

THE POWERFUL EFFECTS OF BODY LANGUAGE

with Dr. Tammy Manko



**Our bodies can change our minds...
and our minds can change our behavior...
and our behavior can change the outcomes**



Keep a stiff upper lip.

Stand your ground.

Just a heads-up.

Get it off your chest.

**Put your best
foot forward.**

Face up to it.

Keep them at arm's length.

Kiss my butt.

Shoulder a burden.

Face the music.

Break a leg!

Keep your chin up.





WHY IS IT IMPORTANT?

THE POWERFUL EFFECTS OF BODY LANGUAGE



UNIVERSAL

Means of Communication

**WHAT
HAPPENS IN
THE
FIRST 30
SECONDS OF
INTERACTION
WITH OTHERS?**



JUDGMENT



Meaningful  Life

COMMON NONVERBAL MISTAKES MADE DURING JOB INTERVIEWS

67%



Fail to make eye contact

47%



Have little knowledge of the company

38%



Don't smile

33%



Have bad posture

33%



Fidget too much

26%



Have a weak handshake

21%



Play with their hair or touch their face

21%



Cross their arms over their chest

9%



Use too many hand gestures



In a survey of more than 2,000 hiring managers, 33% claimed to know whether or not they would hire someone within 90 seconds.

STATISTICS SHOW THAT FIRST IMPRESSIONS ARE DETERMINED BY:

55%



The way you dress, act, and walk through the door

38%



The quality of your voice, grammar, and confidence

7%



The words you choose to say

THINGS THAT HAVE AN IMPACT ON FIRST IMPRESSIONS

70%

of employers claim they don't want applicants to be **overly fashionable** or **trendy**

65%

of hiring managers say clothes can be the **deciding factor** between two similar candidates

BRIGHTLY-COLORED CLOTHING IS BAD



HOW LONG DO YOU HAVE TO MAKE A GOOD FIRST IMPRESSION?



Meaningful  Life

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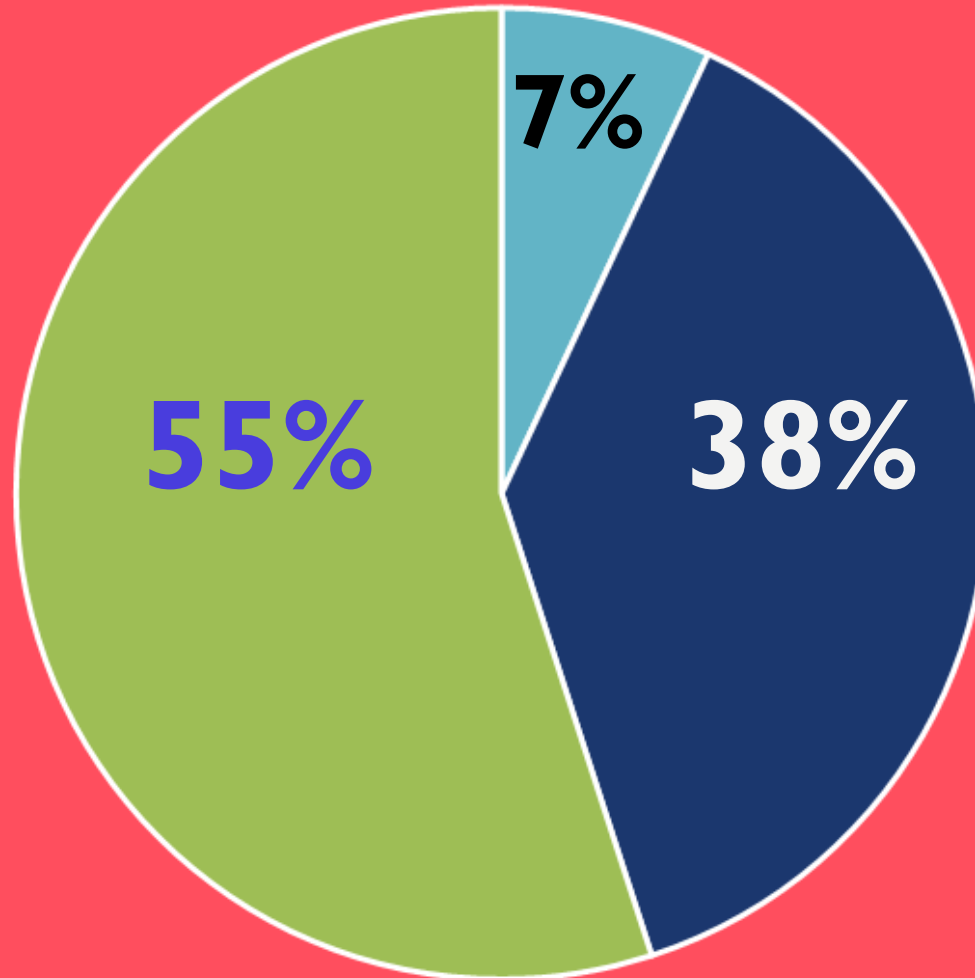
HOW LONG DO YOU HAVE TO MAKE A GOOD FIRST IMPRESSION?

7 SECONDS



Meaningful Life

COMMUNICATION



■ VERBAL ■ VOCAL ■ VISUAL

influence

[the power to change or affect
someone or something]

Inborn/Genetic or Cultural/Learned

THE POWERFUL EFFECTS OF BODY LANGUAGE



Meaningful  Life

BODY LANGUAGE AROUND THE WORLD

EARS

The **Portuguese** tug their earlobes to indicate tasty food, but in **Italy** this gesture has sexual connotations,



...and in **Spain** it means someone is not paying for their drinks.

HANDS

The **American** "goodbye" wave can be interpreted as the signal for "no" in many parts of **Europe** and **Latin America**.



In **Malaysia** it is taboo to point with your index finger, but you can point with your thumb. "Thumbs up" is used in many cultures, none more so than **Brazil** however,



The **Italian** goodbye wave can be interpreted by **Americans** as "come here." The **American** "come here" gesture can be seen as an insult in most **Asian** countries.



...where the signal is used everywhere. However, it's a rude sexual signal in some **Islamic** countries, **Sardinia**, and **Greece**, and can signify the number "1" in **France**.

NOSE

A hearty nose blow into a handkerchief is typical in the **West**, while public nose blowing is frowned upon by the **Japanese**.



Tapping your nose means "confidential" in **England**, but "watch out" in **Italy**.

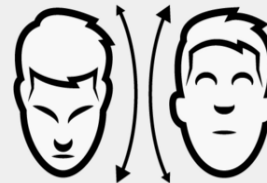
LIPS

In some cultures — **Filipino**, **Native American**, **Puerto Rican**, and many **Latin American** cultures — people use their lips to point, instead of a finger. In the **West**, people often kiss when they meet or when they say goodbye; in many **Asian** countries, it is considered too intimate of an action to be displayed in public.



HEAD

Nodding your head generally means agreement or approval.



But **Bulgarians** and **Greeks**, for example, are known for their unusual manner of saying yes and no: Nodding up and down signifies a negative.

Sitting crosslegged is common in **North America** and some **European** countries,



...but it's viewed as disrespectful to show the sole of your shoe to another person in **Asia** and the **Middle East**.

EYES



Good eye contact is expected in the **West**. Strong eye contact is most notable in **Spain**, **Greece**, and **Arab** countries.



Finns and **Japanese** are embarrassed by another's stare, and seek eye contact only at the beginning of a conversation.

ARMS

Many cultures use their arms freely, as in **Italy**, where they often wave their arms around when talking, or the **US**. But **northern Europeans** find it hard to tolerate gesturing with the arms,



associating it with insincerity and over-dramatization. In **Japan**, gesturing with broad arm movements is considered impolite.

GENDER

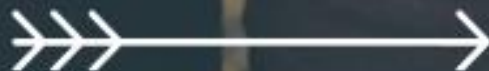
Maximizing the Powerful Effects
of Body Language



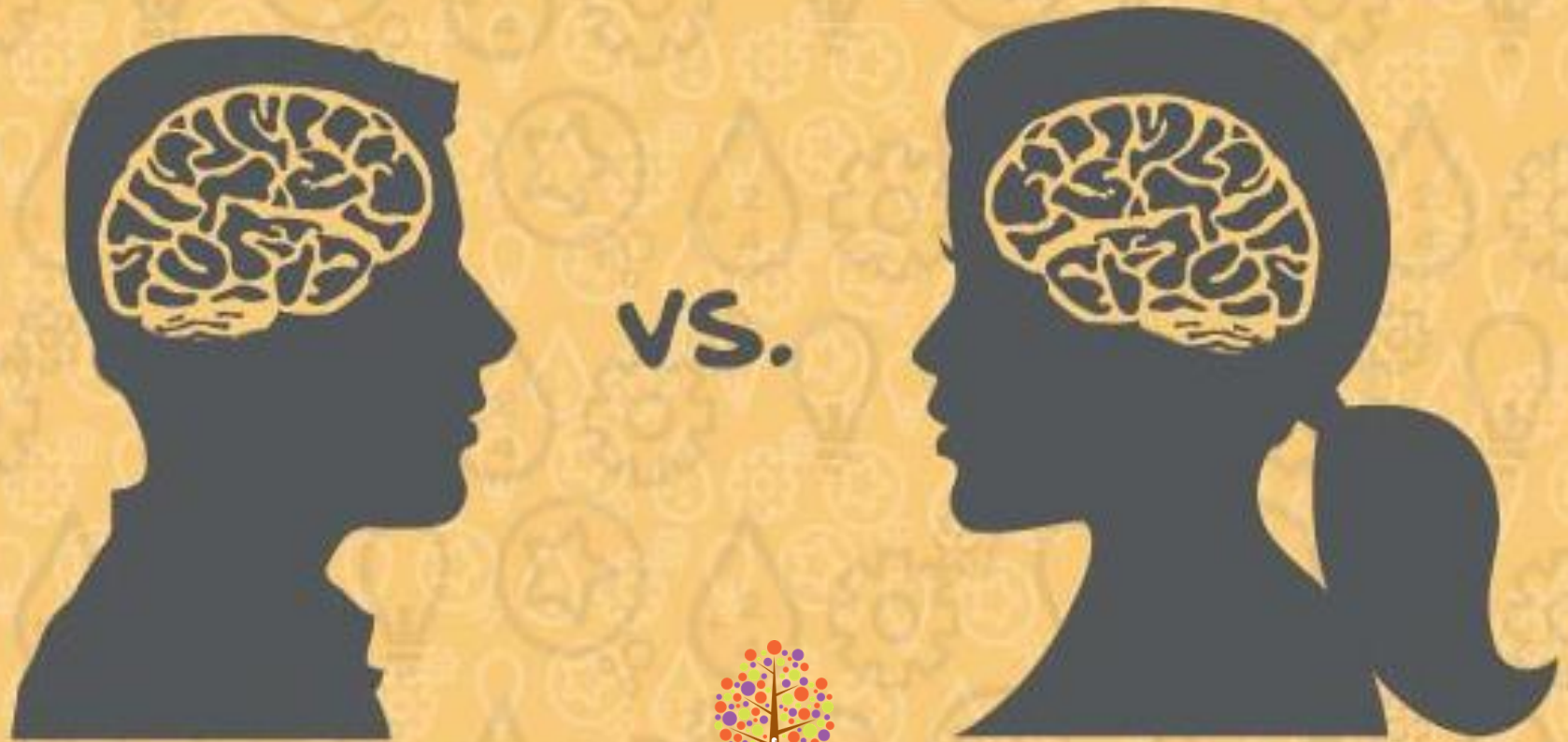
WOMEN HAVE THE BRAIN
ORGANIZATION TO OUT-
COMMUNICATE ANY MAN
ON THE PLANET


Maximizing the Powerful Effects of Body Language

<http://westsidetoastmasters.com>



NEUROSCIENCE & GENDER DIFFERENCES



Meaningful  Life



- 8% smaller brain
- Big picture, situational thinking
- Multi-tasking
- Social thinking & interactions
- Larger limbic system
- Holistic view, but influenced by emotion
- Pain is perceived more intensely
- Better at learning languages
- Better memory (hippocampus)
- Use multiple senses

- Spatial thinking
- Single-tasking
- Abstract & task-oriented
- More logical, less emotional
- Better, more controlled physical coordination
- Harder time expressing emotions verbally
- Better aptitude for direction (memory-related)
- More wired for risk-taking (bigger burst of endorphins)
- Focus more on visual sense

Know when to fold 'em



REASONS TO USE BODY LANGUAGE WITH INTENTIONALITY



- Reduce your stress
- Reduce others' stress
- Increase confidence
- Influence others
- Communicate more effectively

+1 PHYSICAL RESILIENCE



STAND UP &
TAKE 3
STEPS

Option #1




PUT YOUR
HANDS IN
THE AIR

Option #2



HOP IN
PLACE 10
TIMES

Option #3



USING BODY LANGUAGE TO INFLUENCE

SOME QUICK TIPS



DEVICES & POSTURE

◆ Assertive behavior is more likely after experiencing open posture (e.g., using laptop or desktop vs. tablet/phone)

◆ Before an important meeting/phone call, spend time away from handheld devices

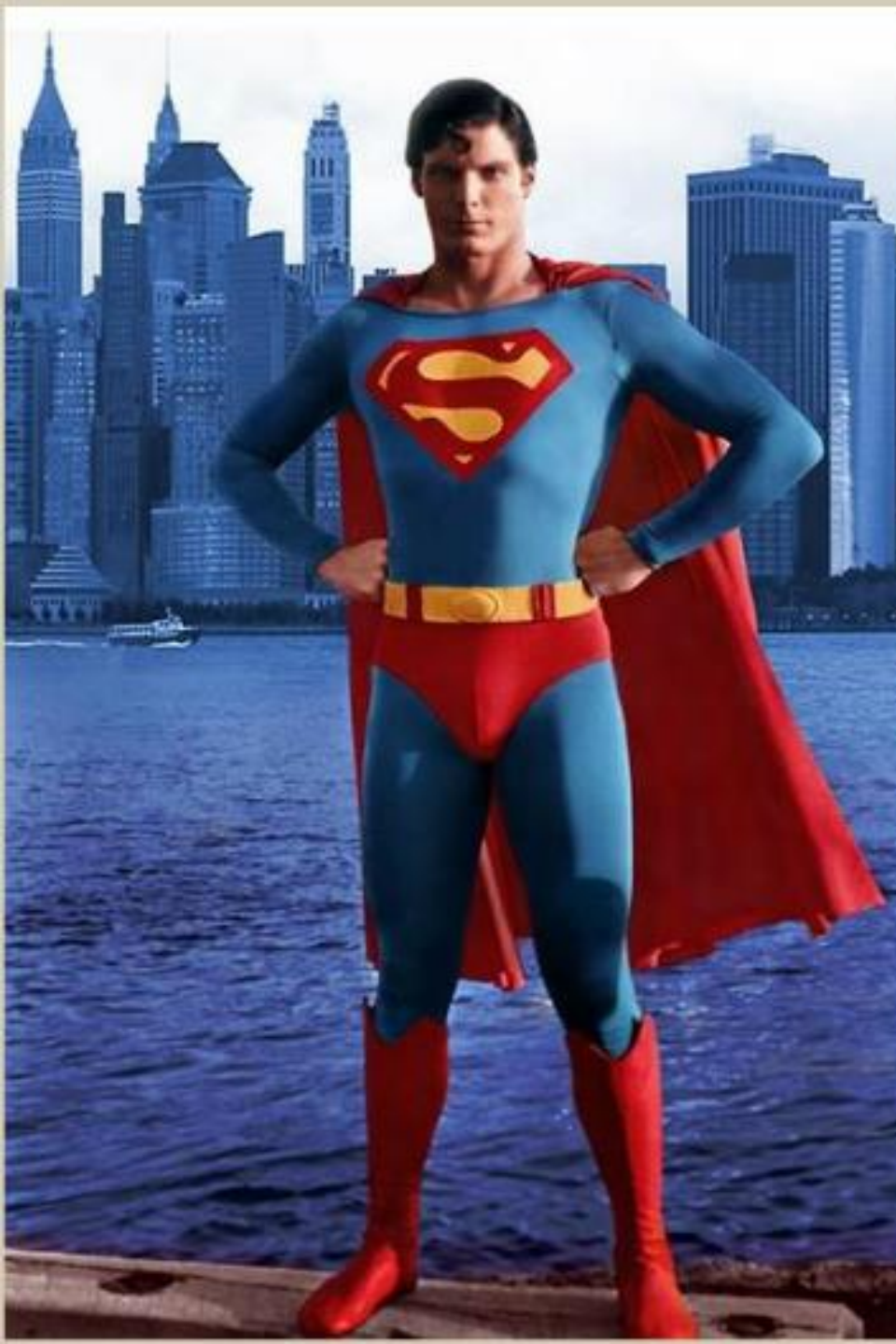


POWER POSTURES/ POSES

- ◆ Opening up your body and filling up more space
- ◆ Boosts confidence

Non-power Poses

- ◆ Wrap self up
- ◆ Make self smaller






BODY LANGUAGE 101

THE STUFF WE KNOW, BUT
SOMETIMES DON'T REALIZE WE KNOW



Meaningful  Life

B O D Y L A N G U A G E

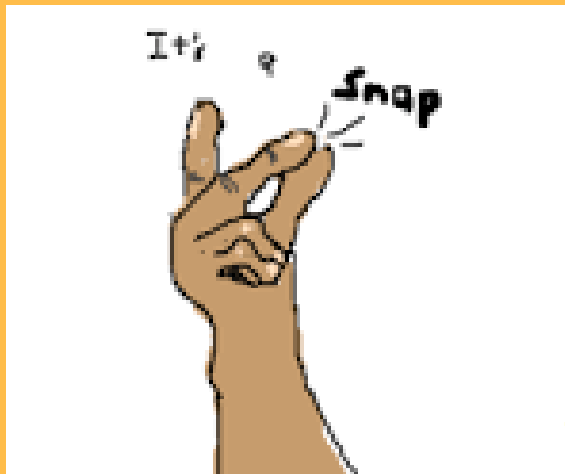
THE PROCESS OF COMMUNICATING
NONVERBALLY THROUGH
CONSCIOUS OR UNCONSCIOUS
GESTURES AND MOVEMENTS.

Body Movements & Gestures

- Eyes
- Legs
- Arms
- Hands
- Head
- Torso

- Posture
- Muscle Tension
- Voice
 - ✓ Tone
 - ✓ Rate of speech
 - ✓ Pitch
- Eye Contact
- Breathing Rate
- Perspiration
- Skin Coloring
 - ✓ Flushing & blushing

+1 MENTAL RESILIENCE



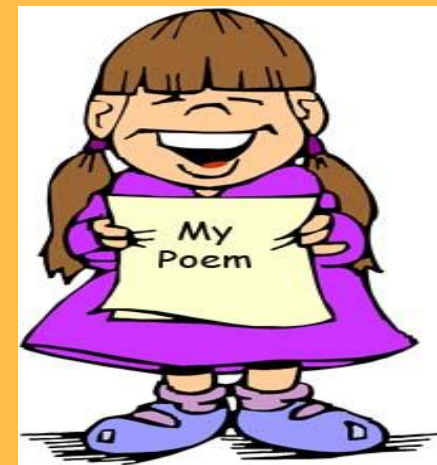
**SNAP
FINGERS 50
TIMES**

Option #1



**COUNT
BACKWARD BY
7 FROM 100**

Option #2



**RECITE A SONG OR
POEM FROM
MEMORY**

Option #3

BE IN TUNE WITH YOUR BODY LANGUAGE PATTERNS

- **Determine if your body language is in sync with your message
(if it isn't, adapt it)**
- **If your non-verbals match your words, you'll not only
communicate more effectively, but you'll be perceived as
authentic, trustworthy, and potentially more charismatic**



Meaningful  Life

MAXIMIZING THE POWERFUL EFFECTS OF BODY LANGUAGE

5 Mistakes When Reading Body Language

CONTEXT

BIASES

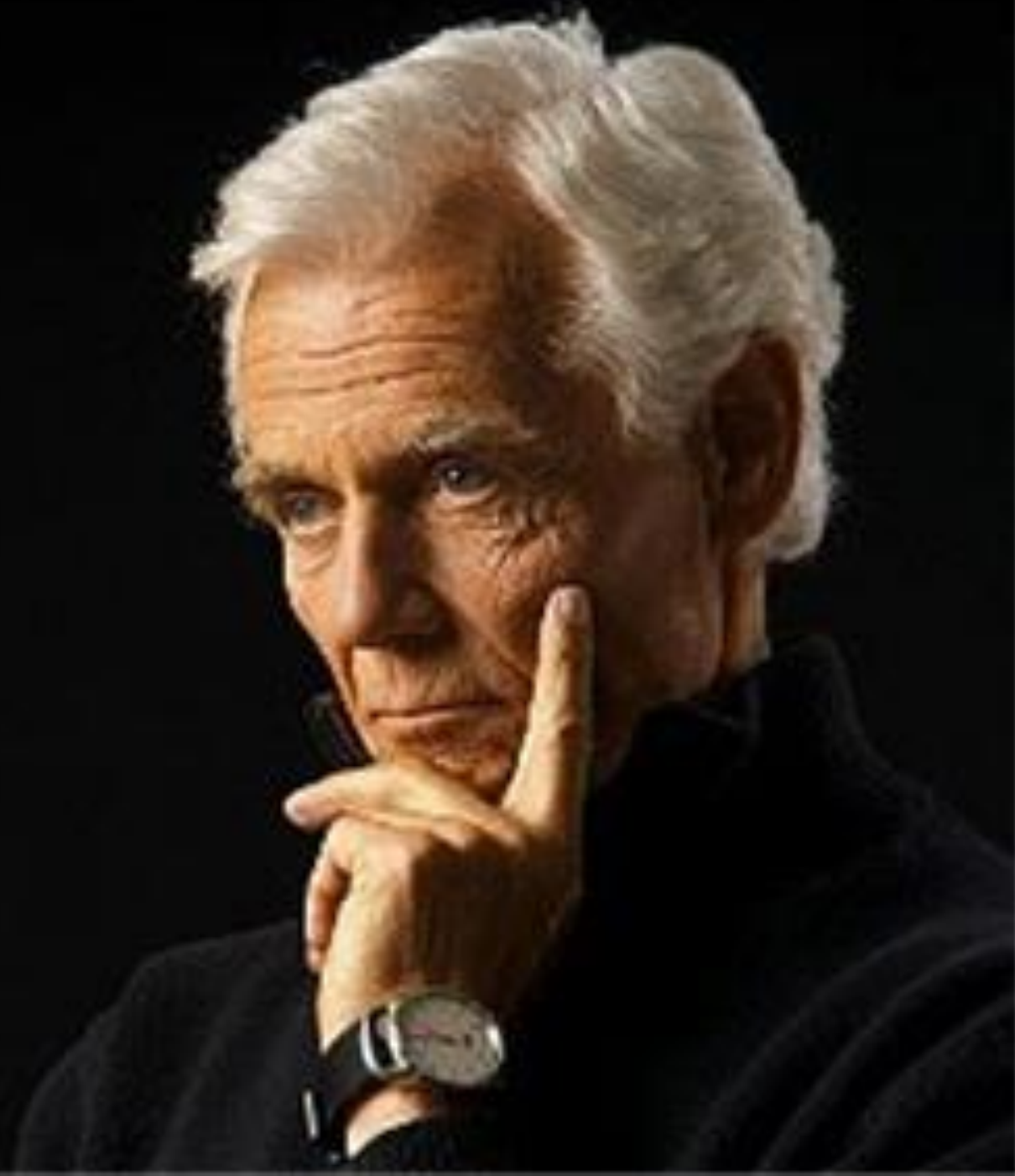
MEANING: GESTURE

PERSONAL

BASELINE

CULTURAL





I don't like what you're
saying.
I don't agree with you.
I'm holding back negative
feelings.

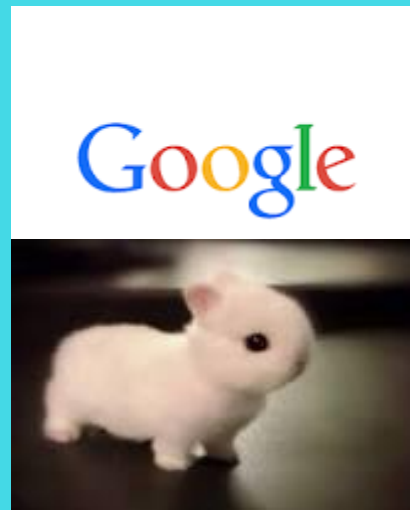


+1 EMOTIONAL RESILIENCE



**LOOK
THROUGH THE
WINDOW**

Option #1



**GOOGLE
FAVORITE
BABY ANIMAL**

Option #2



**REFLECT ON A
HAPPY MEMORY**

Option #3



- A. Stand tall
- B. Pay attention to facial expressions

1: HEAD



S m i l e



It's contagious...

Maximizing The Powerful Effects of Body Language



Meaningful Life

**“Even the simulation
of an emotion tends
to arouse it in
our minds.”**

Charles Darwin, 1872

Smiling Predicts Longevity



— 2010 Wayne State University Study

Make or Break the Interview



- 
- A. Keep arms uncrossed
 - B. Relaxed at sides/
not above shoulders
 - C. Use to illustrate points
 - D. Gesture

3: ARMS

- A. Be first to offer hand for handshake
- B. Firm grasp
- C. Upward, open palms



4: HANDS



The
**TOP 10
BAD BUSINESS
HANDSHAKES**



- A. Face people
- B. Square your body to theirs
- C. Maintain comfortable personal space



5. BODY



5 CATEGORIES OF SOCIAL DISTANCE

- Intimate Distance (0-18 in.)
- Personal Distance (18 in.-2 ft.)
- Far Personal Distance (2-4 ft.)
- Social Distance (4-12 ft.)
- Public Distance (12+ ft.)



Violations of these zones can be detected by body language.

- A. Avoid crossing legs
(unless sitting)**
- B. Be aware of
awkward stances**
- C. Square legs to person
with whom talking**
- D. Feet hip-width or less**
- E. Slower pace when walking**

6: LEGS & FEET



1



2



3



You'll want to avoid these...

BLOCKING BEHAVIORS

- Crossed arms or legs
- Using podiums, computers, desks, chairs, folders/papers/menus as props to create distance

Where can you adapt body language for greater efficacy?



MAXIMIZING THE POWERFUL EFFECTS OF BODY LANGUAGE



BODY LANGUAGE SIGNS

PUBLIC SPEAKING
INTERVIEWING
CONDUCTING MEETINGS
PARTICIPATING IN MEETINGS
ONE-ON-ONE MEETINGS
GROUP WORK
NETWORKING
SOCIAL FUNCTIONS
IN CLASS



Meaningful  Life

MAXIMIZING THE POWERFUL EFFECTS OF BODY LANGUAGE



LISTENING?

- Eye Contact
- Nodding
- Head Tilted to Side



Meaningful  Life

MeaningfulLife©

MIRRORING



Develops connection between people

M e a n i n g f u l L i f e ©

+1 SOCIAL RESILIENCE



**SHAKE
SOMEONE'S
HAND**

Option #1



**SEND A QUICK
THANK YOU
TEXT**

Option #2



**TWEET A
POSITIVE
MESSAGE**

Option #3



Purposeful & Deliberate Gestures





Body Language Review

kahoot.it



Kahoot!



Game PIN

Enter

MeaningfulLife's Maxims

Be appropriately bold
Live with a YES mentality
Embrace your challenges -- they're making you better
Avoid anchoring your beliefs about yourself in others' opinions
Make your own unique contribution to this world

