Understanding the Importance of Nonverbal Communication

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Importance of Nonverbal

• To help make a good first impression.
• Understanding how we come across to customers, our staff, contractors and competitors, etc.
• Sending the right messages – managers and leaders using the non verbal messages to lead etc.
• Reading some of the basic signals to help build rapport, gain trust and improve the morale.
• Understanding non verbal communication can confirm or contradict the words actually spoken.
You see, but you don’t observe...
Understanding the Importance of Nonverbal Communication

What is nonverbal communication?
ways of talking (e.g. pauses, stress on words)

sounds (e.g. laughing)

closeness (e.g. ‘invading someone’s space’)

body contact (e.g. shaking hands)

facial expression (e.g. frown)

eye movements (e.g. winking)

posture (e.g. slouching)

appearance (e.g. untidiness)

head movements (e.g. nodding)

hand movements (e.g. waving)
MIRORING IS ALL AROUND...

All look the same, dress the same; use same facial expressions and body language. BUT each will tell you they’re all doing their own thing...
Mirroring

• Building rapport with others by mimicking their nonverbal cues. (A great deal of the time you do this unconsciously).
• People like those who are similar or equal to them. "Mirroring" the nonverbal can aid agreement.
• Matching the other person's body language can take rapport and trust to a deeper level.
Mirroring
One of the most noticeable forms of mirroring is...
Physical Appearance

The first impression people make on one another is based on:

- 60% on their appearance
- 33% on the way in which they speak
- 7% on what they say
Nonverbal Communication Breakdown

A. Mehrabian (1970)

- Non Verbal: 55%
- 7% Spoken words
- Tone of voice: 38%
VERBAL 35%
NONVERBAL 65%
- Facial Expressions
- Tone of Voice
- Movement
- Appearance
- Eye Contact
- Gestures
- Posture
Nonverbal Communication

7 universal expressions used throughout the world

Disgust
Anger
Sadness
Contempt
Happiness
Surprise
Fear

Prof. P.Ekman
What is Rapport?
Rapport

- Intimacy
- Bonding
- Interest
- Empathy
- Openness
- Indifference

Coldness
Hostility
Reading Nonverbal

1. Never examine gestures in isolation.
2. Check for Congruence. (Consistence)
3. Are all the gestures in context.

A. Pease.
You Cannot Not Communicate

Some doubt and insecurity to what was said in the meeting.

Arms akimbo – a powerful display that can be used to communicate that there is a potential issue.
You Cannot Not Communicate

Confident and superior postures
The face is capable of conveying 250,000 expressions

(R.Birdwhistell, 1970)
The Smile

The face has around 90 muscles in it, 30 of these purely for expressing emotion.

17 muscles are used to create a smile.
Facial Expressions

• **SMILING** increases sociability, likeability, and attraction (LaFrance & Hecht, 1995)

• **FOOD** servers who smile more often earn increased tips (Heslin & Patterson, 1982)

• **STUDIES** conducted on students caught cheating found that students who smiled were treated with more leniency (LaFrance & Hecht, 1995)
Nonverbal Communication

Positive happy feeling...no tension in the eyes

Eyes wide, excited & full of positive emotion
Where Do You Look?

Power gaze          Social gaze          Interest gaze area
Gestures can be seen as subtle or not so subtle cues. We use gestures to take the place of words, or help us to increase understanding of what is being said.
Regal stance – don't draw near or keep your distance
Nonverbal Communication

Potentially closed and withdrawn from the discussion
Body Stance During A Talk

Some concerns or anxiety

A little uncomfortable about the talk

Very open and dominate stance
Handshakes
Hand Gestures
The Power of Words
With Actions...
The Eyes Have It...
Any questions?

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