

The Non Verbal Communication

Made by the Body Language Cards
for better communication and better understanding

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What is communication?

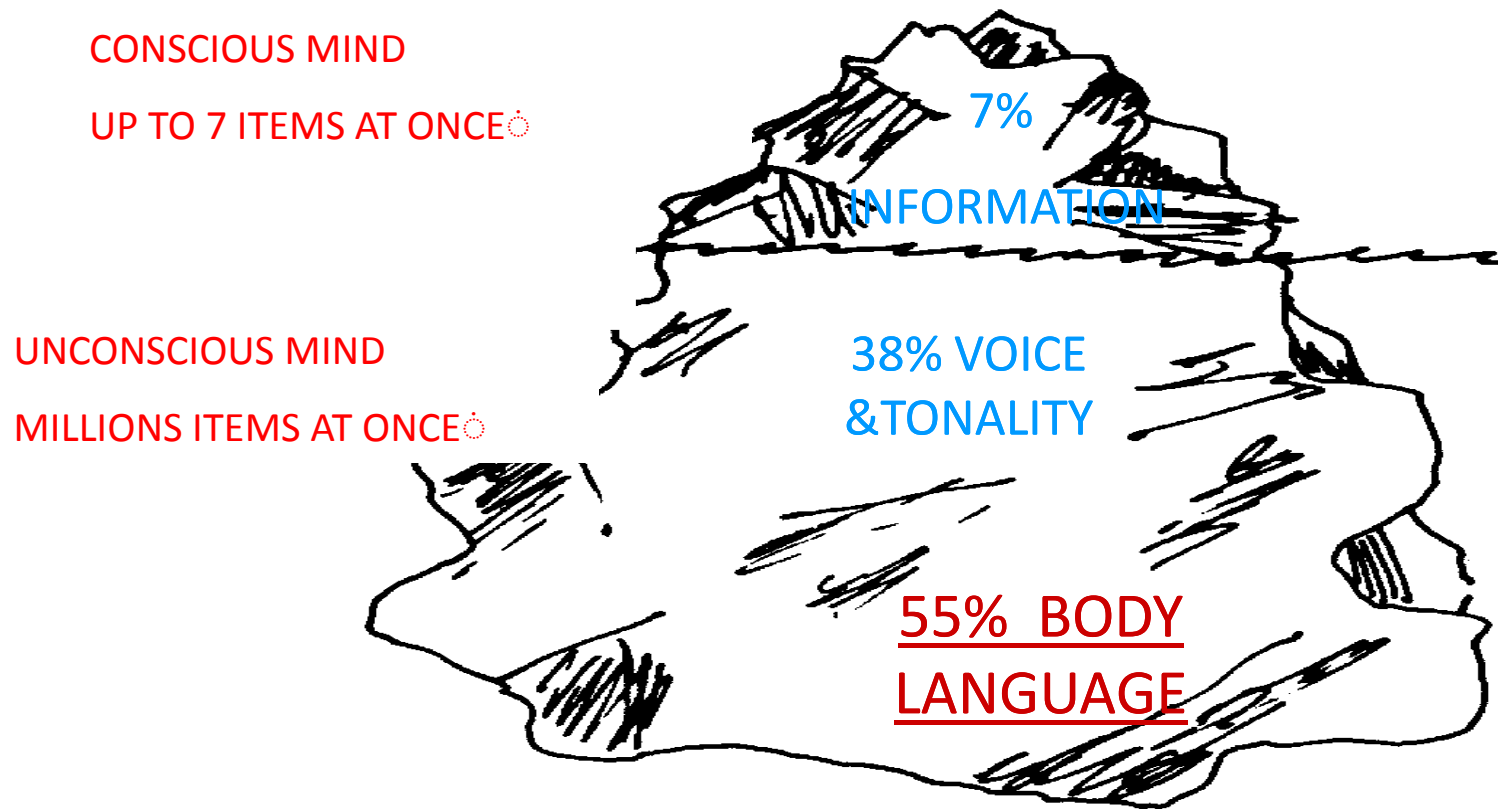
Communication is the process whereby information is imparted by a sender to a receiver via a medium. There are auditory means, such as speaking, singing and sometimes tone of voice, and nonverbal, physical means, such as body language, sign language, paralanguage, touch, eye contact, by using writing.

This process requires a vast repertoire of skills in intrapersonal and interpersonal processing, listening, observing, speaking, questioning, analyzing, and evaluating. If you use these processes it is developmental and transfers to all areas of life.

Body Language

- Only a small percentage of communication involves actual words: 7%. In fact, 55% of communication is visual (body language, eye contact) and 38% is vocal (pitch, speed, volume, tone of voice).
- The human body can produce over 700,000 unique movements. These movements have been partitioned into about 60 discrete and symbolic signals and around 60 gestures, postures, and expressions.
- Body language can be used to improve your negotiation skills, your presentation ability, and in different social interactions, including a job interview.
- Reading body language is a valuable key at a job interview, it gives you more tools to use. To succeed over other confronts, you must be attentive to what silent body **gestures** you are giving off, you also need to be aware of the interviewer's body language.

The Iceberg Model



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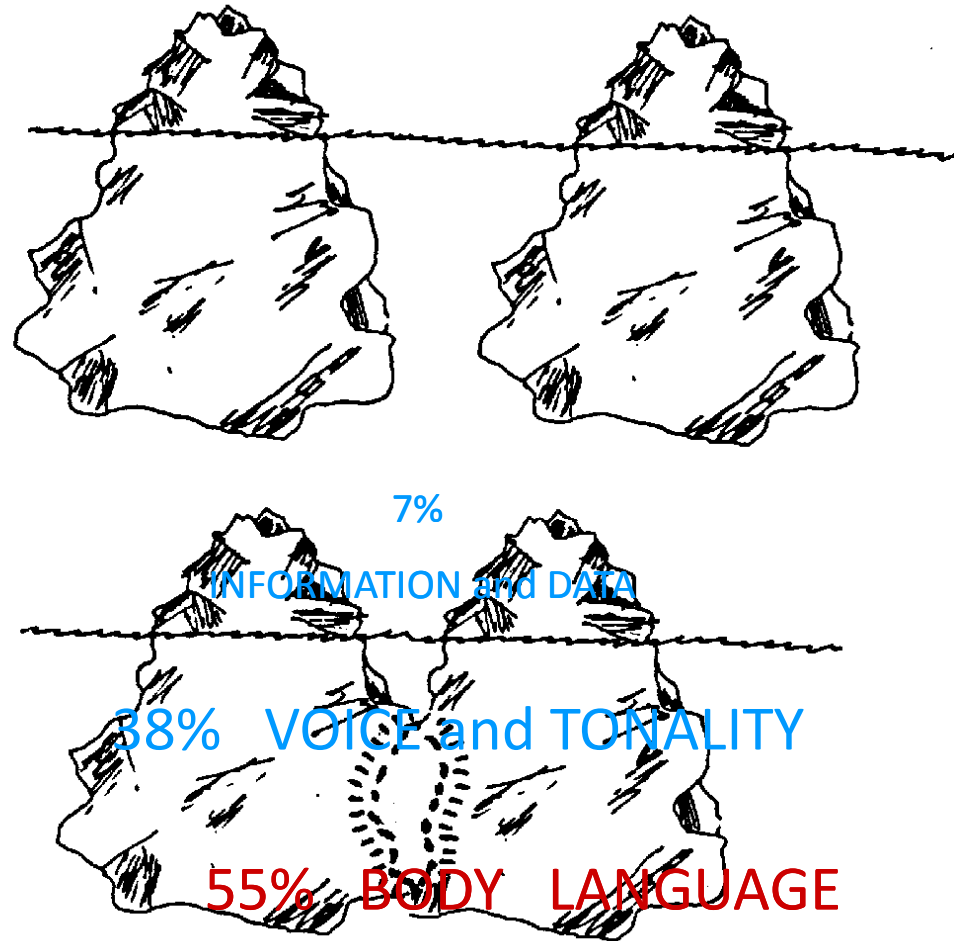
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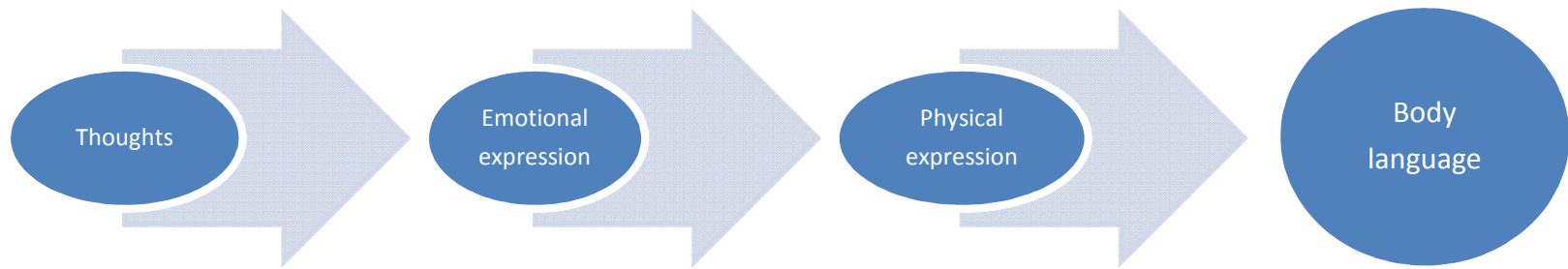
When Two Icebergs meet

The impact you make on others depends on what you say (7%), how you say it (38%), and by your body language (55%).

Since how you sound also conveys a message, 93% of emotion is communicated without actual words.



How The Body Language can tell our thoughts?

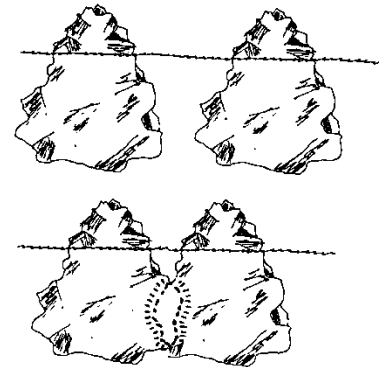


Gestures: movement of the body which expresses an idea or emotion, gesticulation

People tend to connect with those who are similar to them

How to become similar?

There are auditory means, such as speaking, singing and sometimes tone of voice, and nonverbal, physical means, such as body language, sign language, paralanguage, touch, eye contact, by using writing.



Listening is

10% skill and expertise and 90% intention and willingness



The depth of an iceberg is not measured by what appears on the surface.

But what lies in the heart.

5 levels or listening

1. Avoidance, ignorance
2. Pretend listening
3. Selective listening
4. Intensive listening - with projection on self
5. Empathic listening- through the eyes of the speaker

Nature gave us one tongue and two ears so we could hear twice as much as we speak.

-Epictetus

In Chinese:

**Eyes, Ears,
Heart, You,
Focused
Attention**

身聽

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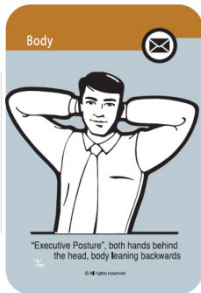
Body mirroring – mimicking

During a dialogue, when a positive connection between people occurs, often they will reflect/mirror, subconsciously the gestures and positions of each other.

4 Basic positions

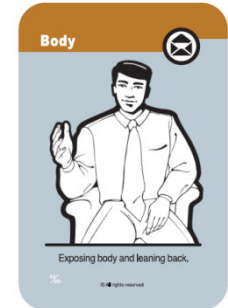
Center of body - open

REFLECTIVE



OPEN/BACK, people are interested and receptive, but not actively accepting. Trying to close the sale or asking for agreement now may drive them away into fugitive mode. This is the time to present further facts and incentives. It may also be a good time to keep quiet and let them think.

RESPONSIVE



OPEN/FORWARD the person is actively accepting. This is the time to close the sale, ask for agreement, demand a concession.

Body leaning backwards



CLOSED/BACK, people are trying to escape physically through the door or mentally into boredom. This is the time to spark interest in any way you can, even irrelevant to the message.

Body leaning forward



CLOSED/FORWARD, there is active resistance. This is the time to defuse anger, avoid contradiction and outright argument and to steer them into reflective mode.

FUGITIVE

Center of body - closed

COMBATIVE

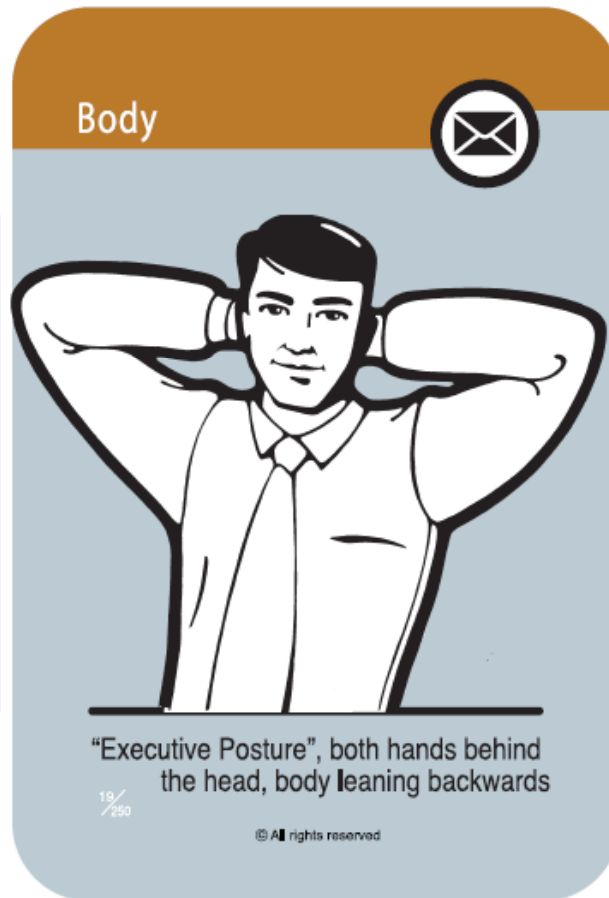
The Body



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Touching the arm of a chair when entering room



"I'm pretty safe here."

This position stems from uncertainty and insecurity.

Avoid anything that can come between you and your listeners. Crossing your arms, standing behind a chair, or talking to someone from behind a monitor are all examples of blocking which prevents a real connection from taking place.

Body



“Now I am bigger”

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The Arms



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The Arms



"You are making a good point here."

Placing tips of fingers one against the other indicates active listening while taking a critical stance, and giving serious attention to the information.

Linking fingertips is an attempt to provide an accurate and thorough answer.

Bringing fingertips closer together and closing the space between the fingers indicates a lack of confidence in the accuracy of the answer.

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The Arms



"I'm a little bored."

Lack of interest.

May be a mechanical action that helps concentration.

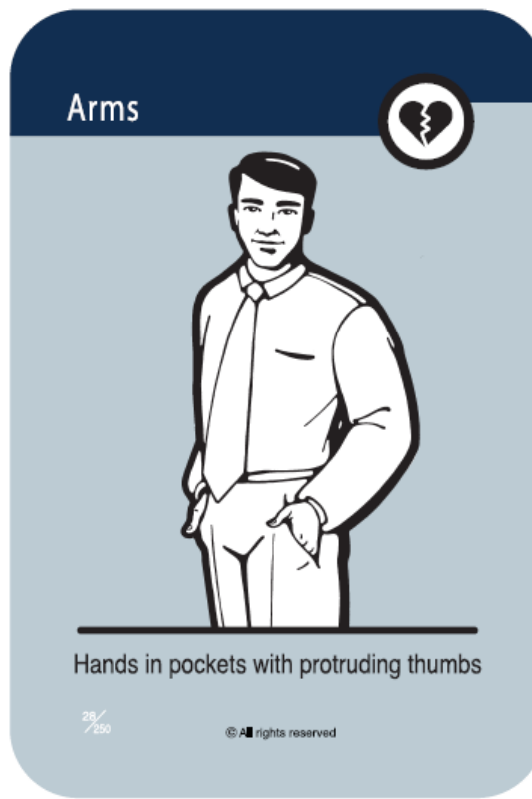
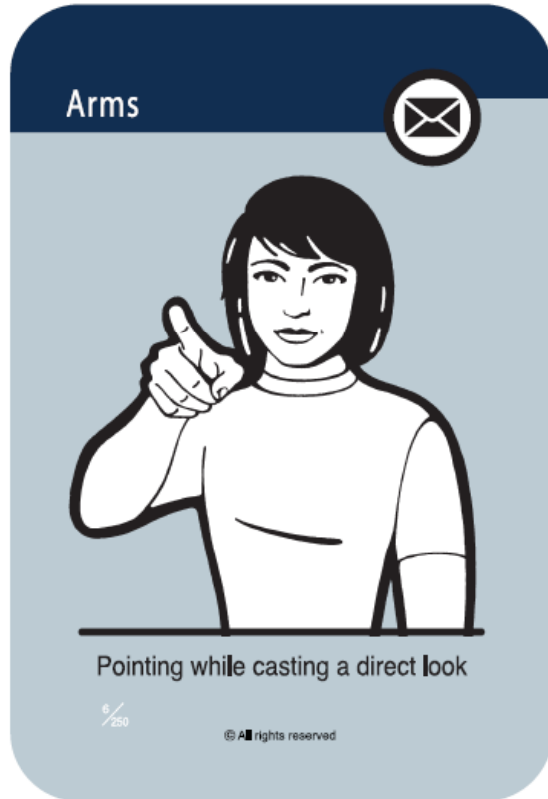
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The fingers



The neck and the main artery



"I need more air"

The neck and the main artery



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The face



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Stress




 **"Stop the world, I want to get off!"**

An attempt to balance information, stress or tension. A sign of fatigue and accumulated tension.

 A need to reflect inwardly.

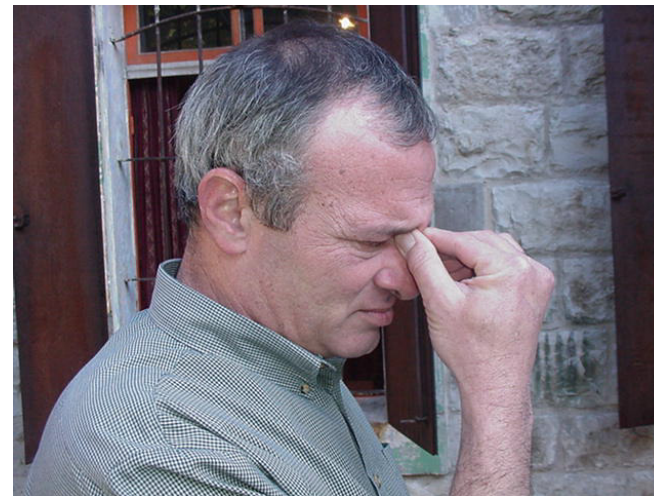
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Face



Pressing the base of the nose bridge

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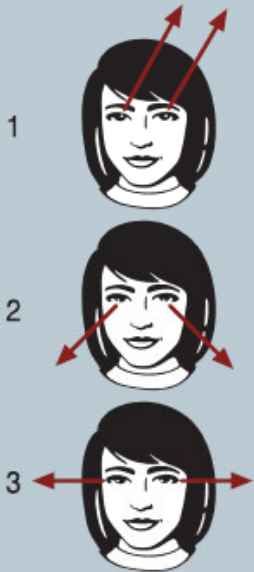
The eye is the window to the soul

*“The eye sees only what the mind is
prepared to comprehend.”*

- Henri Bergson

Eye movement & Eye tracking

Face



1


2

3

Identified the preferred communication channel by Eye movements lateral

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Face



1

2

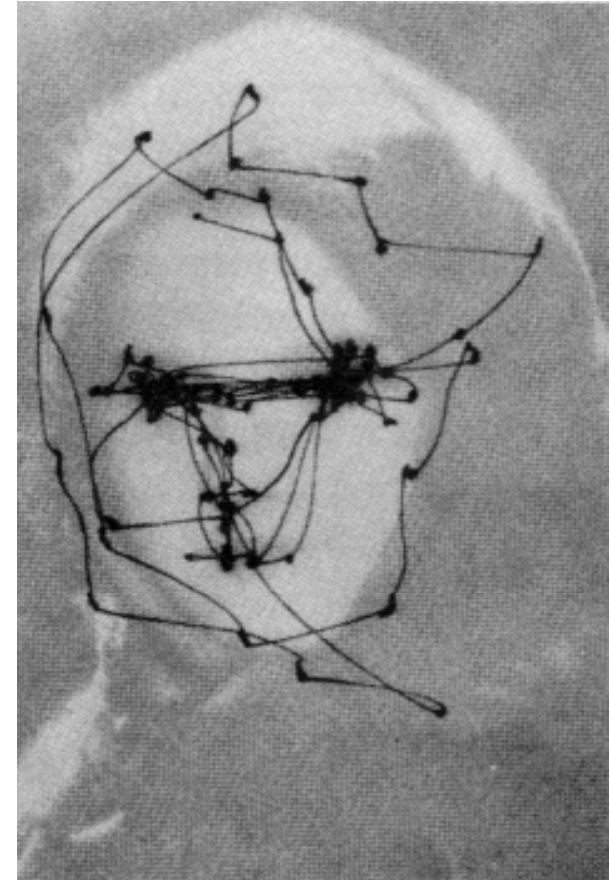
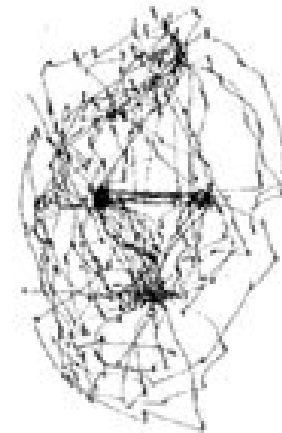
3

Eye movements

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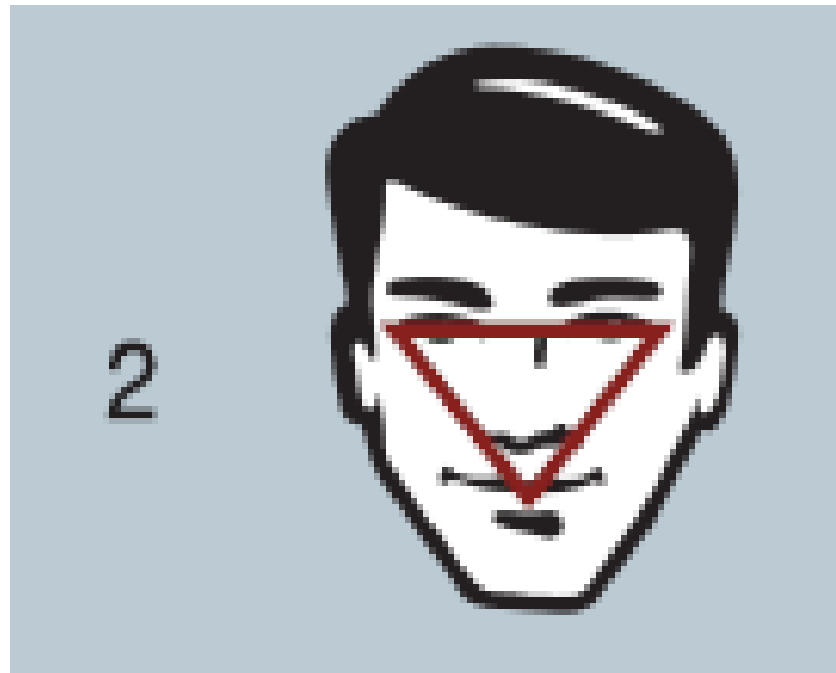
Eye tracking – where we are looking

Eye tracking is the process of measuring either the point of [gaze](#) ("where we are looking") or the motion of an eye relative to the head. An eye tracker is a device for measuring [eye](#) positions and [eye movements](#). Eye trackers are used in research on the [visual system](#), in [psychology](#), in [cognitive linguistics](#) and in [product design](#).



The empathic look

An elegant, friendly close examination of the triangle between the eyes and mouth



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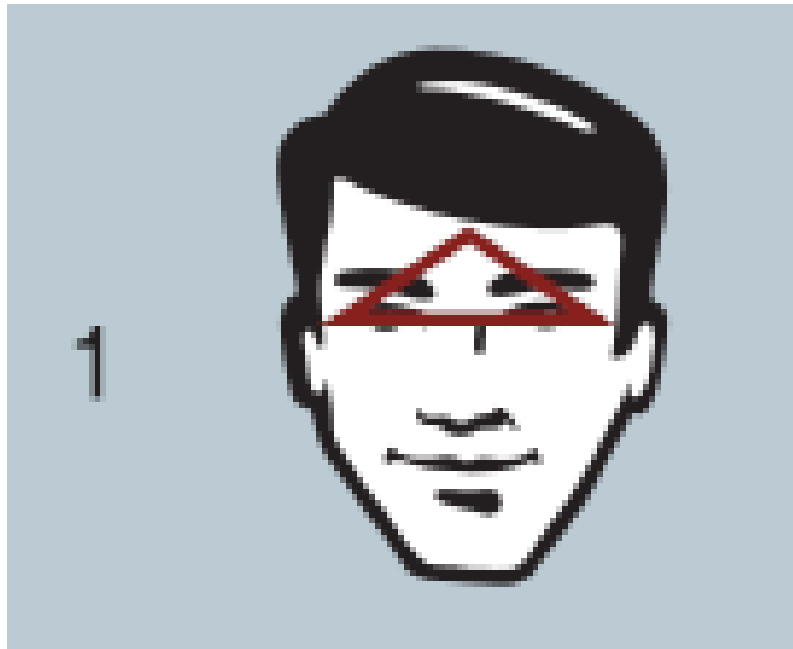
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The dominant look business, administrative

Close examination of area between eyes and forehead



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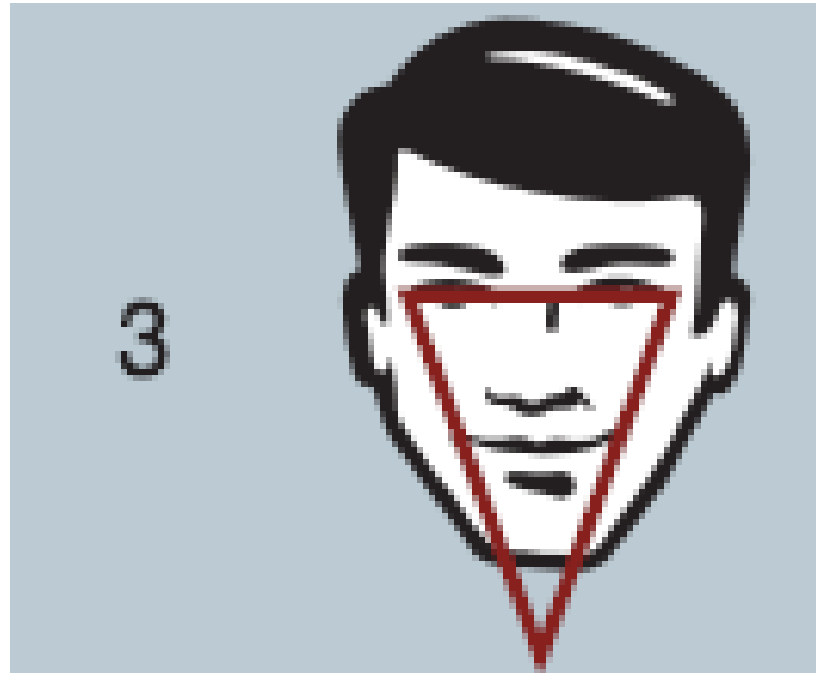
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The intimate look: Either sexual or challenging

Close examination of area between eyes and bottom of neck



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The Pupils

When bright light is shone on the eye, light sensitive ganglion cells in the retina, containing the pigment [melanopsin](#), will send signals to the [oculomotor nerve](#), specifically the [parasympathetic](#) part coming from the [Edinger-Westphal nucleus](#), which terminates on the circular iris sphincter muscle. When this muscle contracts, it reduces the size of the pupil. This is the [pupillary light reflex](#), which is an important test of [brainstem](#) function. Furthermore, the pupil will dilate if a person sees an **object of interest**

Sexual gestures



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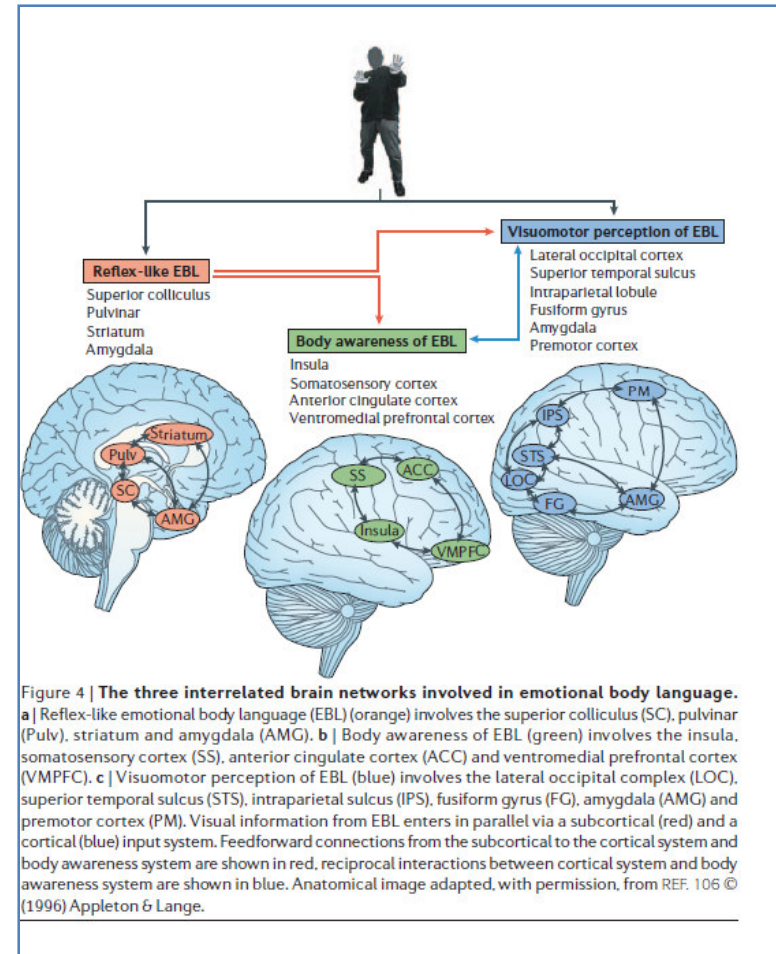
We notice what's relevant to our state of mind



Women how is pregnant see pregnant women everywhere

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 inherited in our “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, only few of us are actually aware of the meaning and the interpretation of these gestures in a way that it enables us consciously to 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 in our “thinking” brain with its interoperation.



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



The smart gift to salesman and service agents

- This is an example of using the “Body Language Cards” as a smart giveaway and/or self-training kit that you may give to salesmen and service agents in a mobile service store.
- Body language can be used to improve their leasing skills , negotiation skills, presentation and sales performance.



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