

Chapter #1: The Secret Language of Business

1. Because people's body movements are typically controlled by the nonconscious mind, the person you are watching may not only not be aware of the message he is sending, he may not even cognitively agree with it!
2. There is no significant correlation between the personality and behaviors of the nonconscious mind and the personality and behaviors of the conscious mind

Chapter #2: Power of the Secret Language of Business

If you communicate to earn a living you must obviously master nonverbal communication.

When you are the Sender

When You Are the Receiver

1. Judgements: Is it truthful?
Is it sincere?
Is it accurate?
Is it urgent?
Is it important?
Is it complete
2. Receiving also requires you to make judgments about the sender, such as:
Is he hiding something?
Is she trying to manipulate me?
Is he encouraging me?
Is she angry?
Is he trying to avoid a sensitive topic?
Is she trying to intimidate me?

When you are the observer

Observation is not objective, however.

Chapter #3: Elements of Body Language

Eyes

1. The length and intensity of your eye contact sends some very specific messages
2. Human beings tend to interpret dilated pupils as more attractive than contracted pupils.
3. Rule of thumb: Increased rate of blinking is correlated to increased anxiety and/or deception . . . unless their contact lens is bothering them

Face

1. Allow yourself to become infected by their emotional output. In other words, if you see them get excited because the home team got a touchdown, make sure you get caught up in that excitement as well, and, make sure they see that.

2. If your counterpart is angry, allow your face to come close to matching his emotional intensity. These kind of near matches really build empathy and liking between two people or groups of people.
3. However, don't match the exact level of excitement or anger. This can often backfire as being seen as dramatic not genuine, and an overall bad idea.

Gestures

Focus your eyes far in front of you so you don't make eye contact with the people you walk past. If you do accidentally make eye contact make sure you smile at the person and keep walking

Exterior

Women who are attractive have numerous advantages in life because they are attractive. Men who are tall, intelligent, and wealthy have those same advantages.

Voice: Most people don't really know or understand the nonverbal influence of their voice

Chapter #4: Context and Environment

1. Formality
2. Privacy: When men lean into a conversation (toward a counterpart) that typically does indicate a greater degree of interest or trust than existed previously)
3. Familiarity: In general, the more familiarity you perceive, the more willing you are to allow your body language to relax. You walk more confidently, your tone of voice is calmer and stronger, and you can do whatever you came to do without exploring the environment first.
4. Warmth
5. Distance: Talk about something that does not require the privacy of a really soft spoken voice. Then when you are going to communicate something that is of greater concern, lean forward a bit in the chair. This will show respect, appreciation, and liking for your counterpart
6. Constraint
7. Time
8. Other people
9. Physical environment

Chapter #5: Proxemics: The Secret Language of Business . . . Up Close

When women are with someone they know, they prefer to sit side by side; men prefer face to face

Chapter #6: What Does Your Body Language Say about You?

1. Status, Posture
2. Touch: In general, the person with the higher status will initiate touch, whether it's shaking hands, a pat on the back, or a hand on the arm.
3. Status, Dominance, Submission, Uncertainty, Confidence, Personal identity

Chapter #7: Personal Interactions

1. Appearance: Women who are more attractive are perceived by both men and women to be more intelligent, caring, and better at parenting
2. First Impressions
3. Building Rapport
 - Mirroring
 - Listening
 - Reciprocating
4. Establishing Trust
5. Reading Messages: Eye contact., Body movement.
6. Sending Messages
7. Deception: Liars must construct their stories in chronological order. People who tell the truth will be all over the map
8. Affection: When people's feet are pointed toward or near someone, they probably have positive feelings for them. When people's feet are pointed away from someone they unconsciously tell us they want to leave.
9. Intimacy: If the man touches the women more, the relationship is not likely to be a committed one. If the woman touches the man more often, the relationship is likely to be more committed
10. Touch: Men are much less likely to touch others than women; and women touch other women more than they do men.
11. Affection
12. Anger
13. Intimacy
14. Separation

Chapter #8: Secret Language of Influence in Business

Business Environment

Four common environments are:

1. Conservative
2. Casual
3. Industrial
4. Academic

Meetings

1. Where you sit
2. How you sit.
3. Should you sit?
4. Carry as little as possible

Selling:

1. Establish rapport
2. Minimize gestures
3. Choose the appropriate relative position: *If you are negotiating price, don't sit squarely opposite each other in a competitive posture.*
4. Use your voice as a nonverbal tool
5. If your counterpart is right-handed, you will be received better and have a far greater likelihood of making the sale if you are seated off to that person's right

Hiring: Use an open body posture, Watch for nonverbal cues, Watch for too much control, Be consistent.

Peer to Peer: Conflict, Information, Negotiation, Encouragement.

Chapter #9: Secret Language of the Sexes**Difference between Men and Women**

Self Touch: Women touch themselves more than men . . . a lot more.

Gender Differences in Sending

1. Gazing: Men tend to not gaze at each other much. Men and women both gaze at the opposite sex more. Women gaze at other women most
2. Smiling: Women smile a little more often than men do. Women in a room by themselves, smile a lot more than men do when alone. Women are smiled at a lot more than men are

Gender Differences in Receiving

Women have as many as 16 distinct areas of the brain where they process and interpret the behaviors and messages sent by other people. In contrast, men typically have no more than six distinct areas of the brain where they process and interpret the behaviors and messages sent by other people

Navigating through the DifferencesChapter #10: Back Home with the Kids**Parental Role**

1. Provide protection, food, and shelter.
2. Teach cultural norms and expectations.
3. Teach life skills necessary for survival.
4. Teach morals, value, and/or spiritual beliefs.
5. Prepare a child to become a capable, functional adult

Chapter #11: The Secret Language of Business**Body Language in the Real World**

1. The concept of mind and body influencing beliefs and feelings is called neuro-linguistic programming (NLP)

2. Want to Communicate a Sense of Genuine Liking?: Don't smile as much as you are inclined to. Then, when you want to show someone you really like him you can send a much more believable, real smile. This kind of contrast makes for a potent message.

Chapter #12: Body Language and Other Cultures

Chapter #13: Practical Applications