

For better understanding! For better communication!

BODY CARDS
LANGUAGE

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Mastering the non verbal Language of Leadership

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MASTERING THE NON VERBAL LANGUAGE OF LEADERSHIP

- The winning qualities that make you a leader or a charismatic speaker are not only about what you say, but about how you say that. Leadership is a natural trait and not only a sociological phenomenon, with has biological and physiological aspects.
- For example, some fish species change their color once they become the leaders of the group and in monkeys, the dominant male has an increased formation of new brain cells. In humans, it is often said, “leaders live longer” and we also observe changes in their body language



ONE DOES NOT HAVE TO BE BORN A LEADER TO BECOME ONE.

- We can determine who will become the dominant male in a group of animals just by simply modifying their behavior, either by training or chemically
- It is not surprising that some of the most charismatic leaders of our day, like Barak Obama or Steve Jobs, are masters of body language and have mastered the ability to synchronize their verbal and the non-verbal messages: to control their body gestures, and thereby their ability to influence their audience and effectively convey their message



PREPARING A TALK:

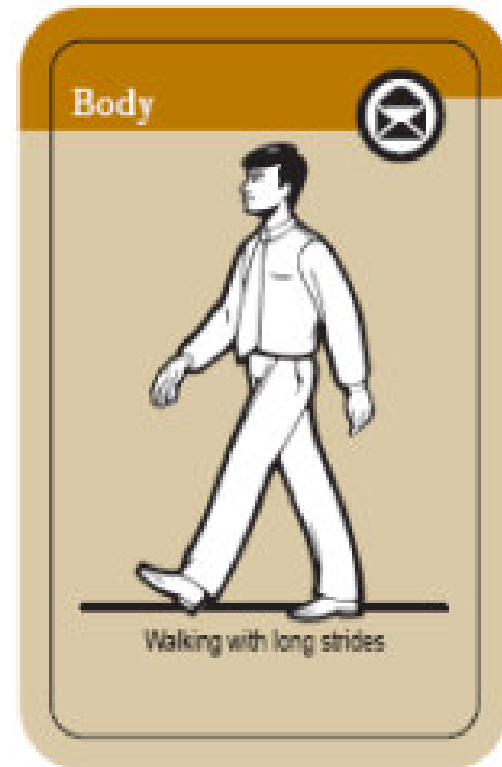
Decide what is the premise, for example openness, restraint, willingness ect

Identify what body gestures are mostly aligned and associated with this message.

Practice those gestures in front of a mirror until they flow, and feel natural

ENTERING THE ROOM/STAGE

- The posture of a leader starts with the entrance- stride out to the podium with the confident and upright posture of someone in command. This includes long strides. Avoid shifting your weight from side to side. This gesture is often perceived as nervousness
- First impressions are made quickly, last a long time, and cannot be repealed. Play the scenario in your head ahead of time. Think about what you want to project and act accordingly



KEEP YOUR BODY OPEN

- **Keep your body open** – sending the message "I have nothing to hide". Straight, open hands forming one line with arm, shows honesty and openness.
- Keep open body posture and appropriate eye contact. If sitting, chose a place at a reasonable distance from the other person, or audience



SHOW YOUR WHOLE BODY

- In this fast-paced, era of email, blogs, wikis and IMs, one universal truth remains: Face-to-face meeting is still the most, productive and powerful communication medium
- You will notice that the best leaders get out from behind the podium so the audience can see their entire bodies. They fully face the audience, make eye contact, keep their movements relaxed and natural, and stand tall - all of which are nonverbal signs of credibility and competence



EYE CONTACT

- "The eyes are often called, 'the windows of the soul' as they can express many different non-verbal signals

Direct eye contact often increases significantly when we are listening, and especially when we are paying close attention to what the other person is saying

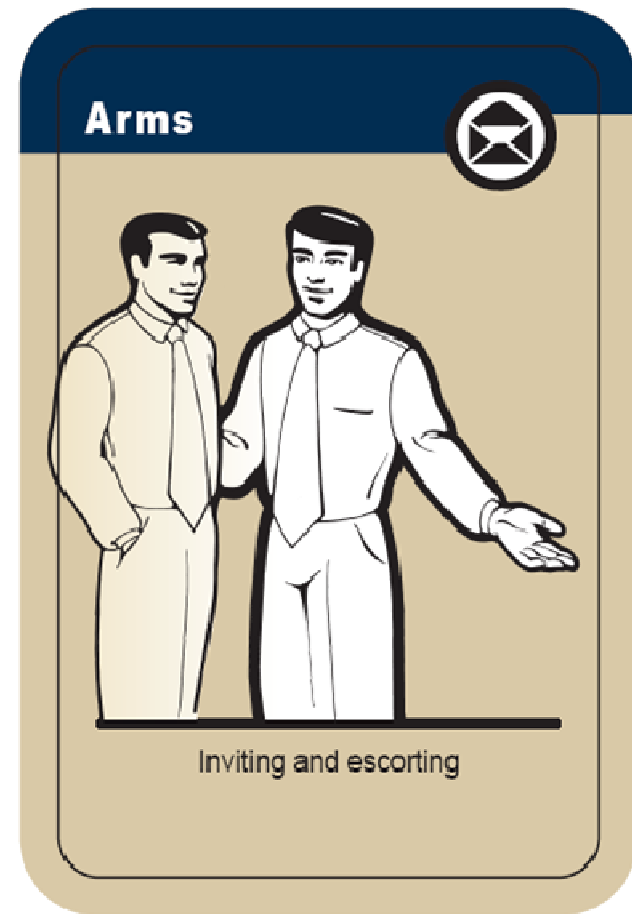
There is reduced eye contact when talking, particularly by people who are visual thinkers, as they stare into the distance or upwards and 'see' what they are talking about

- Make sure that your eyes sparkle. Good eye contact is essential, but if your eyes are tired and bloodshot, then it is not as effective. On top of practicing your talk, some eye drops might be a worthwhile investment



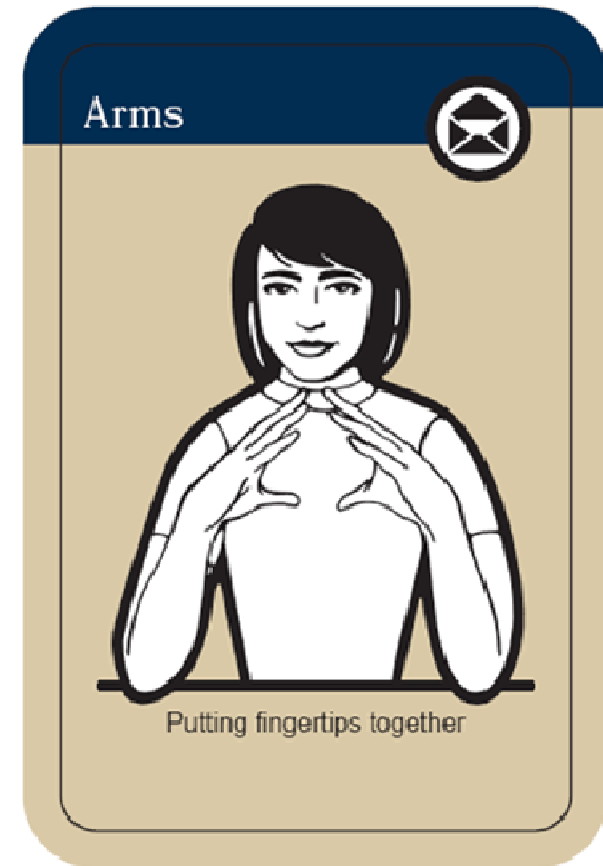
BUILDING A SENSE OF AGREEMENT WITH THE AUDIENCE

- By using positive gestures such as nodding repeatedly and acknowledging the audience you build an alliance with them, a nonverbal agreement that you are on the same side



THE POWER OF THE PAUSE:

- One of the best ways to emphasize a message is by taking a pause. It is not limited to public speaking. Taking a pause and letting your body language to convey a message speaks more loudly than words. This is a very effective tool but only when not overused. Too many pauses will bore the audience.



SHAKE HANDS

- Make your handshake strong and firm. Pumping hands once or twice, and then releasing. A weak handshake or a bone-crushing handshake can both leave a negative impression. Don't be afraid to practice shaking hands
- Remember that handshake is part of the first impression that you make, and the last impression that you leave at the interview. If you have a weak, limp handshake, this tells the interviewer that you may not have the ability to deal with confrontation. On the other hand, if your handshake is too strong, then you may not be a good listener



A weak hadshake

"THE TOWER"

- 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 shows 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





FINISH STRONG

No matter what- always finish the meeting or presentation as convincing you started it – with energy and confidence. Shake hands; walk away with your shoulders back and head high. This is the image that you will leave your audience with, and you never know what this could lead to!

WHY BODY LANGUAGE?

- More than 90% of our communication is conveyed by non-verbal means. Body language is the main factor in such communication. This is an ancient form of interaction that is even more evident in the animal world
- The non-verbal messages are mostly perceived in our unconsciousness leading us to 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 negotiation skills, your presentation ability and in different social interactions, including a romantic date



THE BODY LANGUAGE CARDS

- Discover the secrets of body language.
- Use that knowledge to make 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!



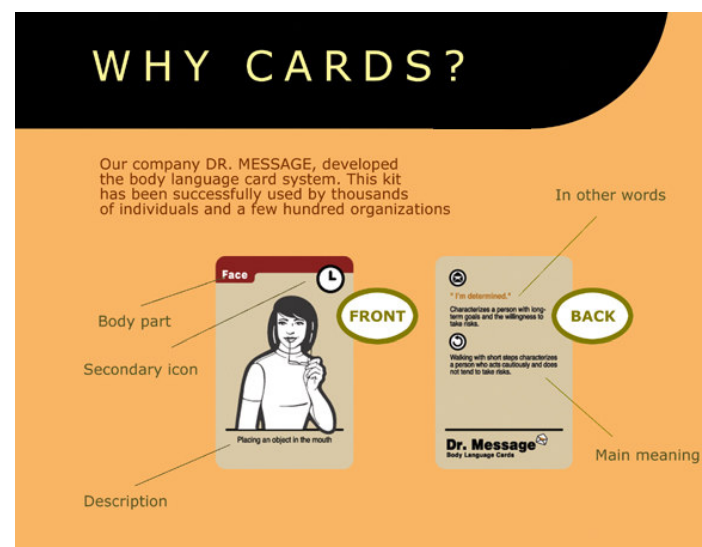
Nokia Private Label



Example

WHY CARDS?

1. The information in this field is organized mostly in books, which is amazing, taking into consideration the fact that it's a visual mode of communication and the crucial thing is to have the visual memory of the movement in mind when one encounters the relevant gesture.
2. Cards send a signal to our brain that it's a game and not another bulk of information that we have to learn. People like to play, and thus the information is more effectively consolidated.
3. By flash cards much of the information is integrated in additional brain areas, those involved in habits acquisition.
4. It's also a very easy way to practice and repeat the information which is more complicated with other means.



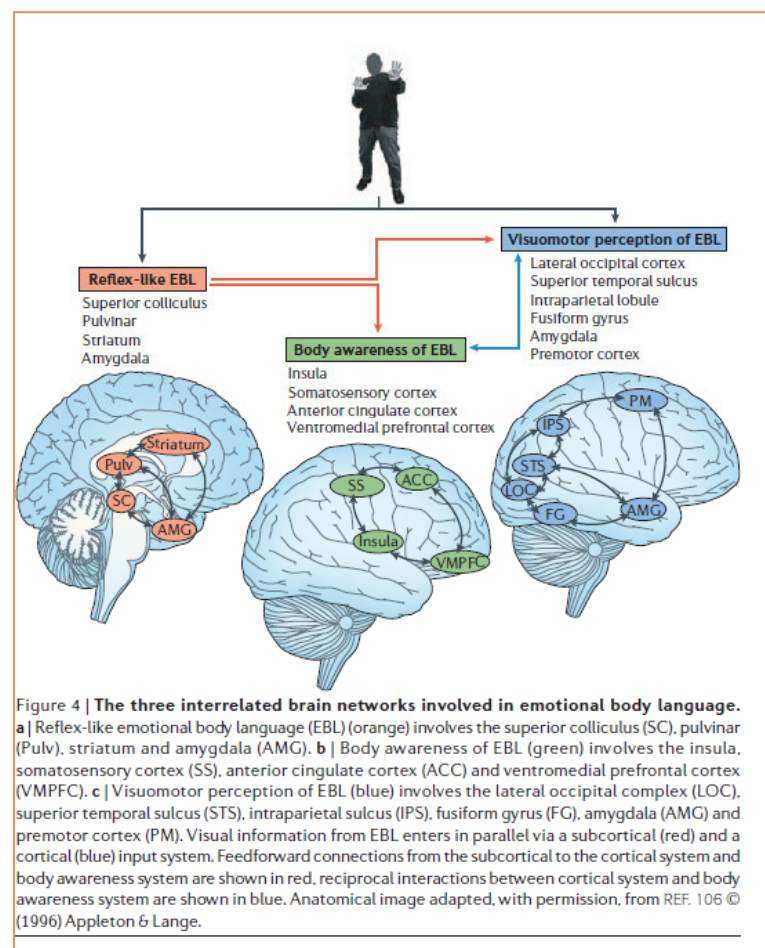
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THE CORTICO-LIMBIC THEORY FOR TARGETED COMMUNICATION (CLTC)

- 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 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 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.



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

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