

# 8 TIPS TO MAKE YOUR PRESENTATION EVEN BETTER?

**BODY** CARDS  
**LANGUAGE**

www.BodyLanguageCards.com

## Body Language Cards- make your presentation a success

*For better understanding! For better communication!*



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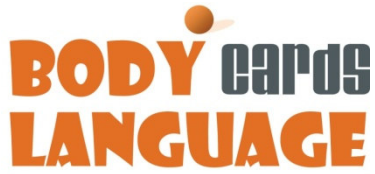
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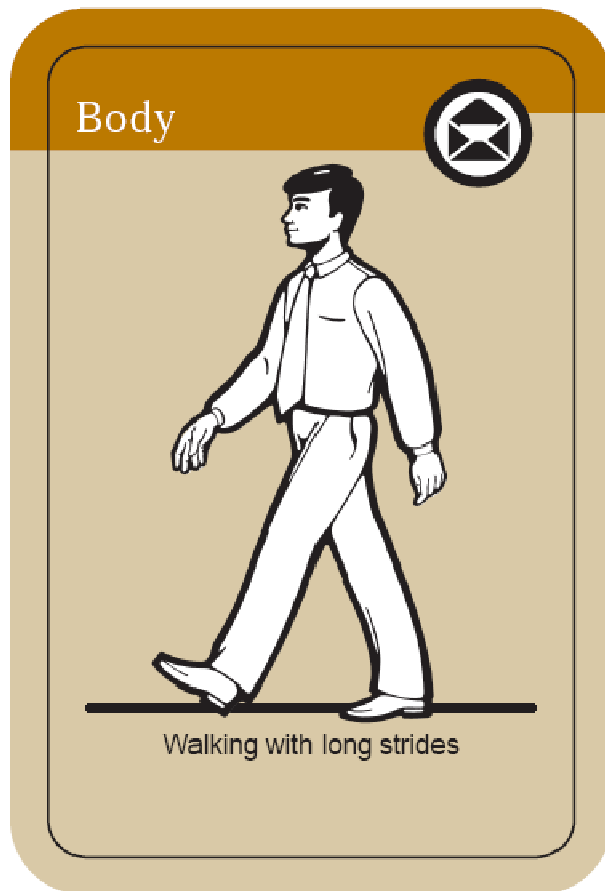
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# Body language is the competitive advantage

We practice our verbal skills before a presentation , but few of us give much attention to the non verbal communication and body language skills that help convey the verbal message- and can make the difference

“You never get a second chance to make the first impression”

## Enter to the room in long strides and a straight posture



- Walking into a meeting with a long strides and straight posture reflects a person with long term goals, and one who is willing to take risks
- Conveys self confidence

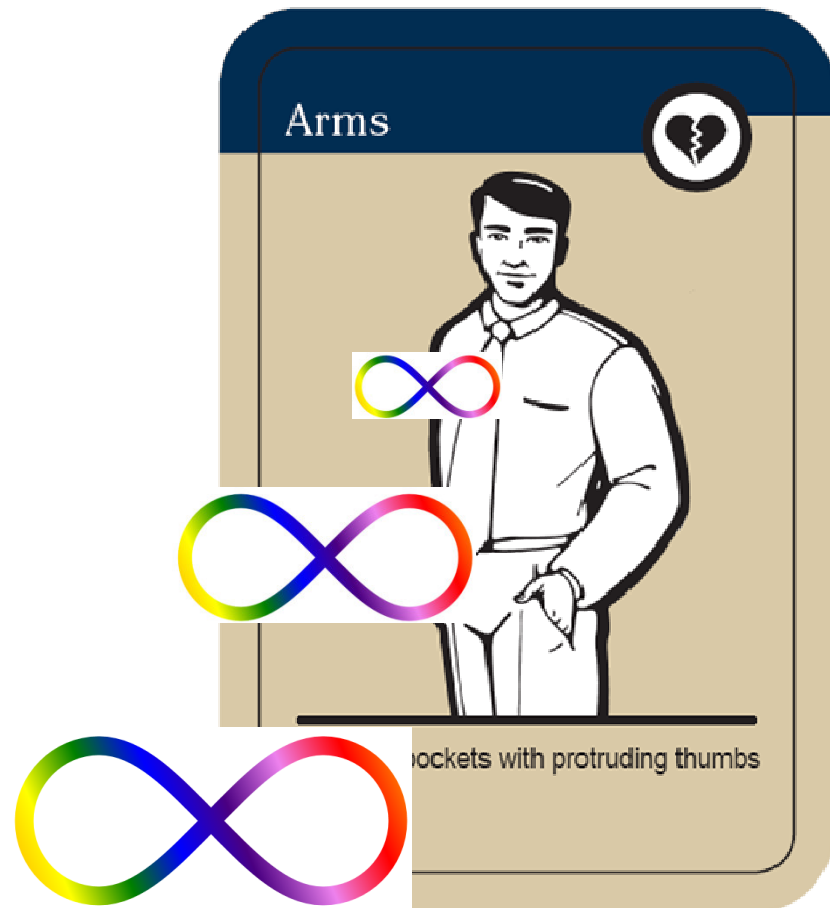
# Smile



- Always smile at the onset of a presentation
- A smile has the same meaning in every language. It is the universal signal of friendship, cooperation and empathy

## Eye contact

Make eye contact to connect with the audience. Let your gaze follow a figure eight pattern. This will give everyone in the room the feeling that you are talking directly to them, and will increase their attention



## An open torso conveys trust



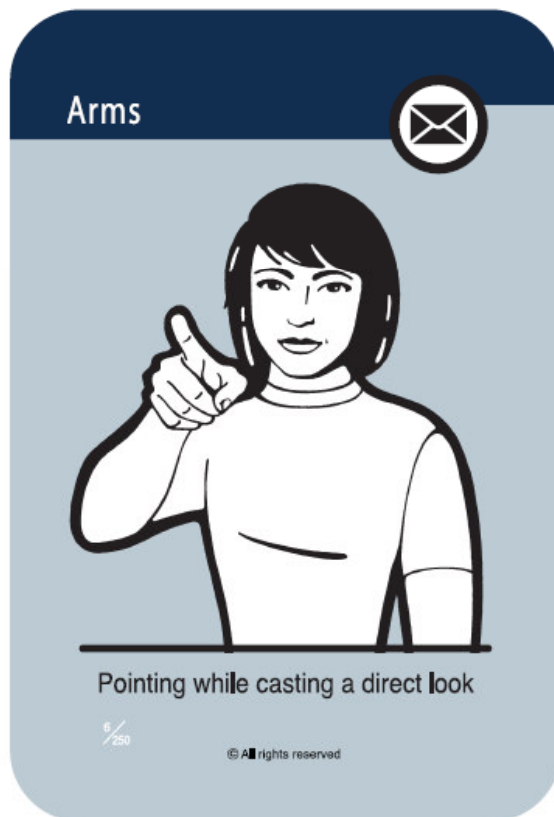
- Keep the center of your body open all the times by keeping your hands and arms uncrossed

# Reinforce a positive statement



- Reinforce a positive statement with body language and build on it
- Take a couple of steps towards the person. Extend your hand and palm towards him / her and smile
- Break eye contact, while keeping your hand out. Look at the audience and repeat person's remarks. Nod a few times

## Hands strengthen the verbal message



Our hand motions are an important tool and can be used to emphasize and reinforce the verbal message.

## Identify the decision maker



- Identify the decision maker by noting whose reaction the audience is observing
- The audience always looks to most important person amongst them as reinforcement

## Closing with open gesture



Always use strong and confident gestures for closing the presentation as strong as you began

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Remember the saying:

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## Why Body language?

- More than 90% of what we communicate is non-verbal. Body language is the main factor in this communication. This primal form of interaction can be clearly observed in all mammals.
- The non-verbal messages are usually perceived by our unconsciousness, giving us a hunch or a feeling regarding a person or a situation: “I don’t like him, I can feel he is lying” or on the positive side, “I immediately felt connected to her”
- Body language can be used to improve your negotiating skills, your presentation ability and social interactions, including dating

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## The Body Language Cards

- Discover the secrets of body language.
- Use that knowledge to make your presentations better than ever.
- Get the job that you want.
- Determine how to differentiate between truth and lies in real time.
- Recognize when someone is attracted to you!
- Generate sexual and romantic interest in someone you desire.
- Portray confidence and command respect in any situation!
- Build a sense of trust!



Nokia Private Label

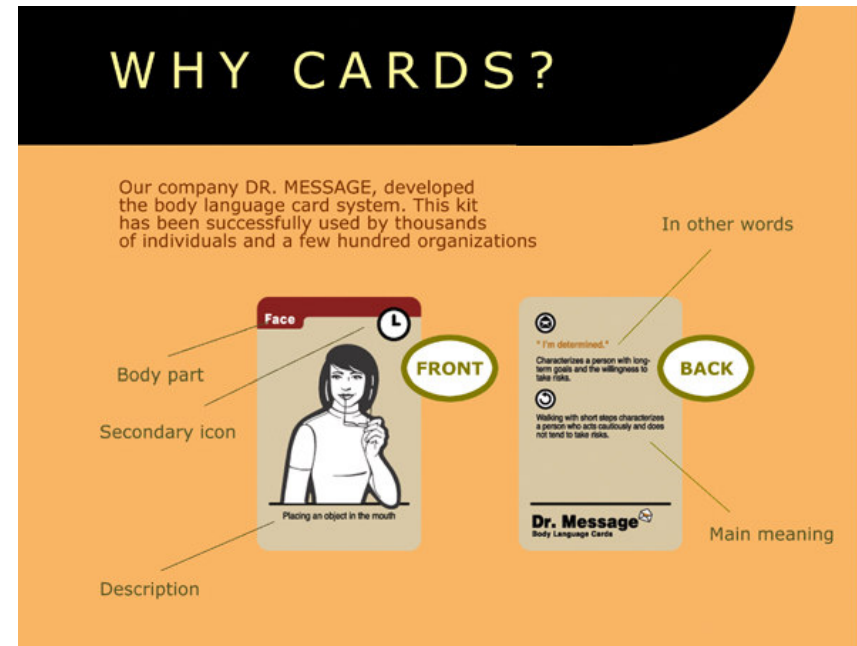
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Example

## Why Cards?

1. Most information on body language can be found in books, which is counterintuitive, given the fact that this is a visual mode of communication. To learn the secrets of body language it is important to have the visual memory of a movement or gesture in mind.
2. Cards send a signal to our brain that this is a game and not another textbook subject that we have to learn. People like to play, and thus the information is more effectively learned and remembered.
3. The use of flash cards helps integrate much of the information into additional brain areas, including those involved in habits acquisition.
4. This medium makes it easy to practice and absorb the information in real time-before a presentation, interview or date!



**BODY cards**  
**LANGUAGE**

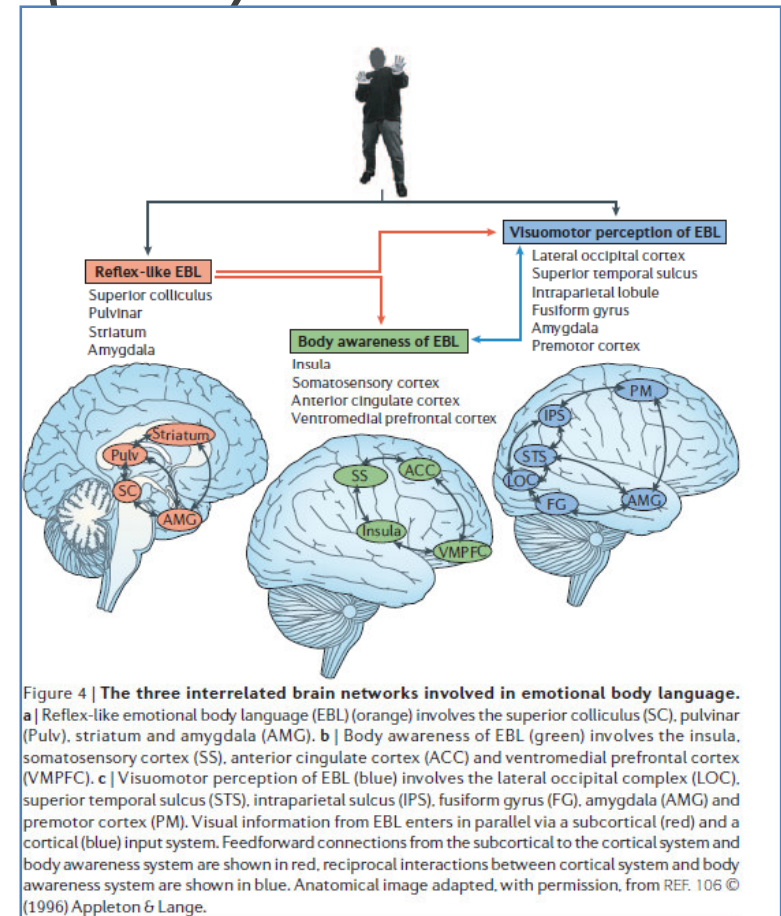
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## The Cortico-Limbic Theory for targeted communication (CLTC)

- Our concept is based on the **Cortico-Limbic Theory for targeted communication (CLTC)**, as a means to educate the “thinking” brain, the neocortex, with information that is already inherent in the “emotional” part of the brain in the limbic system.
- Studies have shown that a specific brain area within the limbic system (the EBL area of the amygdale) is activated in response to emotional body gestures. However, few of us are actually aware of the meaning and the interpretation of these gestures in a way that it would enable us to consciously use it as a working tool; to better understand others, control our own body language to help us improve our communication skills.
- Our system is based on visual modes of learning. Body language is a visual language and we use the same modality to encode the message into our “thinking” brain.



The three interrelated brain networks involved in emotional body language/ Beatrice de Gelder, NATURE REVIEWS | MARCH 2006

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### Listening to your customers

- This is an example of using the “Body Language Cards” as a smart giveaway and self-training kit to dieticians and nutritionists
- Body language improved their listening skills- the key to long term relationships and effective treatment
- **Yoplait (Israel)**, for example, packaged these skills in a personal kit which was sent to their market leaders



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