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.
Shoulder a burden.
Kiss my butt.
Face the music.
Break a leg!
Keep your chin up.
Body Language

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

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

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?

7 seconds

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Brightly-colored clothing is bad.
influence
[ the power to change or affect someone or something ]
Inborn/Genetic or Cultural/Learned

THE POWERFUL EFFECTS OF BODY LANGUAGE
**BODY LANGUAGE AROUND THE WORLD**

**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.

**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.

**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.

**LEGS**
- Sitting cross-legged 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
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
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

COUNT BACKWARD BY 7 FROM 100

RECITE A SONG OR POEM FROM MEMORY

Option #1

Option #2

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
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
Smile

It's contagious...

Maximizing The Powerful Effects of Body Language
“Even the simulation of an emotion tends to arouse it in our minds.”

Charles Darwin, 1872

Smiling Predicts Longevity

Beaming Smile 79.9
Slight Smile 75
No Smile 72.9

0 Years 60 70 80

— 2010 Wayne State University Study
Make or Break the Interview
A. Make eye contact: 2-3 seconds
B. First impressions: up to 6 seconds
C. Speaking to a group: switch gaze
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
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
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?
PUBLIC SPEAKING
INTERVIEWING
CONDUCTING MEETINGS
PARTICIPATING IN MEETINGS
ONE-ON-ONE MEETINGS
GROUP WORK
NETWORKING
SOCIAL FUNCTIONS
IN CLASS

MAXIMIZING THE POWERFUL EFFECTS OF BODY LANGUAGE
LISTENING?

- Eye Contact
- Nodding
- Head Tilted to Side

MeaningfulLife®
MIRRORING

Develops connection between people

Meaningful Life ©
+1 Social Resilience

1. Shake someone's hand
2. Send a quick thank you text
3. Tweet a positive message

Option #1
Option #2
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