

# The Power of Body Language

*Tips and tools to become a more  
effective communicator*



**Designed especially for the San Diego and Imperial SCC Leadership Conference**

*If we don't **define**  
“us” first –  
Someone else  
will*

## **Communications Defined:**

- Two-way information sharing
- Ask questions
- Get answers
- Share ideas

# Let's talk about you

- 1 Stand up**
- 2 Take OFF your name tag**
- 3 Tape a piece of scratch paper to your back**  
*(With the help of your neighbor)*
- 4 Look at me**

# Let's talk about you

*Write on the back of unmet colleagues*

- 1 What kind of car does he/she drive?
- 2 What does she/he do for a job?
- 3 What attribute makes him/her trustworthy or gives off a positive *vibe*?

# COMPONENTS OF COMMUNICATION

EYE CONTACT  
GESTURES  
POSTURE  
BODY ACTION  
FACIAL EXPRESSION

BODY LANGUAGE **55%**

TONE  
FREQUENCY  
FLUENCY

VOICE **37%**

ACTUAL  
WORDS

CONTENT **7%**

# More about You -- QUIZ



**Whenever you go into a party (or public social setting), the first you tend to do is:**

- a. Charge straight over to the bar and loudly order a drink, laughing with the bartender.
- b. Walk toward the nearest corner and stakeout a post from which to view the room.
- c. Take a moment to look around the room and determine in which direction you would like to go.



**In the ten minutes before you're scheduled to give a presentation, you spend most of your time:**

- a. Doing a three-minute breathing exercise to calm yourself down.
- b. Reviewing your notes to make sure you remember everything you want to say.
- c. Pacing the floor and sneaking peeks at the audience as they arrive.

***(For women)***

**When you try to impress a guy, you:**

- a. Smile quickly, look down, and walk in the opposite direction.
- b. Make eye contact, look down briefly, and repeat eye contact with a sidelong smile.
- c. Make direct and prolonged eye contact, smile and start a conversation.

*(For men)*

**When you try to impress a woman, you:**

- a. Smile.
- b. Smile, turn in her direction and hope she notices you.
- c. Smile, walk toward the object of your affection, and offer to buy her a libation (or ask a question, introduce yourself, etc.)

**When you enter a room for a meeting, but the meeting has not yet begun, you immediately and instinctively:**

- a. Walk right over and talk to the person in charge of the meeting.
- b. Put your materials down at the prominent position at the table so your seat is saved.
- c. Take a seat in the corner and wait for the meeting to begin.

***(You're single and open to dating)***

**You've agreed to meet up with your friends. When you are at the (bar/public social setting), you:**

- a. Strike up a conversation with the bartender.
- b. Go to the dance floor and start dirty dancing.
- c. Sit at the bar and position your body toward others you find intriguing.

**You're giving a talk and notice audience members are looking at their watches and showing signs of boredom. You still have 15 minutes to go in your presentation. You:**

- a. Look at those individuals and ask, "I get the impression you have an issue with what I'm saying – is there a way I can explain it better?"
- b. Try to avoid eye contact with those who are bored; you don't want to antagonize them.
- c. Speak louder and faster.

**Sitting on a crowded airplane before a long flight, you don't want to strike up a conversation. Suddenly, the woman next to you asks you the time in a friendly tone of voice. You:**

- a. Close your eyes and inform her you do not know the time.
- b. Check your watch, look at the woman, smile, tell her the time and then maintain eye contact as she launches into a story – you don't want to be rude.
- c. Look down at your watch and inform her of the time with brief eye contact and a quick smile.

**You're about to meet a (potential client) for the first time at a restaurant. You need his full attention to (make the sale). You:**

- a. Sit at the bar with the television for background noise – you want him/her to feel comfortable and casual.
- b. Sit at a table and take the chair against the wall – s/he'll have no other view but your smiling face.
- c. Sit in the middle of the restaurant – you don't want him/her to feel claustrophobic.



**You are in the middle of your performance review, and it's not going the way you had hoped. Your boss is unfairly criticizing your work. You:**

- a. Maintain composure and eye contact with open body language. Allow your manager to finish and, with arms open, address each issue point by point.
- b. Fold your arms, break in, and dispute each point she raises.
- c. Allow your manager to finish, excuse yourself, and walk out of the room with your head held high.

## Determine your score by using this key.

Add the numbers for each response to get your total score.

1.	a - 1	b - 3	c - 3
2.	a - 2	b - 1	c - 3
3.	a - 3	b - 2	c - 1
4.	a - 2	b - 3	c - 1
5.	a - 1	b - 2	c - 3
6.	a - 3	b - 1	c - 2
7.	a - 2	b - 3	c - 1
8.	a - 1	b - 3	c - 2
9.	a - 1	b - 2	c - 3
10.	a - 2	b - 1	c - 3

## **Body Language Quiz Key**

*If you scored 10-16:*

You are the life of the party.

You may need to slow down just a bit. Without intending to you may be scaring people off.

You could probably learn more about what other people want by listening more closely.

Consider making a greater effort to mirror their body language.

## Body Language Quiz Key

*IF you scored 17-23:*

You have a balanced approach that likely served you well.

You're in tune with using body language to serve both your needs and the needs of the people around you.

You're able to establish rapport easily.

You may be ready for some advanced techniques.

## Body Language Quiz Key

*IF you scored 24-30:*

Your intentions are good but you might need to step it up a bit.

Currently you're in danger of disappearing into the wallpaper.

Practice being more assertive in your body language and people will respond with increased respect and deference

# What do you want?

- Awareness
- Understanding
- Action
- Advocacy

# Body Language

Our movements, clothing and gestures all say something about us.

Realize that during our conversations, especially in the first minute, **only 7%** of the first impression we give is via words.

The remaining **93%** will be based upon paralanguage; pitch, amplitude, rate and voice quality of speech as well as body language.

# Seven Universal Emotions

Happiness

Sadness

Surprise

Fear

Anger

Disgust

Contempt



# Mirror Neurons

His/Her: Studies show women are better at decoding nonverbal cues.

Are the verbal message and body language the same?

Do words and body match?

# Truths about Body Language

- is a constant
- is always determined by **context**.
- cannot be judged by one single signal.
- reveals the discrepancies between what a person says and what a person truly believes.



# The Language of the Face

Eye Brows

Forehead

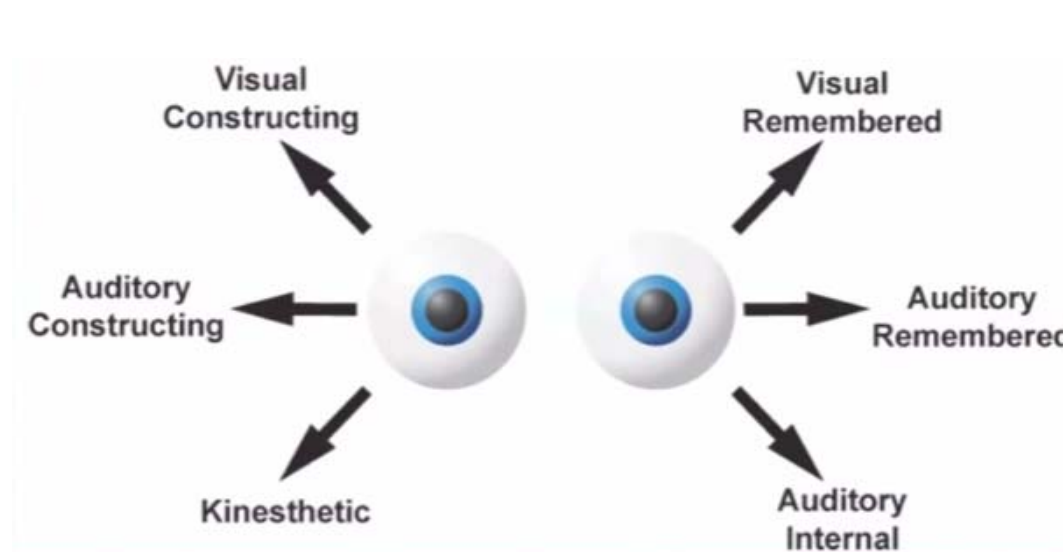
Happy = relaxed

Angry = pushed together

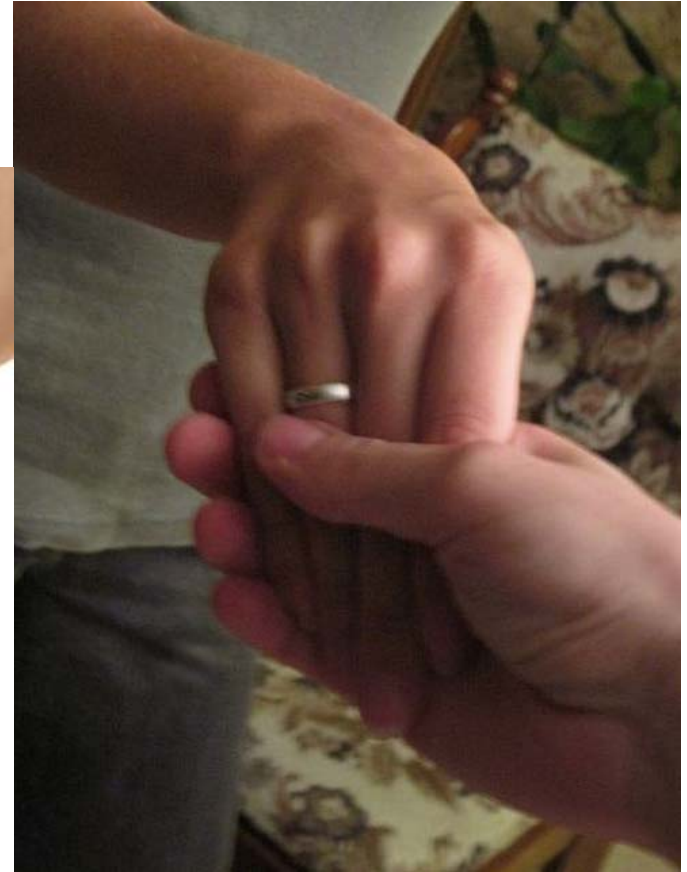
The Eye-Nose Triangle

Blinking

# The Eyes



# Shaking Hands



# Hands

Palms displays = honest

Hands clenched = holding back a negative reaction

Holding wrist behind their back = self-control

Hand in hand = vulnerable

# The Language of the Face

Head Nods

Narrowing the red margins of your lips is a clear sign of anger, frustration

Smile – real or fake?





# Hands & Arms

Pointing is annoying

Rubbing hands together

Do you lose credibility  
when you fold your arms?



# Arms

ARMS AKIMBO:



Establishes dominance or communicates there are 'issues.'

ARMS BEHIND THE BACK:



Says "don't draw near"  
—keeps people at bay.

# Legs



# The Language of the Gestures

## “Yes” Gestures

Open palms

Forward lean

Smile

Direct body orientation

Enhanced eye contact

\*Head nodding

# The Language of the Gestures

## “No” Gestures

Tapping

Scowling

Folded arms

Shaking head

Eye squinting

Constant eye movement

Feet/trunk pointed differently

Hand holding the chin, over mouth, on knee

# The Language of the Gestures

## *Maybe*

Taking a sip of a drink  
Biting the tip of an eyeglass  
Cleaning glasses  
Scratching head  
Chin stroking

# Best Signs of Being Trustworthy

Palms-up gestures

Eye contact

Uncrossed arms

Feet flat on the floor; pointed toward target

Posture tall and straight

Smile --- NO STALKER STARES

Nodding when making positive points

Shaking head when making negative points

Occasional submissive shrugs

# Best Signals for Persuasion

Faster speech

Varied pitch

Open body posture – open palms

Steady eye contact

Smiles (involving eye crinkle)

Mirror body language

For emotional request – line up with right eye

For intellectual request – line up with left eye



# Best Signals to **Create** Unity

Democratic seating (round table is best)

Equal eye contact with entire team

Smiles

No smirks or private glances

Allowing appropriate turn-taking

Energetic vocal tone

Small but vigorous gestures

Direct body orientation to team member  
speaking

# Best Signals it's OK to Enter a Group

The group has three or more people

Uncrossed arms

Eyes scanning the crowd

Open body position

Open palms

Any feet, legs, trunk or chest pointed away from  
center of group

# Common Signs of Distrust

Head tilted to one side

Uneven smile or smirk

Crossed arms\*

Squinted eye with continual eye contact

Evading eye contact

Scratching neck

Rubbing or pulling on ears, nose

Pulling on lips

***What to do: Open up your body language***

# Space and Boundaries

**Intimate** is considered 0 – 1-1/2 feet.

**Personal** extends from 1 1/2 to 4 feet

**Social-consultant** generally extends from 4-10 feet.

**Public** space extends from 10 feet outwards.

# Your Office/Work Space

## *Revealing Office Props:*

- Calendar – Sierra Club or NRA?
- Photographs/frames – people, places, things?
- Books/reading material – dog-eared or attitude?
- Artwork – humor, hobbies, interests?
- Desktop items – a collage of someone's personality?
- Plants/flowers - artistic and health conscious?
- Layout – stay out or come in?

# Your Office/Work Space

Appearance, speech and behavior are affected by our environment – “**Feng Shui**” of your office

Some Clues stand out

Work environment often speaks most loudly about what we want others to think of us

Home environment tells who we really are

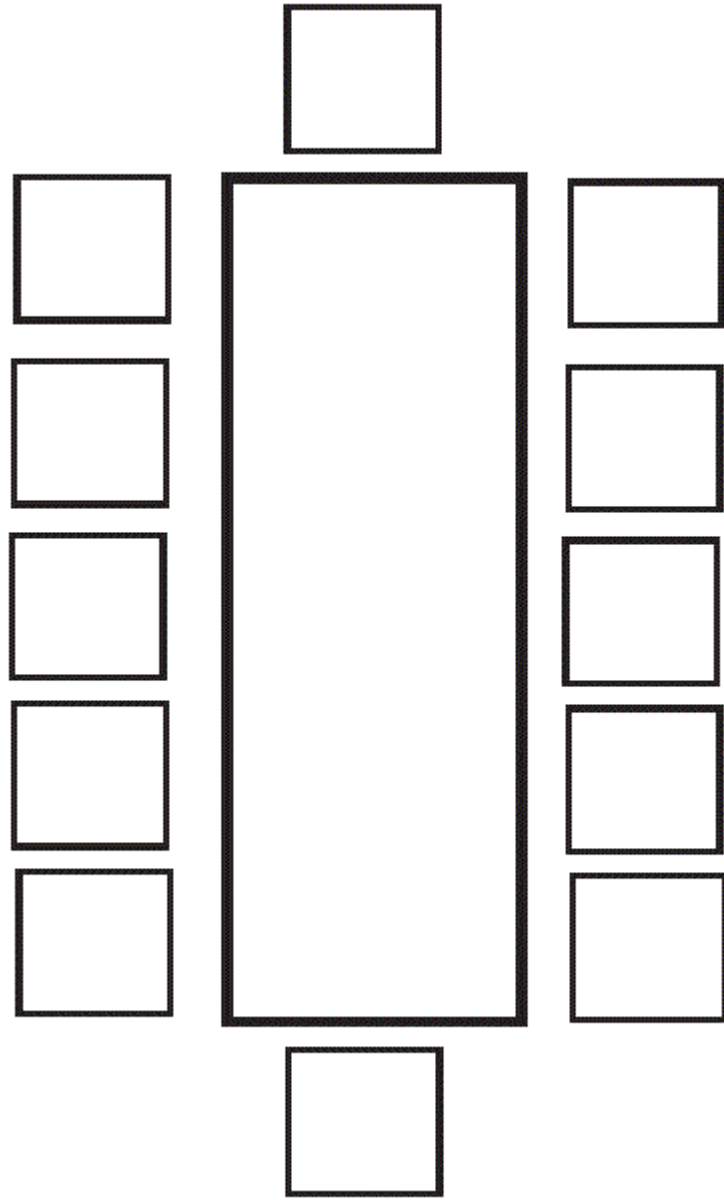
# Meeting Space

**Round Table** levels the playing field

**Side-by-side** at a table is best for coming to an agreement

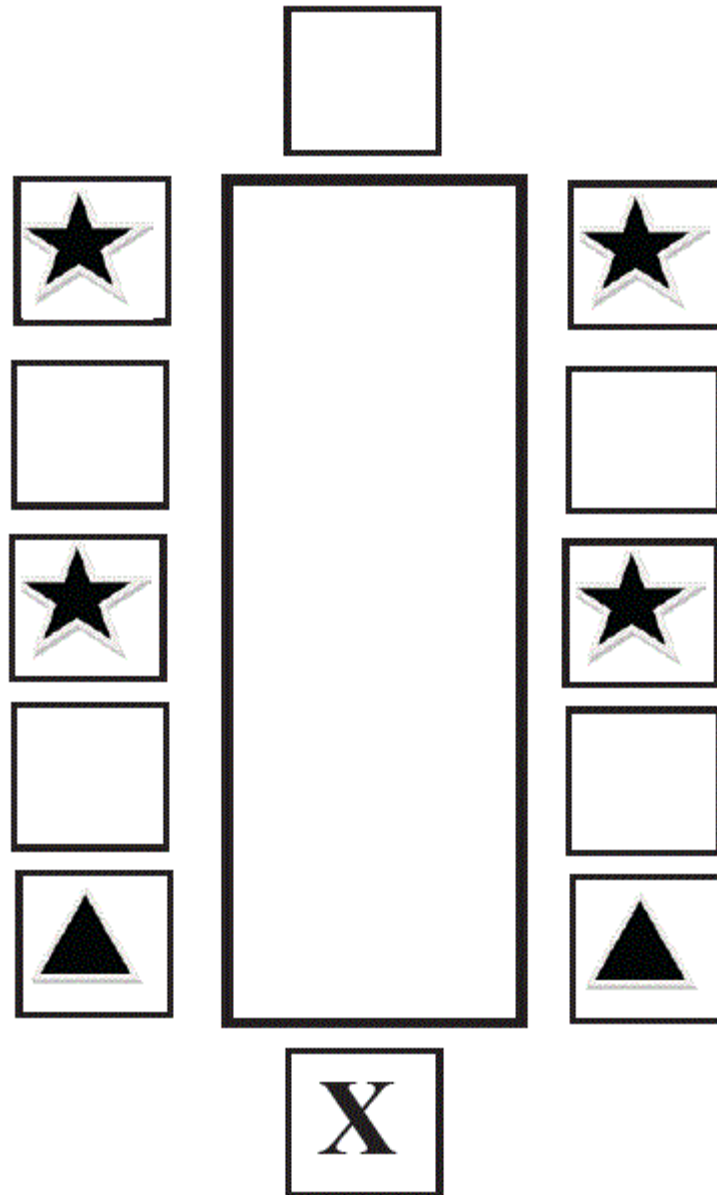
**Directly across** is best for competition or confrontation

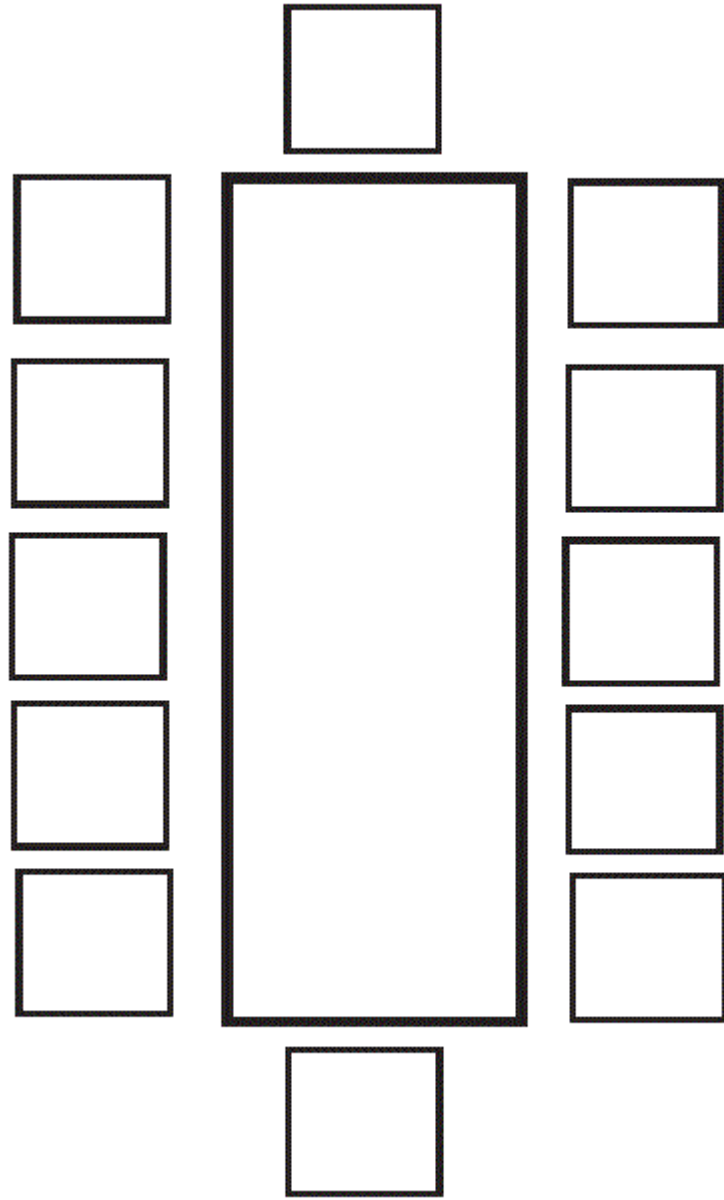
**At an angle** is best for conversation or persuasion



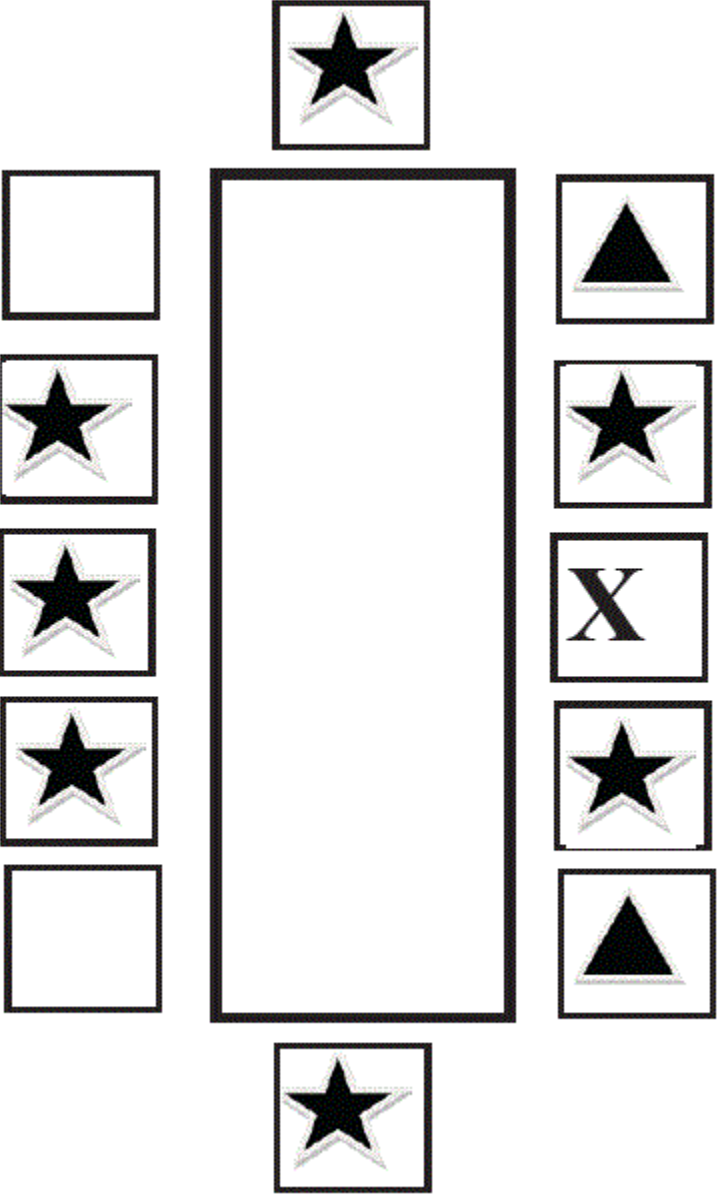


**Authoritarian:  
Your seat at  
the table?**





**Coach:  
Your seat at  
the table?**



# Body, Time & Space

**A bargain**

**An “ask”**

**Trouble**

**Good news**

**Setting (new) rules**

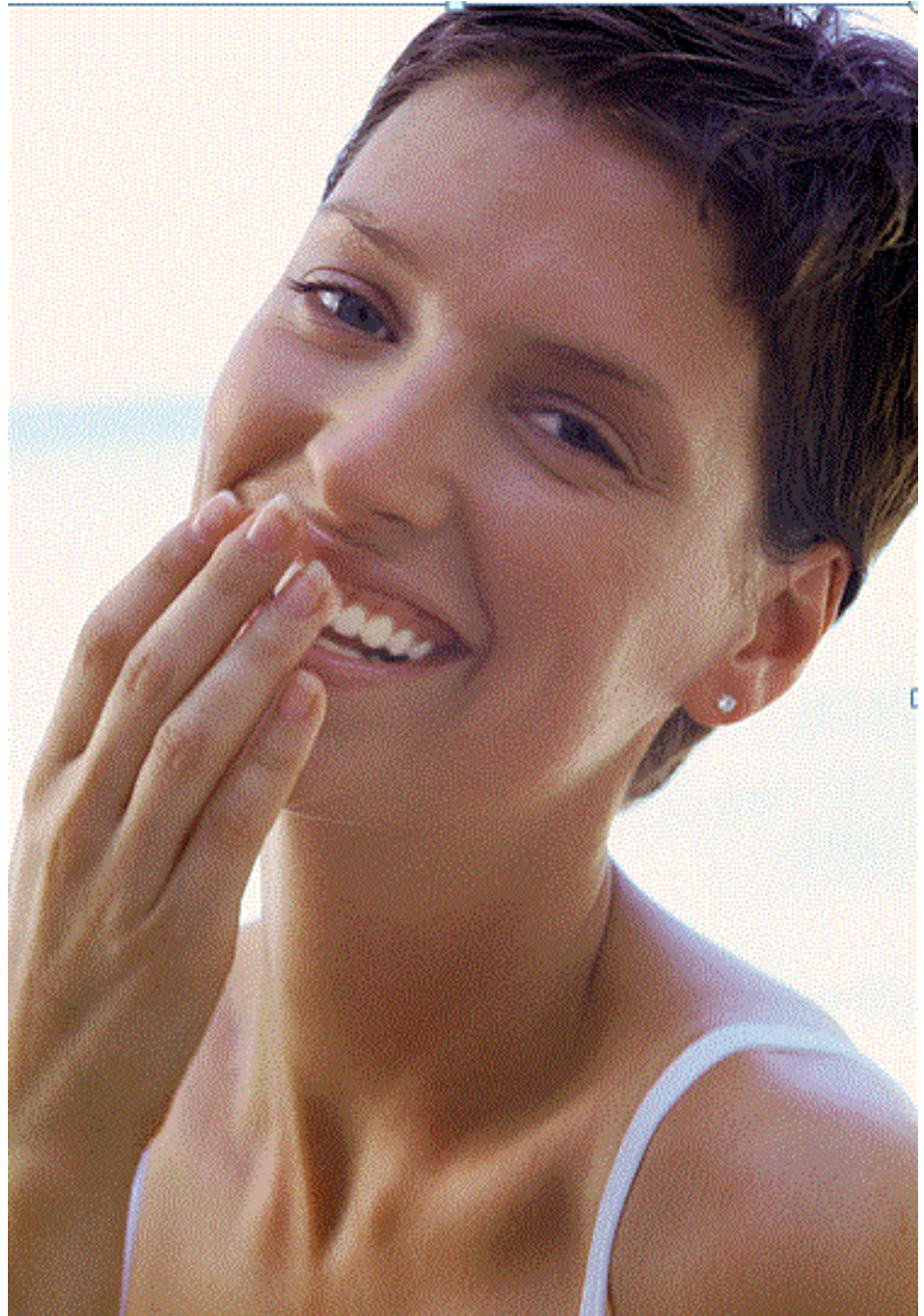
# What's your read?



**What's  
your  
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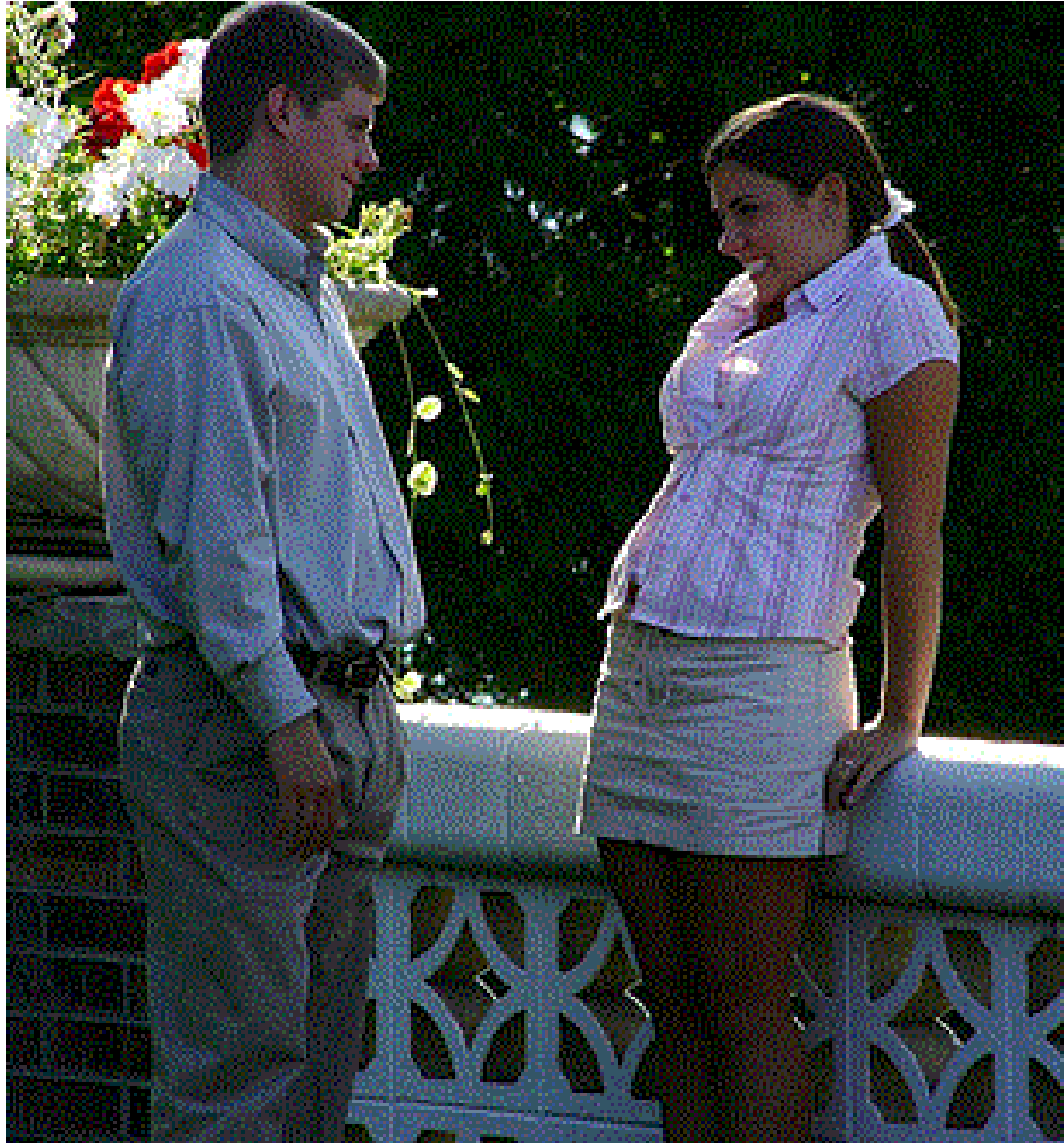


**What's your read?**



# What's your read?



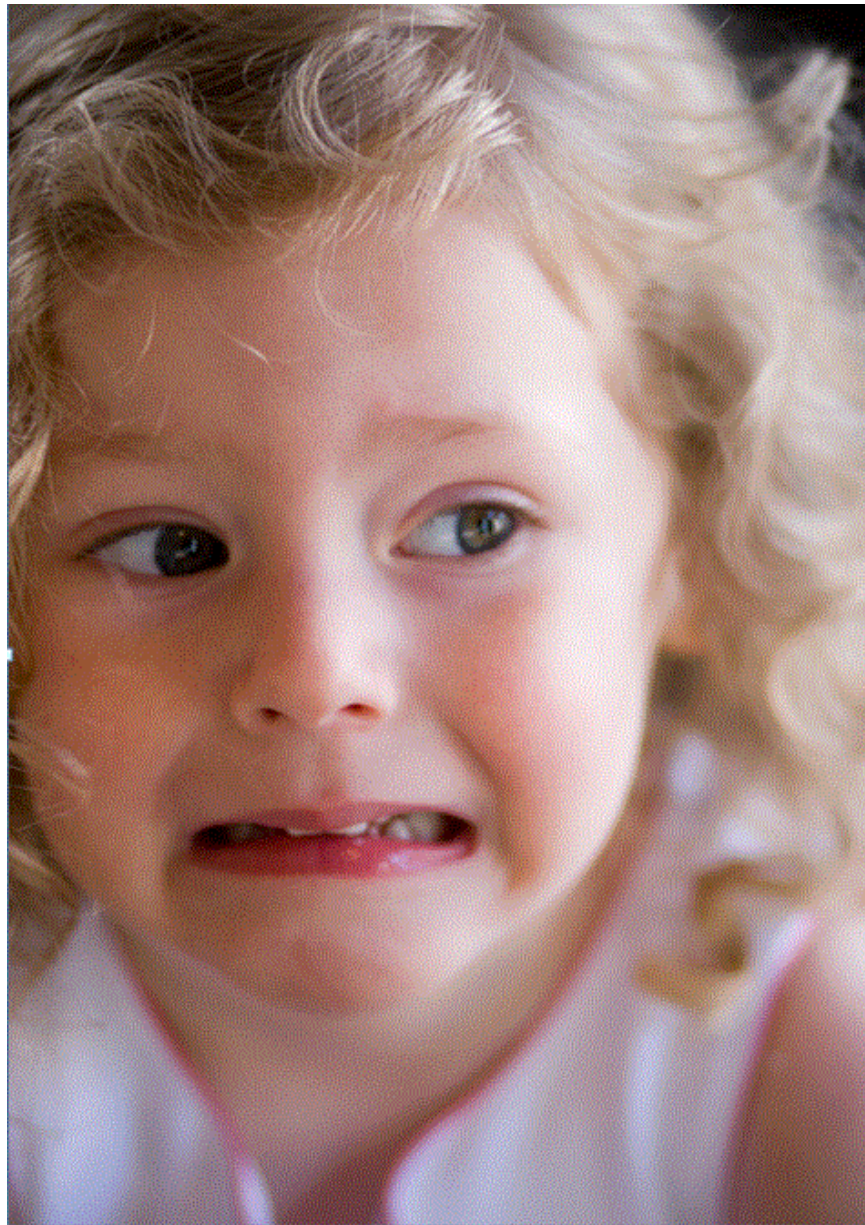


**What's  
your  
read?**

**What's your read?**



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**What's  
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# Resources

- In print

- *There's No Such Thing as Public Speaking* by Jeannette and Roy Henderson
- *The Power of Body Language* by Tonya Reiman
- *Reading People* by Jo-Ellen Dimitrius and Mark Mazarella

- Online

- [dailymail.co.uk](http://dailymail.co.uk) – look for [body-language-teachers-control-disruptive-pupils.html](http://dailymail.co.uk/body-language-teachers-control-disruptive-pupils.html)
- [www.simplybodylanguage.com](http://www.simplybodylanguage.com)
- [lifehacker.com/how-to-read-body-language-more-effectively](http://lifehacker.com/how-to-read-body-language-more-effectively)
- [communicationdiary.com/how-to-tell-if-a-person-is-lying-by-reading-body-language/](http://communicationdiary.com/how-to-tell-if-a-person-is-lying-by-reading-body-language/)
- <http://itthing.com/what-does-your-body-language-say-about-you>



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# Thank You!



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