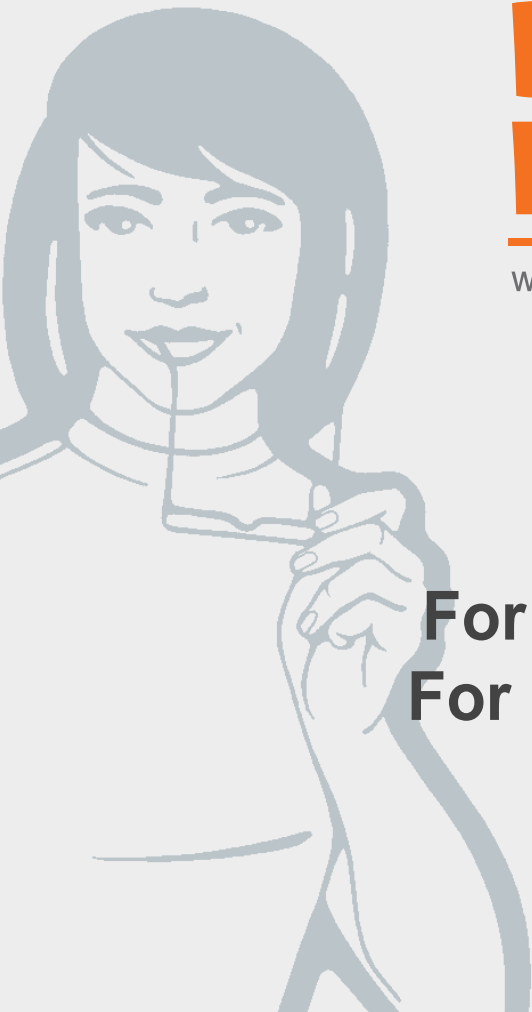




BODYcards™
LANGUAGE

www.BodyLanguageCards.com

For better understanding!
For better communication!





How to use the Body Language Cards?

Basic training:

Divide your Body Language Cards into small decks of 7-9 cards. Make sure that you have in each deck, cards from different categories (different body part, open/closed movements, time related and mechanical gestures).

Start with one deck at a time. Go over the gestures and their suggested interpretations.

Act each of the movements yourself. Try to visualize when you encountered such gesture in your life.

Now try to imagine a situation when such a gesture may be relevant in your daily interactions.

You can learn about body language from books, but to effectively read and interpret body language you must have the **BODY LANGUAGE CARDS.**

The combination of visual and verbal cues make learning fast, fun and effective.







Why Learn Body Language?

- To** make your presentations better than ever.
- To** differentiate between truth and lies in real time.
- To** recognize when someone is attracted to you!
- To** generate sexual and romantic interest in someone you desire.
- To** portray confidence and command respect in any situation!
- To** interact with people from other cultures and parts of the world!
- To** build a sense of trust!
It's almost like reading minds!

We recommend that you chose a specific character for this imagination practice, your friend, your boss, your partner or a co-worker.

Let at least 90 min go by, before you start a new deck of cards. Learn each deck independently; do not rehearse the previous deck before starting the new one.

The Icons:

- | | | | |
|---|---------------------|---|--------------------|
|  | Open movement |  | Emotional movement |
|  | Closed movement |  | Opposite action |
|  | Mechanical movement |  | Related to time |

The basic game (For 2-5 participants):

Choose a theme. The theme can vary between each turn, or remain fixed throughout the game. Few theme suggestions (be as specific as possible):

- ✉ A bad blind date
- ✉ A salesman about to close a huge deal
- ✉ Your boss offering you a promotion

Put the cards in a deck with their gesture-side up. First player is pulling a card (randomly). He now has a set period of time (usually 30 sec) to come up with a sentence that can fit the gesture in the context of the chosen theme.

He then turns the card to the interpretation side. On the top of the card an example sentence is provided. The other players have to vote whether the player was correct (on a scale of 1-5).

The winner is the one how gained most points. Variations on this game include improvisations and acting of the chosen gesture in the context of the chosen theme.

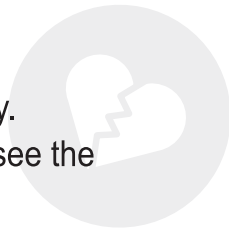
Why BODY LANGUAGE CARDS?

Most people learn Visually and Verbally. With BODY LANGUAGE CARDS you see the expression and read the meaning. Using the cards stimulates the brain like playing a memory game.

People like to play games, and research shows that in game situations our ability to learn improves as does information retention.

In fact, learning the intricacies of body language communication using the

BODY LANGUAGE CARDS is both fun and effective!



FRONT

Body Part



Arms

"The Tower"

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BACK

In other words



"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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Main Meaning

Description



The science behind the SUCESS

The BODY LANGUAGE CARD 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.

In other words the Visual illustrations on the cards combined with the verbal explanation work together and allow for optimal retention of the emotional meanings behind common body gestures.

That increased awareness gives you the edge you need to achieve your goals when interacting with people.

The Cortico-Limbic Theory for targeted communication (CLTC)

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 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 in our “thinking” brain with its interoperation.

Our concept is based on the Cortico-Limbic Theory for targeted communication (CLTC), as a mean to educate the “thinking” brain, the neocortex, with information that is already inherited in our “emotional” part of the brain in the limbic system.

Learn the secrets of Body Language and Non Verbal Communication in cards!

- ✉ Research on emotional body language is rapidly emerging as a new field in cognitive and affective neuroscience. The whole-body signals are automatically perceived and understood, and their role in emotional communication and decision-making
- ✉ Research shows that in a week after the workshops, most of the participants don't remember most of the material and the skills that they learned in the workshop.
- ✉ The body language cards will help them to refresh their memories. That's the place that we want to be, that's also the reason for the low cost of the product - we want to get to the mass market.
- ✉ The body language kit is definitely a great addition to any workshop that covers non verbal communication, body language, public speaking, leadership and more. So, we don't think that we have to take any position or agenda.



Most of the people find it too hard to lie while their hands are open. This message is most important as a first impression.

The Target point of body language

The body language target points are very similar to the identified Chakras as used in Yoga. Each one of the body gestures relate to one of the body language target points and ideally contribute to our being.

Body language is a form of non-verbal communication involving the use of stylized gestures, postures, and physiologic signs which act as cues to other people. Humans, sometimes unconsciously, send and receive non-verbal signals all the time.

The body language target points is a concept referring to wheel-like vortices which, according to traditional medicine, are believed to exist in the surface of the etheric double of man.

The body language target points are very similar to the identified Chakras as used in Yoga. In Yoga the Chakras are said to be "centers" or areas where permeates from. They are points on the physical body, the layers of the subtle bodies in an ever-increasing fan-shaped formation (the fans make the shape of a love heart).

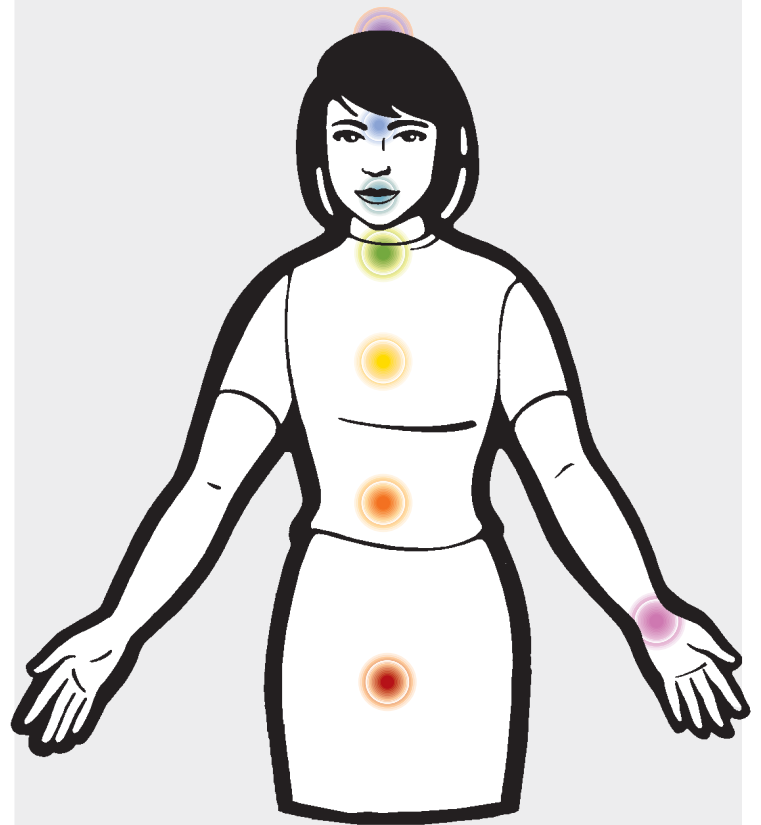
According to Yoga, the Chakras are centers of energy, located on the midline of the body. There are seven of them, and they govern our psychological properties. The Chakras located on the lower part of our body are our instinctual side, the highest ones, our mental side.

The Chakras can have various levels of activity. When they're "open," they're considered operative in a normal fashion.

If you think about it, each one of the Chakras and one of the main body gestures relate to one of the body language target points and ideally contribute to our being. Our senses would work together with our feelings and thinking, anytime

there is a gag between what we think, feel or say, the body language sends a signal to us and to the environment. For example, one of the most basic and powerful body-language signals is when a person crosses his or her arms across the chest. This can indicate that a person is putting up an unconscious barrier between themselves and others. If you try to understand the meaning of this gesture you will see it is a gesture that is indicating we are protecting our chest against a possible attack, just like in animal behavior.

The body language target points:



Strong and effective body language can help establish an immediate rapport with your audience, signaling confidence in your message.

About Us

The concept behind our body language cards was to translate those movements into a visual tool that would aid in creating targeted communications using brain studies introduced in the cortico-limbic theory. We want to help you educate your “thinking” brain (neo-cortex), using information that is already inherent in your “emotional” brain (limbic system).

Our body language cards were created to help you recognize the most common movements, and how to use their meaning to your advantage. Body Language Cards use flash card methodology to introduce the basics of body language and the general concepts of how to read and understand body language. We chose flash cards because they offered a visual learning experience, and body language is a visual experience.

Our Mission Statement: to improve the understanding and the communication between all mankind.

Our Goals: to create intelligent and user friendly tools that will be used on a daily basis for any interpersonal relationships, cross languages, cultures and approaches.

Dan Rolls and Gill Shermeister developed the Body Language Cards in 1998 as a professional tool for Body Language training. It quickly became a leading resource for corporate training courses in negotiation, interviewing and presentation skills.

The Basic Body Language Cards have been translated to 4 additional languages (Spanish, Portuguese, Hebrew, and German) and make a perfect gift for corporate recognition as they offer a unique opportunity for skill building to managers, sale teams and even customers.

Our **body language cards** were created to help you recognize the most common movements, and how to use their meaning to your advantage. Body Language Cards use flash card methodology to introduce the basics of body language and the general concepts of how to read and understand body language. We chose flash cards because they offered a visual learning experience, and body language is a visual experience.

No matter what you desire...
a new, better job...
to close that big sale...
or to find a new love interest...



An Effective Understanding
of body language
will enable your success!



**BODY LANGUAGE
CARDS**

The secret tool used by
professionals is now
available for you.

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