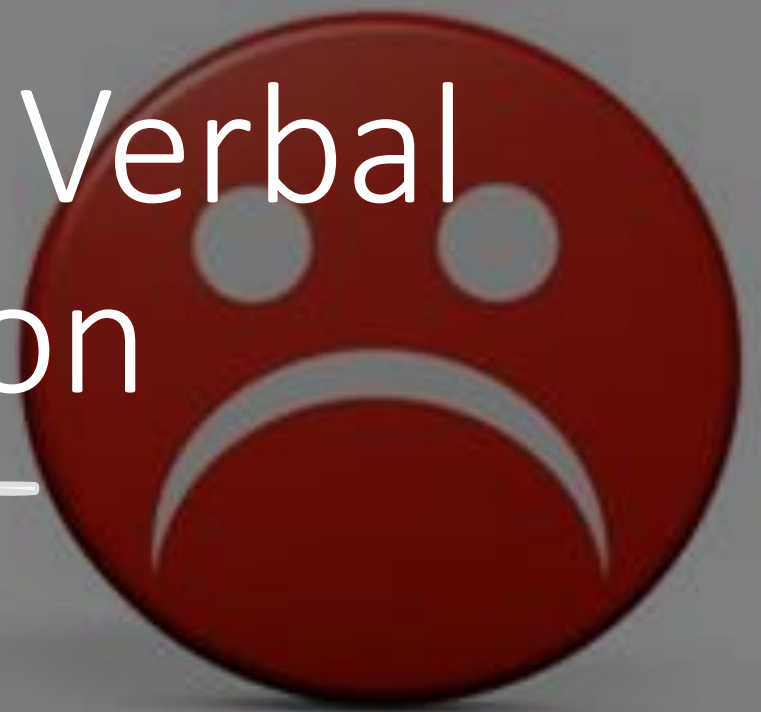


The Power of Non Verbal Communication



Power of Nonverbal cues

- “It is not what you said it, but how you said it”.

Power of Nonverbal cues

- Nonverbal cues account for **???????** percent of message

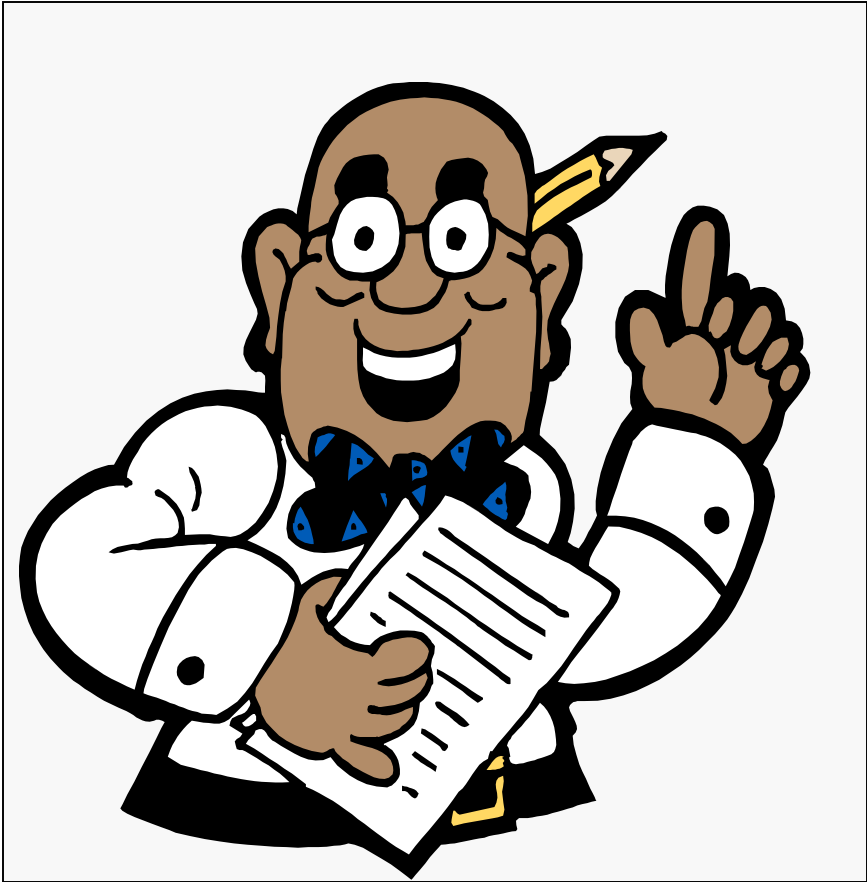
Power of Nonverbal cues

- Nonverbal cues account for **65 - 93 percent** of message

Power of Nonverbal cues

- The impact of a message comes from:
 - About 7 percent verbal (words only)
 - 38 percent vocal (including tone of voice, inflection, and other sounds), and
 - 55 percent nonverbal
 - In face-to-face situations, we make our final decisions more on what we see than what we hear.
 - “The most important thing in communication is hearing what isn’t said.”-- Peter Drucker
-

Nonverbal Communication



Nonverbal communication is the interpersonal Process of sending and receiving information, both intentionally and unintentionally, without using written or spoken language.

Importance of Non Verbal Comm.



**Complement
Verbal Language**

Reveals truth

**Conveys information
efficiently**

Types of Nonverbal Communication

**Study of Body
Movement**

**Use of Time
and Space**

**Vocal
Characteristics**

**Touching
Behavior**



1. Study of Body Movement

Study of body movements is known as **KINESICS**. It includes.....

- ☐ Facial Expression
- ☐ Personal Appearance
- ☐ Posture
- ☐ Gesture
- ☐ Eye Contact



1. Study of Body Movement : Facial Expression

- Six basic emotions are communicated by facial expressions in much the same way in most societies:
 - happiness, sadness, disgust, fear, anger and surprise
- There is some universality in non-verbal communication, especially in facial expressions
- Your face is the primary site for expressing your emotions;
- It reveals both the type and the intensity of your feelings.
- To interpret accurately is a tricky task

Universality in facial expression



- happiness, sadness, disgust, fear, anger and surprise



1. Study of Body Movement : Personal Appearance

- **Includes- Person, Attire and Accessories**

a. Person: hair, beard, color of skin, age

b. Attire – (clothing): speaks loudly about our general preferences, cleanliness

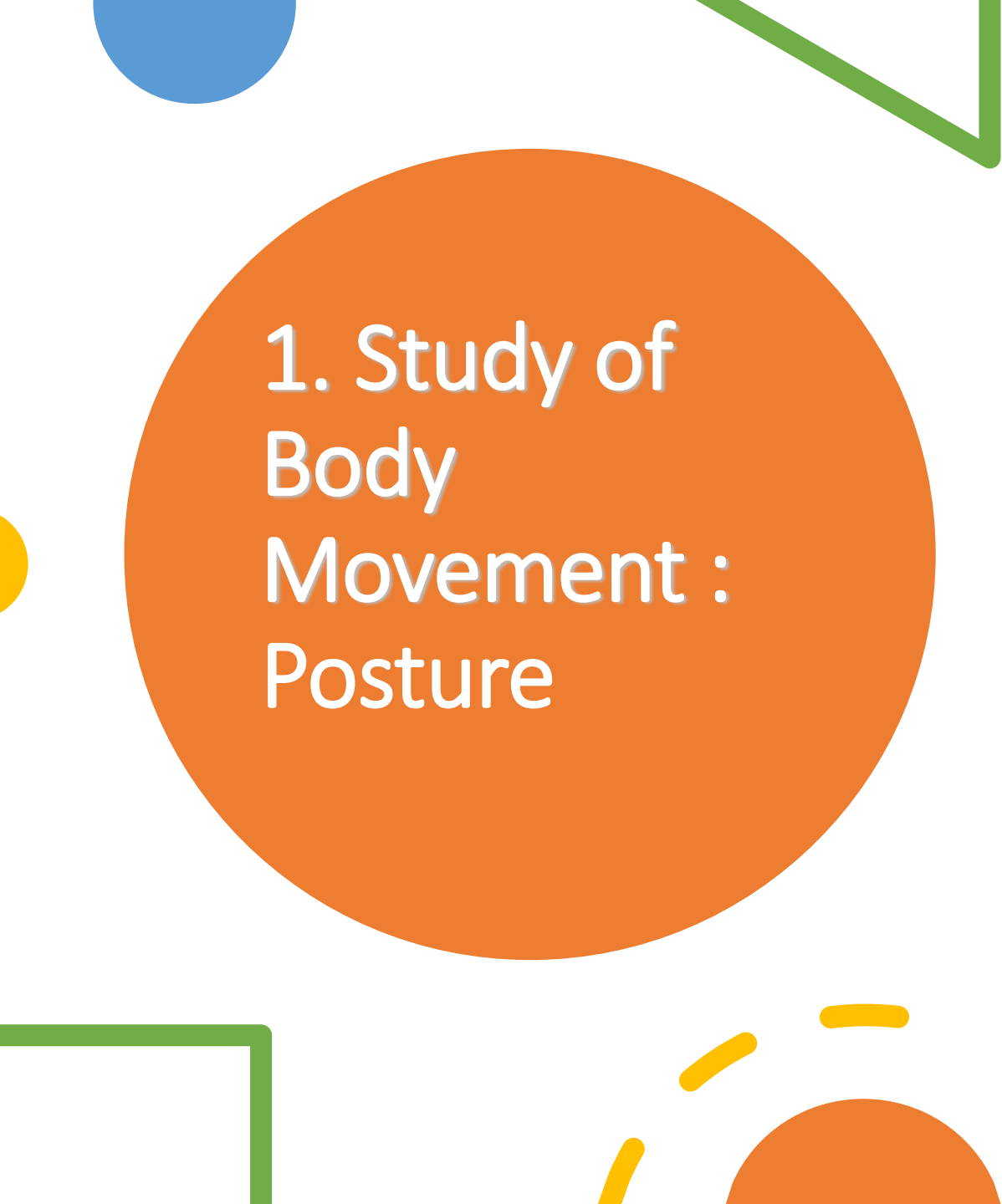
c. Accessories :

Tangible : Spectacles, false eye lashes/nails, ties, rings, bangles, tatoos, buttons

Intangible: Deodorants, perfumes etc.

Either enhance the p.a. or detract from the p.a.





1. Study of Body Movement : Posture

- The way one stands, sits or walks
Movement of the body, position of hands/legs & other parts as a whole

Vary according to situations


Lean Forward- Open and Interested

Lean Away- Defensive or Disinterested

Crossed Arms- Defensive

Uncrossed Arms-Willingness to Listen

Correct Posture-Move the legs freely, don't drag or shuffle them, walk in a straight line




1. Study of Body Movement : Gesture

- Any action that sends a visual signal to an onlooker (An observed action)


Enhance impact, add a greater value(wrong gestures-

- playing with a ring, pointing someone with your finger, cutting nails with teeth)



1. Study of Body Movement : Eye Contact

- Leads to more effective comm'n
Shows whether speaker is sincere &
listener is interested
Establishes rapport
Convey both intended as well as
unintended messages





2. Use of Time and Space

- **PROXEMICS:**
how people use personal space; to keep someone at the right distance
- **Intimate Zone-Physical touch to 18 inches**
- **Personal Zone-18 inches-4 feet**
- **Social Zone- 4 feet -12 feet**
- **Public Zone- 12 feet & above**
- **CHRONEMICS:**
the use of time
 - M-time (Monochronic) and P-time (Polychronic)



3. Touching Behavior

- **-Body contact**
- Touching behavior is governed in various circumstances by
 - relatively strict customs regarding who can touch whom and how.
- Functional/professional, social, friendship, intimacy, sexual
- Culture specific



4. Vocal Characteristics

- **VOCAL CUES**

- ☐ Loudness or softness of the voice
- ☐ Speed of words per minute
- ☐ Word stress should be proper
- ☐ Rise and fall in the voice
- ☐ Essential to convey the varieties in emotion
- ☐ Use pauses at the end of certain thought units
- ☐ The use of silence in conversations

Communicating Interculturally

Intercultural communication

- **Intercultural communication** is the process of sending and receiving messages between people whose cultural background leads them to interpret verbal and nonverbal signs differently. Two trends contributing to the rapidly increasing importance of intercultural communication in the workplace are market globalization and the multicultural workforce.

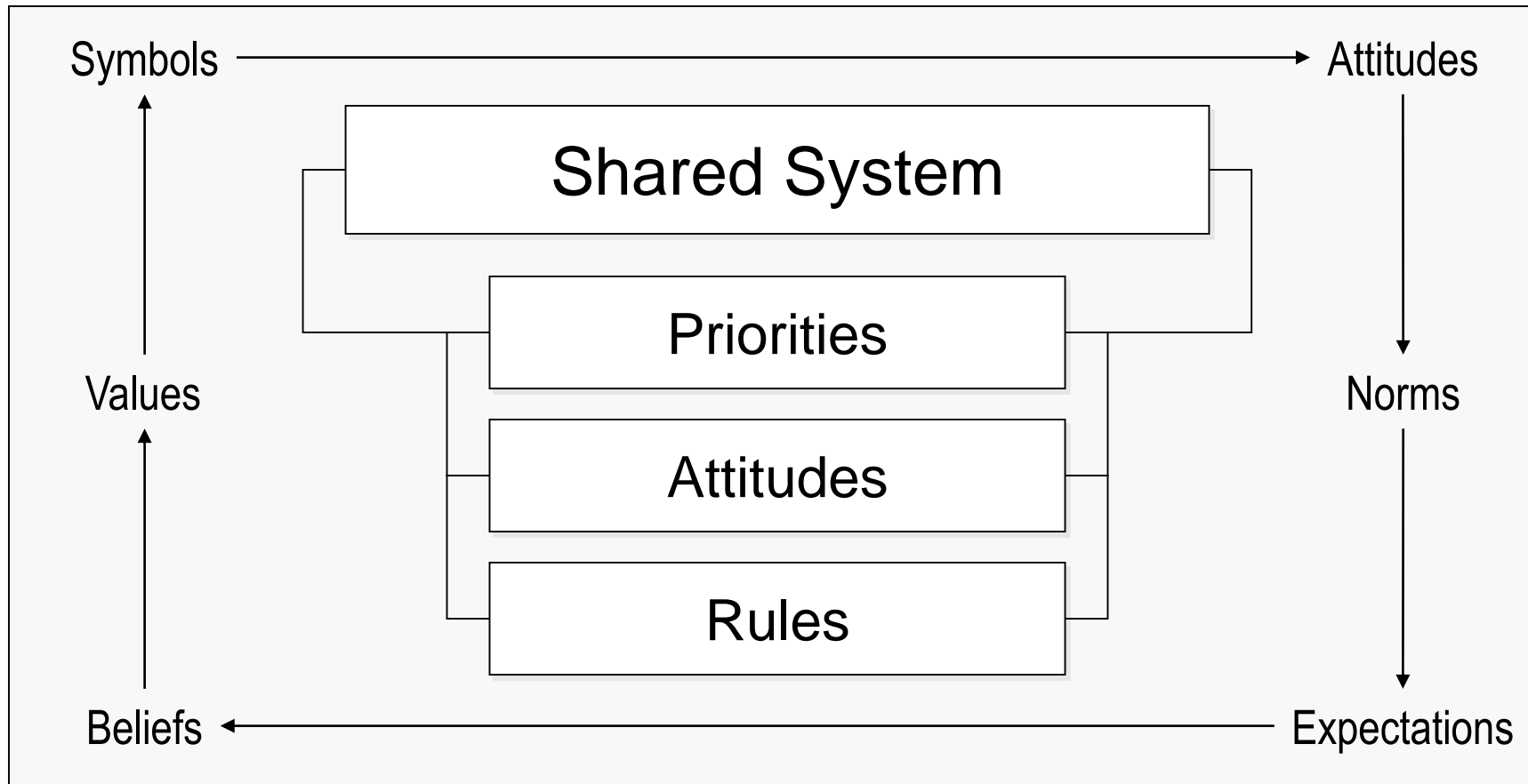
Intercultural Communication

**Global
Marketplace**

**Multicultural
Workforce**



The Concept of Culture



The Concept of Culture (Contd.)

- For the purposes of communication, **culture** can be defined as a shared system of symbols, beliefs, attitudes, values, expectations, and norms for behavior. In other words, your cultural background influences the way you prioritize what is important in life, helps define your attitude toward what is appropriate in any given situation, and establishes rules of behavior.
- Actually, you belong to several cultures. The most obvious is the culture you share with all the people who live in your own country. In addition, you belong to other cultural groups, including an ethnic group, probably a religious group, and perhaps a profession that has its own special language and customs. All members of a culture have similar assumptions about how people should think, behave, and communicate, and they all tend to act on those assumptions in much the same way.

Challenges of Intercultural Communication

- Cultural diversity affects how business messages are conceived, planned, sent, received, and interpreted in the workplace. Today's increasingly diverse workforce brings with it a wide range of skills, traditions, backgrounds, experiences, outlooks, and attitudes toward work—all of which can affect employee behavior on the job.
- The interaction of culture and communication is so pervasive that separating the two is virtually impossible. The way you communicate—from the language you speak and the nonverbal signals you send to the way you perceive other people—is influenced by the culture in which you were raised. The meaning of words, the significance of gestures, the importance of time and space, the rules of human relationships—these and many other aspects of communication are defined by culture. **To a large degree, your culture influences the way you think, which naturally affects the way you communicate as both a sender and a receiver.**

Cultural Differences

- When you write to or speak with someone from another culture, you encode your message using the assumptions of your own culture. However, members of your audience decode your message according to the assumptions of their culture, so your meaning may be misunderstood. The greater the difference between cultures, the greater the chance for misunderstanding. (Use of Sir, internationally, locally; US-Japan agreement)
- You can improve your intercultural sensitivity and expedite cross-cultural communication by recognizing and accommodating the cultural differences.

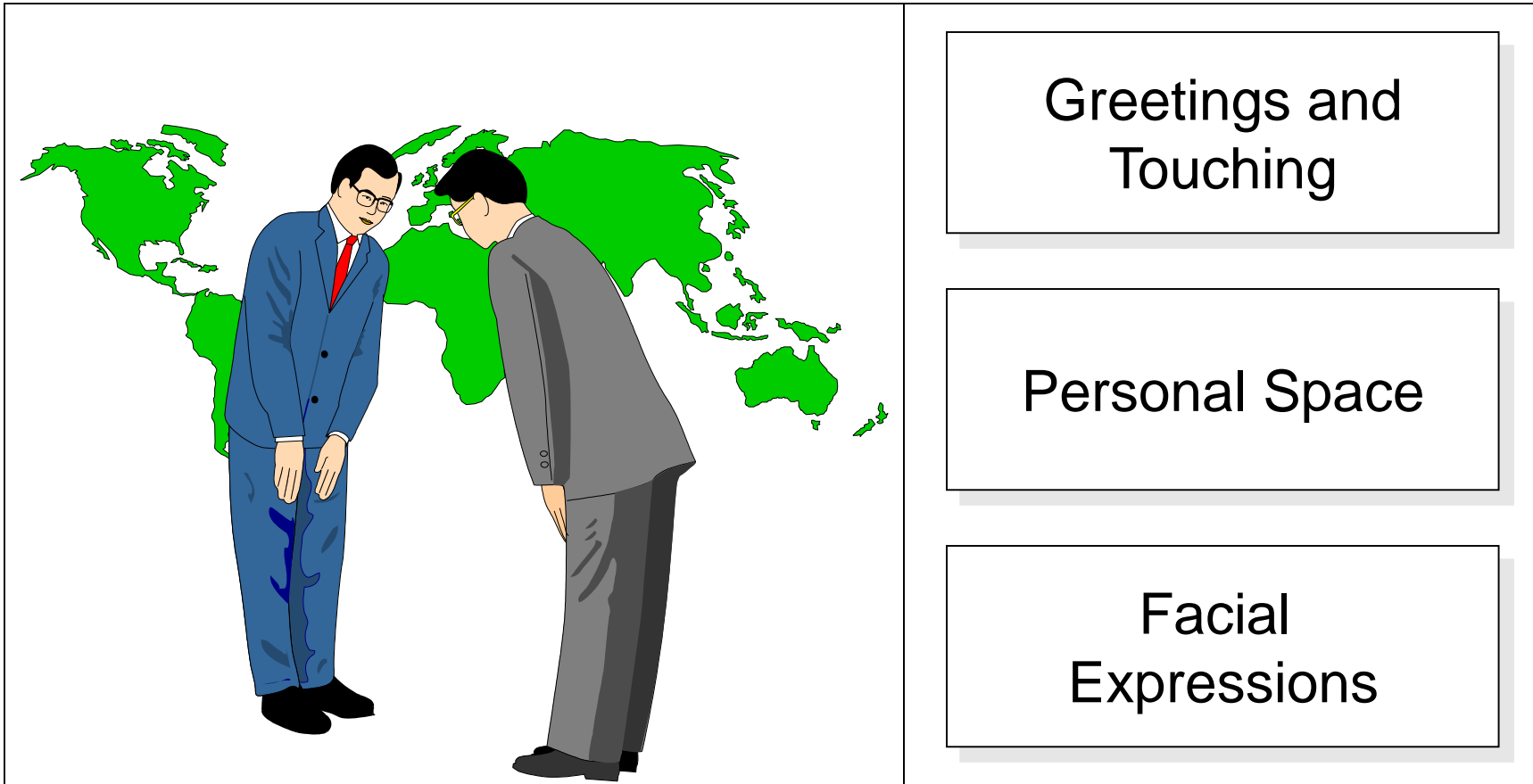
Intercultural Communication

- **Meaning of Words**

Non verbal communication in different cultures

- Bowing (not done, criticized, or affected in US; shows rank in Japan)
- Slouching (rude in most Northern European areas)
- Hands in pocket (disrespectful in Turkey)
- Sitting with legs crossed (offensive in Ghana, Turkey)
- Showing soles of feet. (Offensive in Thailand, Saudi Arabia)
- Even in US, there is a gender difference on acceptable posture?

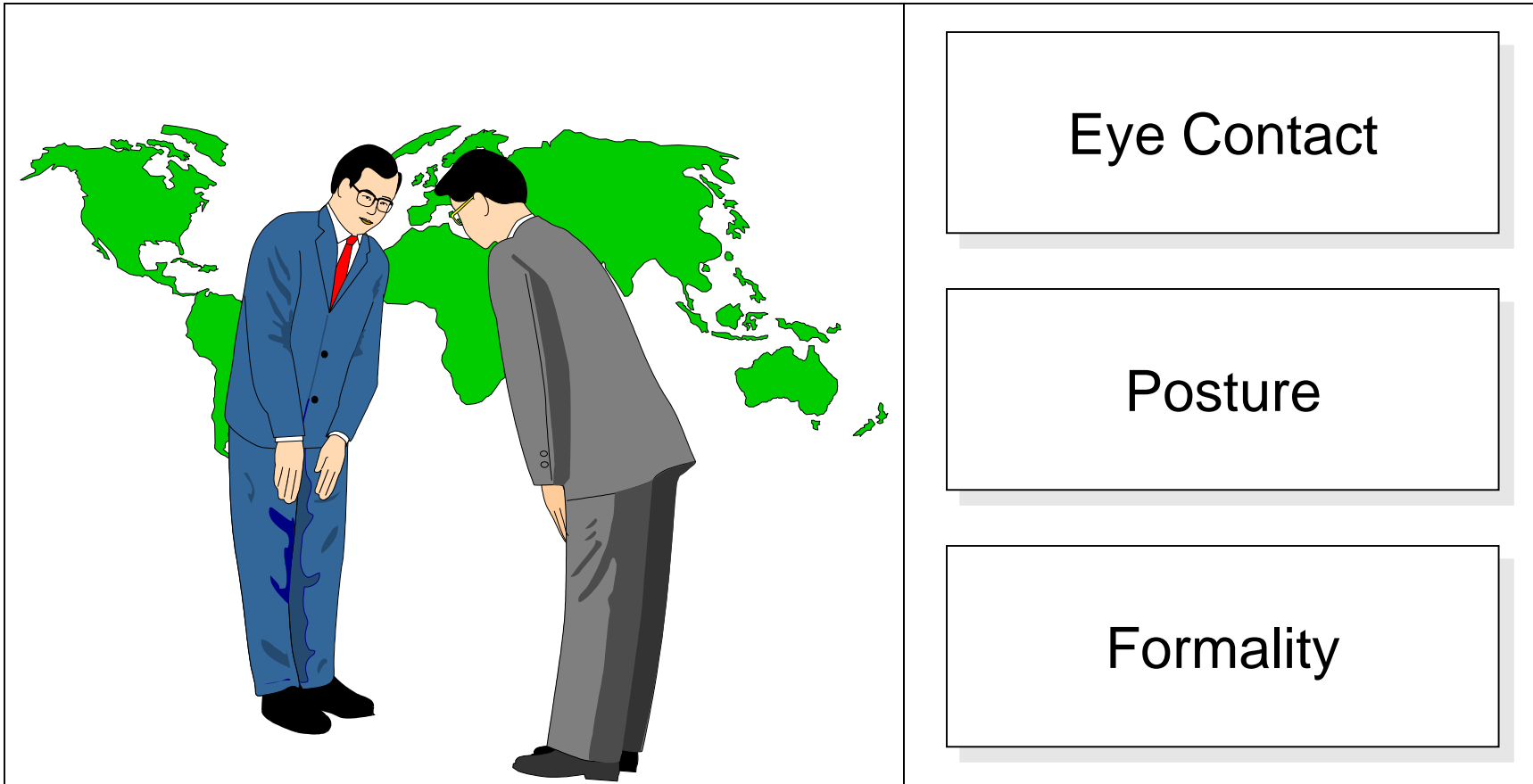
Nonverbal Differences



Nonverbal Differences

- From colors to facial expression, nonverbal elements add yet another layer of richness and complexity to intercultural communication. When you have the opportunity to interact with people in another culture, the best advice is to study the culture in advance, then observe the way people behave in the following areas:
- **Greetings.** Do people shake hands, bow, kiss lightly (on one side of the face or both)?
- **Touching.** Do people touch each other on the arm to emphasize a point or slap each other the back to show congratulation? Or do they refrain from touching altogether?
- **Personal space.** When people are conversing, do they stand closer together or farther away than you are accustomed to?
- **Facial expressions.** Do people shake their heads to indicate "no" and nod them to indicate "yes"? This is what people are accustomed to in the United States, but it's not universal.

Nonverbal Differences



Nonverbal Differences

- **Eye contact.** Do people make frequent eye contact or avoid it? Frequent eye contact is often taken as a sign of honesty and openness in the United States, but in other cultures it can be a sign of aggressiveness or lack of respect.
- **Posture.** Do people slouch and relax in the office and in public, or do they sit up straight?
- **Formality.** In general, does the culture seem more or less formal than yours?

Social Behavior Differences

- The nature of social behavior varies among cultures, sometimes dramatically.
- Success/hard work/materialism
- Conducting business entails schedules, deadlines, and appointments, but these matters are regarded differently from culture to culture (projects in BD).

Cultural Context

- People assign meaning to a message according to cultural context.
- In a *low-context culture*, people rely more on verbal communication and less on contextual cues. In a *high-context culture*, people rely less on verbal communication and more on the context of nonverbal actions and environmental setting to convey meaning.
- In lower-context cultures, businesspeople try to reach decisions as quickly and efficiently as possible. They are concerned with reaching an agreement on the main points, leaving the details to be worked out later by others. However, this approach would backfire in higher-context cultures because their executives assume that anyone who ignores the details is untrustworthy.
- Cultures differ in their tolerance for disagreement when solving problems. Low-context businesspeople typically enjoy confrontation and debate, but high-context businesspersons avoid such tactics.
- Members of low-context cultures see their negotiating goals in economic terms. To high-context negotiators, immediate economic gains are secondary to establishing and maintaining long-term relationships.

Cultural Context



Improving Intercultural Communication Skills

- Study cultures and languages
- Respect communication styles
- Speak and write clearly
- Be a careful listener
- Use interpreters or translators
- Help others adapt to your culture

Concluding Remarks

- The better you are at intercultural communication, the more successful you'll be in today's business environment. However, communicating successfully from one culture to another requires a variety of skills. You can improve your intercultural skills throughout your entire career. Begin now by studying other cultures and languages, respecting preferences for communication styles, learning to write and speak clearly, listening carefully, knowing when to use interpreters and translators, and helping others adapt to your culture.

Q & A