

Communication

Tree ways of communication:



- **7% Verbal** Words (What we say.)
- **38% Para-verbal** Tone of voice (How we say something.)
- **55% Non-verbal** Body language (How we act.)

⇒ Para-verbal communication:

- How you stress something is very important!
- What you think you say can be misunderstood by false stressing!

⇒ Non-verbal communication:

[1] Facial expression & Eye contact

- Happiness, disgust, sadness, surprise, anger, fear as universal visual signals
- Keep eye contact!

[2] Gestures

- Many different gestures in different countries!
- Be aware and inform yourself when you travel:

http://www.ncp-incontact.eu/nkswiki/images/6/67/Intercultural_Business_Etiquette_PPT_v1.pdf

[3] Postures

- You carry a message the way you sit or stand!

[4] Appearance

- Being self-confident is important in many situations!
- **Power poses for 2 minutes** to boost ourselves with power!



Take-home messages

- Be aware of the importance of non- and para-verbal communication
- People will judge you within the first 7 seconds
- Power poses: *"Fake it until you become it!"* (Amy Cuddy)

Vocabulary

Word	Description
to slouch	to sit, move or walk with shoulders rounded and head hanging
to reinforce	to make something stronger
to pitch	A speech or act that attempts to persuade someone to do something

Interesting Source:

http://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are