

## MAKE THE BEST FIRST IMPRESSION, WITHOUT SAYING A WORD...



### WHETHER YOU'RE GOING TO A ONE-ON-ONE MEETING WITH A CLIENT

...or you're about to give a presentation to a crowd of colleagues, the way you present yourself in the business space can have a significant impact on your overall success.

It could mean the difference between losing out on a pitch to one of your competitors, and winning one of your biggest clients yet. In fact...



**SEVEN SECONDS**

...the amount of time it takes to make a first impression<sup>i</sup>



**ONLY 7% OF MEANING**

is communicated through the words we use...<sup>ii</sup>



**55% OF MEANING**

is communicated through body language<sup>iii</sup>



**38% OF MEANING**

is conveyed through our tone of voice<sup>iv</sup>

## THE BUSINESS OF BODY LANGUAGE

Non-verbal communication is a **unique and useful tool** that you can use to **demonstrate quality** - without even saying a word. When it comes to your own personal brand, nothing is more important than setting the right impressions from the start - so here are a few handy tips.

We also recommend presenting your clients and colleagues with high-quality refreshments. Why? This will encourage them to associate your brand with luxury experiences.

### KINESICS

is communicating with body movement...<sup>v</sup>



#### POSITIVE BODY LANGUAGE INCLUDES:

- Affirmative movements like **smiling, nodding** the head and **laughter** (where appropriate)
  - Leaning in slightly to demonstrate active listening<sup>viii</sup>
  - Open palms - which signify honesty and sincerity<sup>ix</sup>



#### NEGATIVE BODY LANGUAGE INCLUDES:

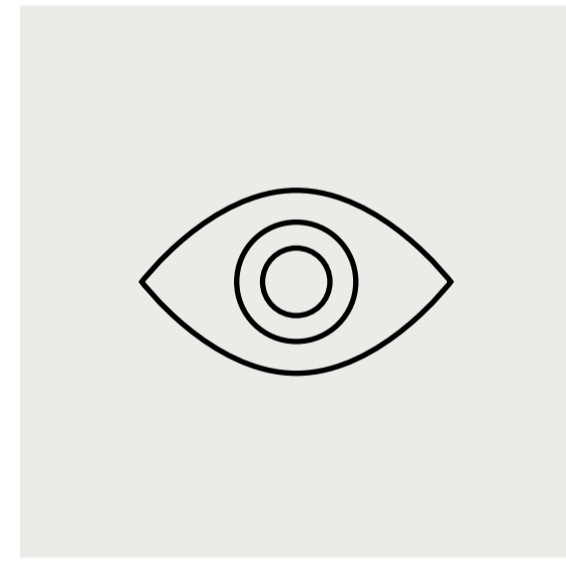
- Employing weak or repetitive gestures
- Clumsy use of objects - **take control of objects**, don't let them take command of you<sup>vi</sup>
- Poor eye contact<sup>vii</sup>



An **open body posture** can indicate comfort and domination, whilst a closed-in body can signal inferiority - so try to sit or stand up straight with your shoulders back in all of your business meetings.<sup>x</sup>

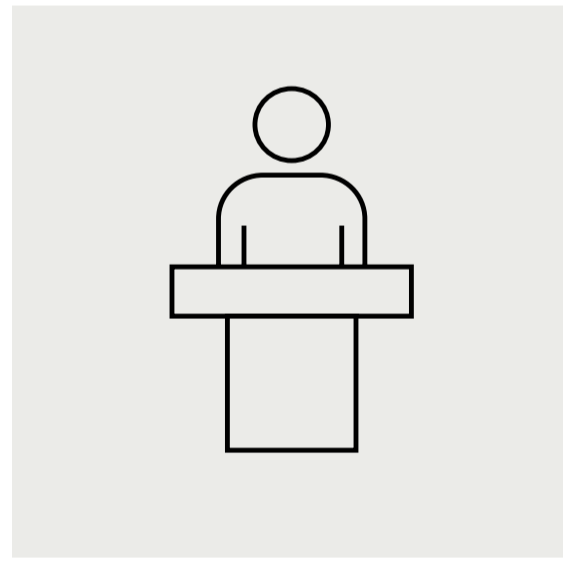
### OCULESICS

refers to how we communicate with our eyes...<sup>xi</sup>



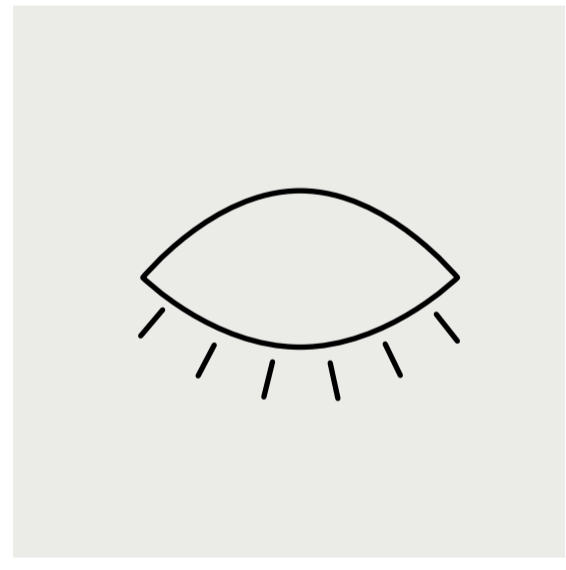
#### WE USE EYE CONTACT

to signal to others that we're ready to talk, or for others to speak.<sup>xii</sup>



#### IN ONE LOOK,

you can express behaviours like **credibility and dominance**.<sup>xiii</sup>



#### RAPID WINKING

can be a sign of **stress or discomfort** - so if you're in a meeting and notice your client fluttering their eyes, offer them support, and try to ensure they're comfortable.<sup>xiv</sup>

### PROXEMICS

is the need for personal space, and getting it wrong can make your audience uncomfortable...<sup>xv</sup>

#### Intimate distance

**6 to 18 inches:**

Typically occurring during hugs, whispering, or touching, this level of physical distance is indicative of a very close relationship.

#### Social distance

**4 to 12 feet:**

This distance is often used between acquaintances - like a co-worker you interact with frequently.

#### Personal distance

**1.5 to 4 feet:**

You will often see family interacting in this space - whilst it is less appropriate in business interactions.

#### Public distance

**12 to 25 feet:**

If you're presenting a pitch, giving a presentation to colleagues, or conducting a larger lecture, it's a good idea to ensure your distance falls somewhere in this range.<sup>xvi</sup>

### COMPANY COLOURS AND CREATVE CLOTHING

It isn't just the way we move that impacts other people's perceptions of us - our appearance also helps to portray emotion. Studies have even found that informal clothing may hurt in negotiations.

- While you might not realise it, the styling of your hair, clothes and the colours you choose to wear can all demonstrate different moods and aspects of your personality.
- We advise dressing for success - wear well-fitting clothes, invest in an iron, and instead of blending in with neutrals, try a brighter tone.<sup>xvii</sup>
- Consider integrating blue and green into your outfit, as these colours have been found to improve efficiency and focus, and promote well-being.<sup>xix</sup>



### COMMUNICATION THAT COUNTS

Knowing how best to present yourself and communicate with your clients isn't just good on an individual level, it's also great for business too.

So, whether your prospects or colleagues would like to relax with a refreshing Ristretto, or they love a light Lungo, with Nespresso® Professional, you can provide a premium experience - and present your business as a quality enterprise, without even saying a word.

To find out more about how you can set quality brand perceptions from the very beginning.

VISIT OUR WEBSITE

...and continue providing your clients with a premium service



i. <https://www.forbes.com/sites/serenitygibbons/2018/06/19/you-have-7-seconds-to-make-a-first-impression-heres-how-to-succeed/#3f45644e56c2>

ii. <http://www.bodylanguageexpert.co.uk/communication-what-percentage-body-language.html>

iii. <http://www.bodylanguageexpert.co.uk/communication-what-percentage-body-language.html>

iv. <http://open.lib.umn.edu/communication/chapter/4-2-types-of-nonverbal-communication/>

v. <https://www.genardmethod.com/blog/negative-body-language-7-deadly-sins-of-nonverbal-communication>

vi. [https://www.mindtools.com/pages/article/newBody\\_Language.htm](https://www.mindtools.com/pages/article/newBody_Language.htm)

vii. <https://blog.udemy.com/positive-body-language/>

viii. [https://www.tutorialpoint.com/positive\\_body\\_language/positive\\_body\\_language\\_guide.htm](https://www.tutorialpoint.com/positive_body_language/positive_body_language_guide.htm)

ix. [http://changingminds.com/explanations/behaviors/body\\_language/kinesic.htm](http://changingminds.com/explanations/behaviors/body_language/kinesic.htm)

x. <http://open.lib.umn.edu/communication/chapter/4-2-types-of-nonverbal-communication/>

xi. <http://open.lib.umn.edu/communication/chapter/4-2-types-of-nonverbal-communication/>

xii. <http://open.lib.umn.edu/communication/chapter/4-2-types-of-nonverbal-communication/>

xiii. <https://www.verywellmind.com/understand-body-language-and-facial-expressions-4147228>

xiv. <https://www.scientificamerican.com/article/dress-for-success-how-clothes-influence-our-performance/>

xv. <https://www.businessinsider.com/how-your-clothing-impacts-your-success-2014-01#ix>

xvi. <http://www.colour-affects.co.uk/psychological-properties-of-colours>