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Denise Horan
presents
“Body Language Matters”

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Agenda



1. Body language
2. Scenarios and examples
3. Group discussion

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Within the first minute of meeting someone, only 7% of their impression is based on words.

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Definition



bod•y lan•guage
noun

the process of communicating
nonverbally through conscious or
unconscious gestures and movements

Source: Dictionary, Version 2.2.2, © 2005-2011 Apple Inc. All Rights Reserved.

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An Opening Example



Body language in full effect

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Body Language

Learning to read body language and using it to create effect is both a science and an art.



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Body Language

Factors that effect body language:

- Body (physiology)
- Culture
- Nature and nurture influences
- Natural energy levels
- Style or personality
- Disabilities



Source: "The Body Language Handbook"

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Universal or Common Movements

1. Barriers
2. Adaptors
3. Regulators
4. Illustrators

Barriers

- Claiming more space
- Setting a boundary
- Protection or cover

Examples:

- Sitting at desk
- Crossing arms
- Holding a purse or computer



Adaptors

Adaptors help you gain control over the space that you claimed when you set up the barrier

- Help you feel more comfortable
- Help you focus
- Adaptors are unintentional and are often a reaction to stress



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Regulators



Regulators are usually intentional and often control another's speech

- Signaling

Examples:

- Holding up your finger to say that you have heard enough
- Moving your eyebrows or lips to signal quiet

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Illustrators

- Enhancing your statements
- Adding more power to a conversation

Examples:

- President Clinton using a baton to drive home his denial of an affair
- Moving hands from one side to another – on one hand....and then another



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What Your Body Language Says About You

Appearance matters!

- ✓ 55% of your first impression is based on appearance.
- ✓ Decisions can be made within 30 seconds of meeting someone.



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Making a Great First Impression Through Body Language

- Be self-aware. Others perceive us as we perceive ourselves.
- Others can sense insecurities, believe in your worth!
- When we meet someone, we interpret a small portion of their personality as their entire personality!
- Create a positive demeanor for yourself in meetings.



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Interviewing/Meetings



- Most decisions are made within the first few moments of meeting.
- Avoid negative vibes conveyed through body language: laziness (slouching), lying, insecurity (poor eye contact and posture), etc.
- Use open gestures that appear positive

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Interviewing/Meetings



- Facial expressions:
 - ✓ Smile
 - ✓ Relax face/lips.
- Avoid rearranging clothing or fidgeting
- Hold a firm hand shake:
- Maintain constant eye contact.

“The eyes are the window to the soul.”

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Necessary Skills

- Make an entrance
- Stand or sit in an erect position, never slouch
- Make eye contact by looking at a person's nose-eye triangle
- Smile!
- Perfect your greeting- a solid handshake is a must!
- Use open gestures
- Dress to impress
- Be attentive to others' signals
- Remember that every moment counts



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Mirroring



- Follow the other person's lead to create a feeling of camaraderie
- Smile with both your mouth and your eyes
- Open, upward gestures have a positive implication
- Lean towards the other person to convey attentiveness
- Align your torso with the other person and synchronize breathing to be on the same plane

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Eye Contact

Make it and maintain it!

- Eye contact can show trustworthiness and confidence.
 - Never stare down at your hands; this can be a sign of insecurity.
- When to look:
 - as soon as you are engaged in conversation.
 - Maintain throughout the conversation and when saying “Good-Bye.”



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Eye Contact

Where to look:

- The triangle between the eyes and the nose.

How long to look:

- 80-90% of the time.
- Avoid staring- it can come across as insulting.



When the eyes say one thing, and the tongue another, a practiced man relies on the language of the first.

- Ralph Waldo Emerson

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“The language of the body not only supplements what we say but usually dominates our conversation with small gestures, eye movements, facial expressions and postural changes.”
- Tonya Reiman

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What To Avoid



Eleven Things That Create Negative Perceptions:

1. Toupees (indicate a lack of confidence)
2. Wearing too much perfume or cologne
3. Poor handshakes
4. Avoiding eye contact
5. Poor voice quality
6. Fidgeting
7. Talking too much
8. Superior gestures
9. Moving around
10. Biting your nails/lips/pen caps, etc.
11. Leaning in too early

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Communication

“Verbal and non-verbal communication shapes our interactions with others in business and interpersonal relationships, as well as our financial and personal success.”

-Amy Lucas

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Scenario

Role Play Scenario: Good Vs. Bad Body Language At Job Interviews

Split into teams of four, act out two scenarios

Two people will be actors, two people will observe and critique

- A. In this scenario, the job applicant will act with body language portraying low confidence
- B. In this scenario, the job applicant should act with assertiveness

Actors decide which order to complete scenarios in, observers will guess scenario A or B based off of the body language witnessed

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Scenario

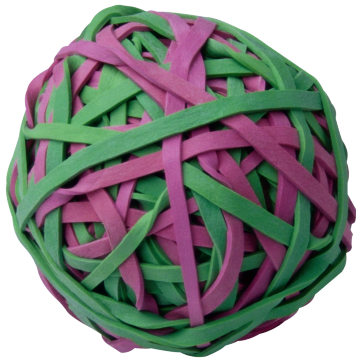
- A. In this scenario, the job applicant will act with body language portraying low confidence
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Scenario



After-scenario reflections:

- Observers: how easy/hard was it to guess the right emotion?
- Actors: was one emotion more difficult to act than another?
- What body language did observers notice for each emotion?

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Real-World Examples

1. The evolving relationship between Barack Obama and Hillary Clinton
2. Roger Clemens: guilty or innocent? You decide.
3. Times Union article: Pursed Lips Tell the Story

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Clinton and Obama in the 2008 Presidential Race

Hillary and Barack initially had little trust in each other

- Stiff poses
- Crossed arms and legs
- Leaning away from each other, attempting to maximize distance between the two



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Clinton and Obama After Election

After the election, Hillary and Barack became closer

- Leaning in towards each other
- Physical contact
- Relaxed posture
- Obama appears confident beside Clinton



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Guilty or Innocent?

The Facial Expressions of Roger Clemens



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Pursed Lips Tell the Story

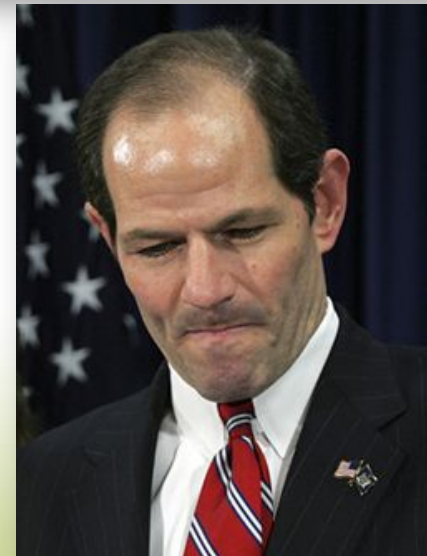
Signs of half-truths or lies:

- Pursed lips
- Tight forehead
- Solemn eyes

"Compressed or retracted lips most often occur when someone is forced to discuss something he doesn't want to talk about -- or when he is holding something back"

-Carol Goman

Source: Albany Times Union, "Pursed Lips Tell the Story." Wednesday, June 8, 2011



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Pursed Lips Tell the Story

Eric Schneiderman



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Tom Brady

Deflategate NFL Scandal



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Group Discussion Sending Signals

“Yes” Gestures:

- Open palms
- Forward lean
- Smile
- Eye contact – interest
- Head Nodding

“No” Gestures:

- Folding arms
- Feet pointing towards the door
- Hand over mouth
- Fidgeting
- Shaking head

Source: Tony Reiman,
Body language expert

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Group Discussion Presenting

Presentation tips:

- Standing behind a podium creates a barrier between the speaker and the audience
- Move around when addressing an audience
- Beware of a monotone voice
- Do not read your slides
- Your energy level is contagious
- Eye contact draws interest – make the connection
- Storytelling is good; beware of jokes

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Reading Eye Language Cues

Masks were common and partially covered important facial cues. Reading eye language is just as important while selling to prospective clients.

- Squinting □ they do not like something you are saying
- Eyebrows raising □ gesture of congeniality
- Looking up □ recalling something

Source: How to Read People's Eye Direction and Behavior Vanessa Van Edwards, the Science of People

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Selling in a Post-Pandemic World

Sales professionals are resilient. They are tough, can recover quickly and are able to cope with change and even a crisis. But they may have to reinvent themselves to survive. Focus on:

- Communication
- Technology
- Branding yourself
- Revisiting target market and industries

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Summary

Although body language and verbal communication can provide a wealth of information about people, the following is important to remember:

- ✓ Body language can tell you how comfortable a person is in any given situation
- ✓ Don't personally judge people based on how well they conform to proper body language/verbal communication behavior
- ✓ Don't mistake nervousness with dishonesty

Case Study/Examples

Reading Body Language- Case Study

The Power of Body Language- Tonya Reiman

Body Language On The Job-CBS

What Clinton's Body Said- Joe Navarro

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