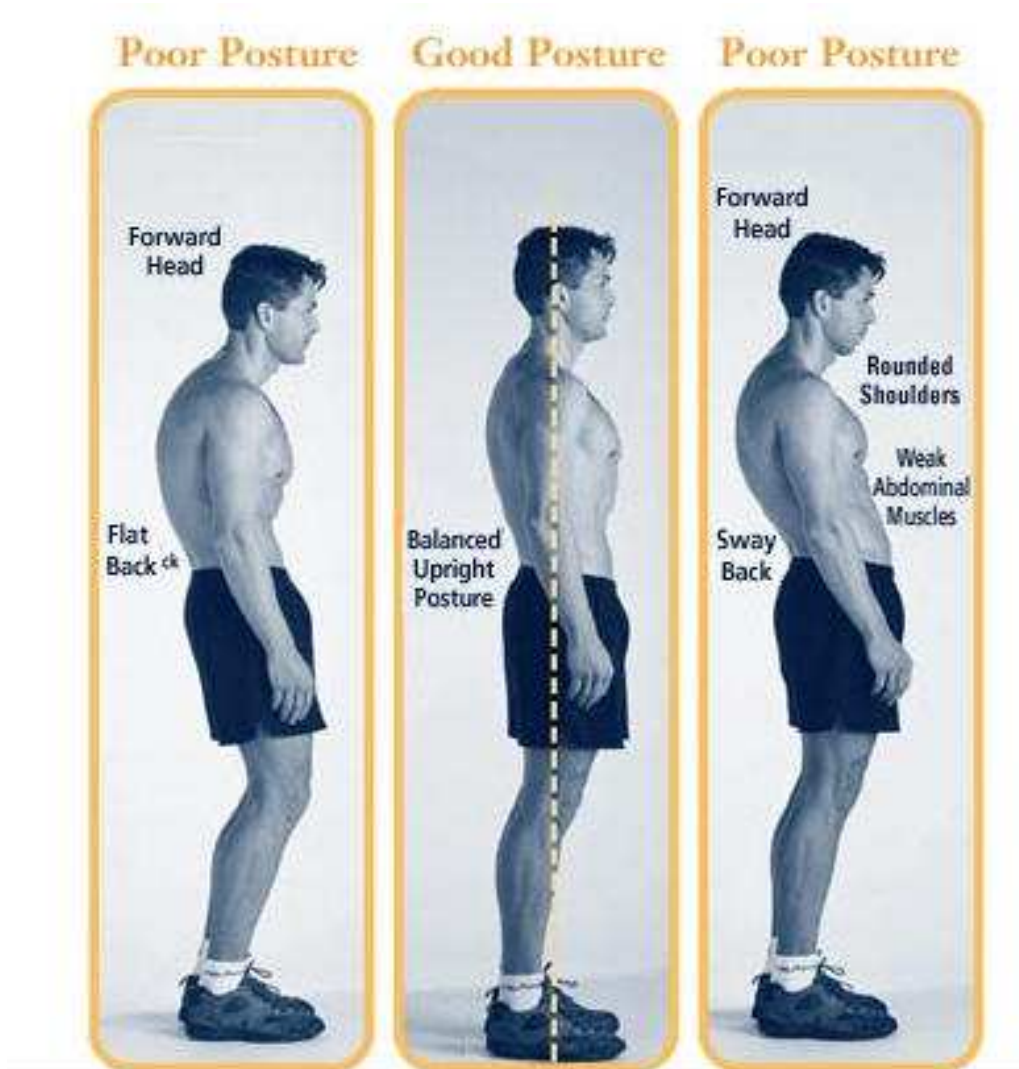
Below is insight on common gestures, stances and body movements, taken from the book, *The Definitive Book of Body Language*

- The shoulder shrug shows submission or lack of understanding of what is being said
- Head shaking signals “no”
- Head nod signals “yes” or agreement
 - Slow nodding says that the listener is interested in what the speaker is saying
 - Fast nodding communicates impatience or that they’ve heard enough and want you to finish so they can speak
- Sneering signals displeasure, agitation and potential aggression.
- Hands folded tightly across the chest signals the person is feeling negative or rejecting your idea
- Both hands in the pockets signals not open, doesn’t want to talk or engage in the conversation.
- One hand in pocket, one hand down by side signals casual confidence.
- Open palms connotes honesty, trust and openness, non-threatening.
- Palms down signals authority, you are giving them an order.
- Pointing a finger signals and creates negative feelings. “Do it or else!”
- Shaking hands with your hand in the face down position (on top) signals you are taking control and dominating the relationship.
- Shaking hands with your hand in the downward position signals suggests you are being submissive.
- Shaking hands with both hands straight up and down suggests equality.
- Shaking hands with a “double-hander” suggests familiarity and should only be used when an emotional bond already exists between you and the other person.
- Head tilt displays vulnerability and makes you appear more submissive or smaller.
- Head down signals disapproval or dejection. When chin is down, it signals a negative, judgmental or aggressive attitude.
- Hands on hips--appears argumentative, and can also make you look bigger.
- Spreading your legs signals establishing your authority.
- Crossing your legs signals nervousness, defensiveness, and need to protect oneself.
- Arms crossed and over your body; folder, notes or brief case held in front of your body indicates that you feel threatened and need to protect yourself.
- Clenched fingers or fist signals frustrated attitude, having a hard time getting point across.
- Slouching signals informality, indifference, lack of concern.



What does your posture say about you?

Good posture is not only an important health issue, but an essential quality for projecting strong leadership presence. Here are examples of good posture and poor posture:



Source: Workers Compensation Board, Alberta, Canada

Use proper posture when standing. Hold your body so that the top of your head, the center of your torso, and the bottoms of your feet create a straight vertical line. Try not to keep your body in any one position for too long. Periodically adjust your body to prevent fatigue.

How's your handshake?



Once of the first things we do when greeting someone in business is to shake their hands.

It is one of the first and last impressions that you will make

An improper handshake can upset the mood and tone of the interaction.

It also speaks volumes about you – your credibility and confidence. What can you do about it?

There are three main ingredients for creating rapport in a handshake:

1. **complete:** web to web contact
2. **equal:** make sure that both people's palms are in vertical position.
3. **receptive.** apply the same pressure that you receive.

Remember, that a handshake evolved as a gesture to say hello or god-bye or to seal an agreement, so it always needs to be warm, friendly, and positive.

Avoid the world's eight worst handshakes:

1. The Wet Fish (note: 1 in 20 people suffer from Hyperhidrosis or abnormally increased perspiration)
2. The Vise (*shown above in photo*)
3. The Bone-Crusher
4. The Finger-Tip Grab
5. The Stiff-Arm Thrust
6. The Socket-Wrencher
7. The Pump Handle
8. The Dutch Treat or giving a handshake like a bunch of carrots.

Your professional appearance is visual communication

Dress for success

Just as packaging influences your purchase decisions of products on the retail shelf, your professional appearance has influence over how your colleagues and customers perceive you.

Your personal appearance is one of the ways in which you express your personal leadership brand on a daily basis. As such, what you wear communicates something about you. It is an important visual communication that you have some control over.

Consider these recommendations:

1. Buy and wear clothing that fits and flatters your current body (not the body you will have after you lose 10 pounds). Work with what you have today.
2. Maintain your wardrobe and personal grooming at all times.
3. Dress for the job you want, not the job you have.
4. Conduct a closet audit with a trained image consultant periodically to ensure that your wardrobe is up to date and working well for you.

There's nothing casual about business

Image consultant and self-esteem speaker, Debbie Wright, believes that there is nothing casual about business. She finds the dress code "business casual" to be very misleading and confusing. She encourages her clients to dress "business smart," not business casual.



"The images featured (on next page) are examples of how to dress Business SMART. This is an option for you when the environment in your office is a bit less formal. Keep in mind that maintaining a professional image in all business environments always includes dressing appropriately for the workplace. Stand tall, be proud and show respect in choosing your working wardrobe. Always be mindful of the strong non-verbal messages that your clothing communicates."

- **Debbie Wright**, Fashion/Lifestyle Consultant, self-esteem speaker and President of *Dress for Success Hartford*

Examples of business smart dressing



Observing body language at work

Fishbowl exercise

Directions: Two people will volunteer to act out one of these scenarios for a few minutes. The other participants will observe and notice aspects of the nonverbal communication that are being expressed. After the scenario is played out, the group will debrief on what was learned.

- **Scenario #1:** You are speaking with your boss about a newly discovered problem on the project at work.
- **Scenario #2:** You are invited to a skip-level meeting with our bosses' boss and would like to make a favorable impression, but you feeling a little nervous.
- **Scenario #3:** You are chatting with a work colleague who is obviously annoyed about something that happened in a recent meeting that you both attended.
- **Scenario #4:** [make up your own scenario]

Debrief:

- What feelings and thoughts did this role playing scenario bring up for you?
- What was communicated through the body language?
- Was there congruence in what was being spoken and communicated non-verbally?
- What changes could each person make in body language to achieve the desired result?
- Other observations and insights?

Other helpful resources

1. *The Definitive Book of Body Language*, by Allan and Barbara Pease, a revised and expanded edition of Signals, Bantam Books, copyright © 2004 by Allan Pease.
2. *The Silent Language of Leaders: How Body Language Can Help or Hurt How You Lead*, by Carol Kinsey Goman, Ph.D., Published by Jossey-Bass. Copyright © 2011.
3. *How you Stand, How You Move, How You Live: learning The Alexander Technique to explore your mind-body connection and achieve self-mastery*, by Missy Vineyard. Published by Da Capo Press, Copyright 2007 by Missy Vineyard
4. *Business NLP for Dummies*, by Lynne Cooper, NLP Business Consultant. Published by John Wiley & Sons, Ltd. Copyright 2008 by John Wiley & Sons, Ltd., England.
5. <http://projectcloset.com/> Image Consultant Debbie Wright
6. Articles and video blogs by body language expert, Carol Kinsey Goman, Ph.D.
 - a. <http://blogs.forbes.com/carolkinseygoman/> - blog on body language and leadership
 - b. <http://www.youtube.com/watch?v=Uwks-99Otxo> – video on body language mistakes for women
 - c. <http://www.forbes.com/sites/carolkinseygoman/2012/06/26/body-language-mistakes-that-male-leaders-make/>
7. YouTube video “Handshake Do’s and Don’ts” with Kathy McAfee
<http://www.youtube.com/watch?v=emaTZ3X5s9U>

About the facilitator

Kathy McAfee is America’s Marketing Motivator, a professional speaker and seasoned marketing professional with over twenty five years of corporate and international business experience plus seven years as a successful solo-preneur.

As President of Kmc Brand Innovation, LLC, she serves as executive presentation coach to motivated business and community leaders and ambitious entrepreneurs to help them become the recognized leaders in their fields by mastering the art of high engagement presentations and business networking.

Her mission is to “stop global boring” by helping professionals to reduce their PowerPoint emissions, enabling them to project more of their talent, power and influence when they present themselves and their ideas. Learn more by visiting her web sites:

<http://marketingmotivator.net/>

<http://www.motivatedspeaker.com/>

<http://networkingahead.com/>

