

The Secrets of Body Language

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Part I:

Foundations of Body Language

- Research Backed Science
- Body Language that is innate and universal

The Rise of Nonverbal Science

Nixon

vs.

Kennedy



Beyond Words

7% Verbal Content

53% Face and Body

38% Voice Tone

= 93% Nonverbal



Nature or Nurture?



Researchers at the University of British Columbia discovered that nonverbal behavior once assumed to be acquired through environment is in fact innate.

How Our Brain Views the Body



Part II:

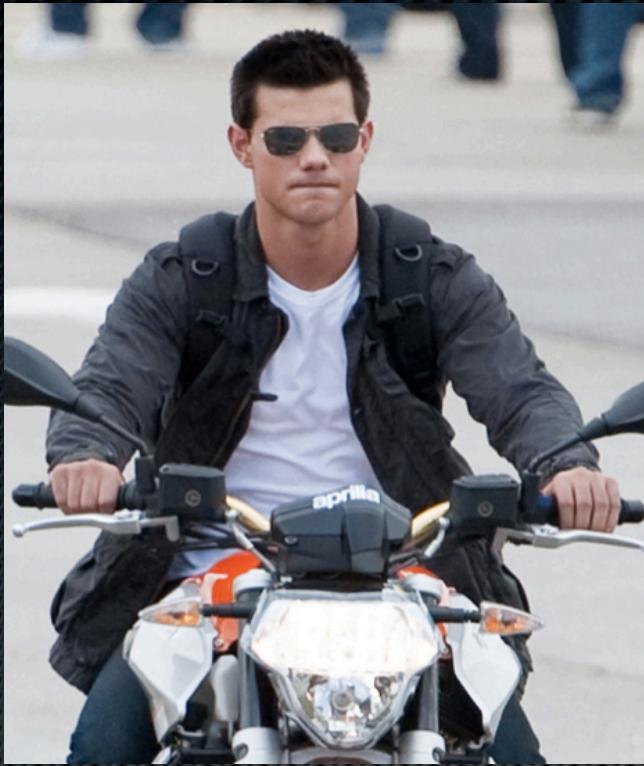
Hidden Emotions in the Face

- In Business
- Dating
- Understanding Customers
- Connecting with Colleagues
- Networking
- ...Friends, spouses, family

Microexpressions



Anger



- Brows Lowered and drawn together, vertical lines on the forehead
- Lips tense (or yelling position)
- Chin juts forward

Fear



- Brows raised and drawn together, usually flat
- Eyes has upper white showing
- Mouth open and lips stretched or drawn back

Happiness



- Crows feet at the eyes
- Cheeks raised
- Lips drawn up and back (showing teeth or not)

Contempt



- One side of the mouth raises
- Eyes can be narrowed at target
- Turns body away



Surprise



- Brows raised and curved, horizontal forehead wrinkles
- White of the eye above and below, eyelids open
- Jaw drops and teeth can be parted (as if to yell)

Sadness



- Inner corners of eyebrows drawn up (hard to fake)
- Eyes droopy
- Mouth pulled down, chin back

Disgust



- Nose crinkled
- Lips pulled up

Part III:

The Body

- In Business
- Dating
- Understanding Customers
- Connecting with Colleagues
- Networking
- ...Friends, spouses, family



Which of the Following Body Language Cues Means Your Customer Is Nervous?

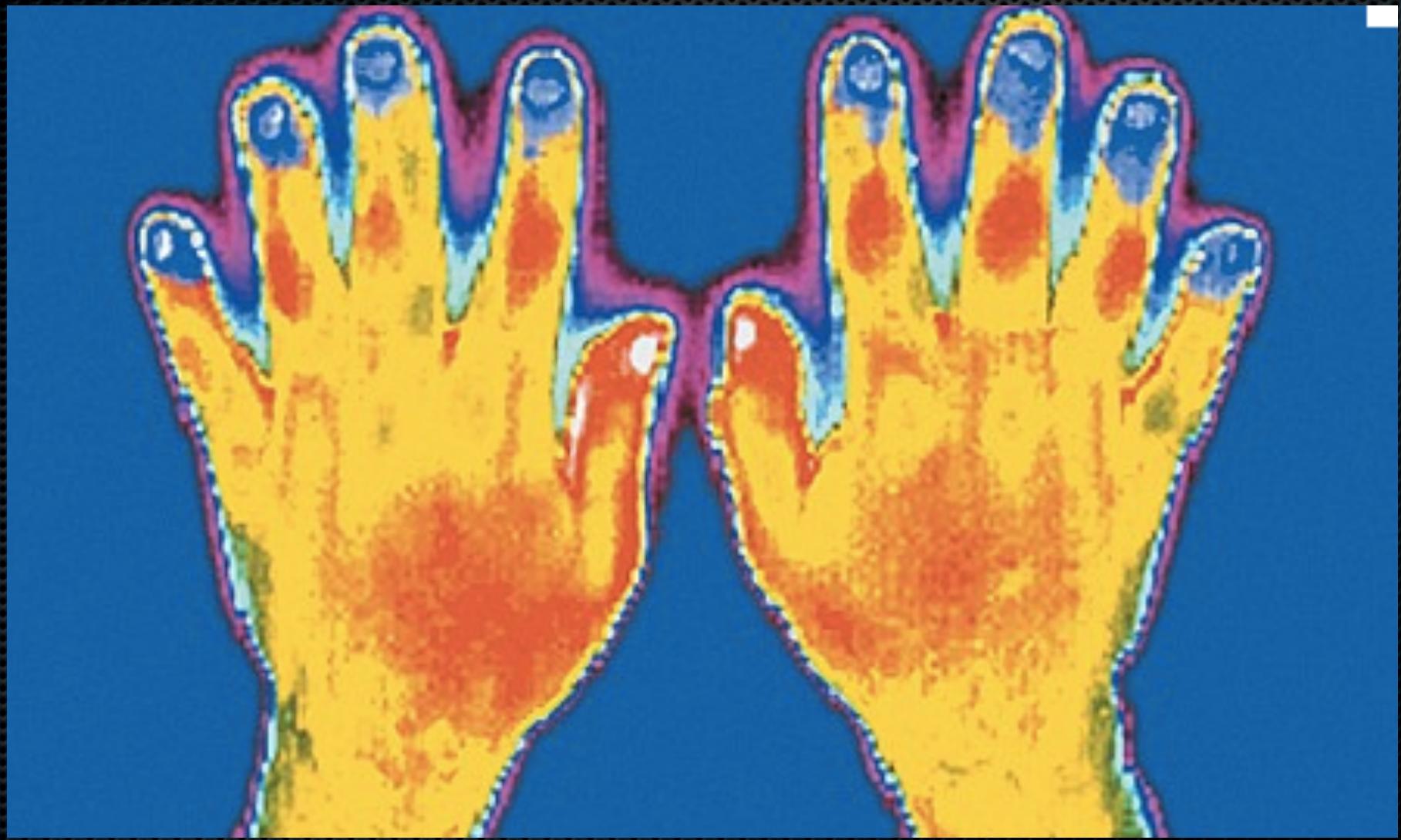
- A. Rubbing Their Hands Together - Excitement
- B. Wringing Hands - Nerves
- C. Shaking Their Fist - Unshakable Determination
- D. Opening Their Palms - Openmindedness

*Don't move on until you can address the discomfort

Nervous/Defensive Body Language

- Wringing Hands
- Taking up as little space as possible
- (Suddenly) Crossed Arms
- Touching the Mouth/Neck/Suprasternal Notch
- Shame
- Pursing Lips





Power Moves

- Shaking Fist
- Forehead “Jab”
- Battle Stance
- Cowboy Cross
- Taking up space



Positive Body Language

- Rubbing the Chin
- Licking Lips
- Rubbing hands together
- Open Palms
- Runners Stance



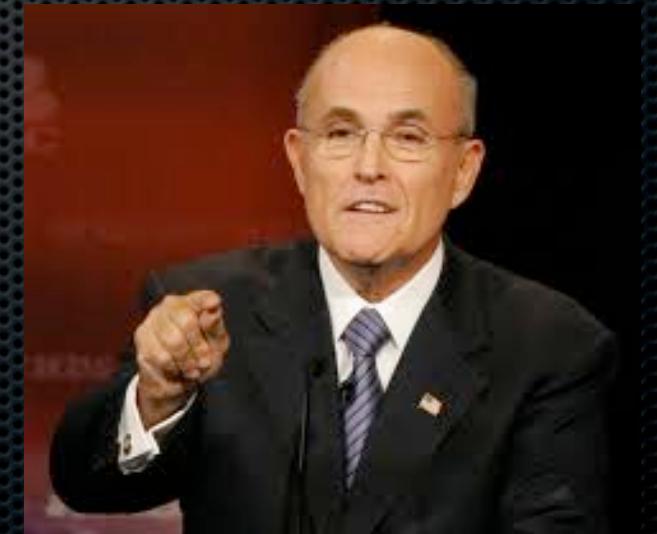
Rapport Building

- Mirroring Body Language
- Matching Cadence
- Steepling
- Thumbs Up
- Palms Open



#5: Suspicious Body Language

- Pointing
- Hidden Hands/ Hands in pockets
- Lying
- Arms crossed



Part IV:

Human Lie Detection

Body Language and Lying

In which mode of communication do people lie the most?

- 37% of phone calls
- 27% face to face
- 21% IM chats
- 14% emails

*Follow up all calls and meetings with an email confirming

The Easiest Way to Tell If Someone is Lying to You...

- When their body language cues do not match their words.

Take-Aways

- Body Language Is A Two-Way Street
- Practice Does Make Perfect
- When the body and the words don't match, this is your cue to dig a little deeper

Want More Info?

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