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ICE IMAGING CONFERENCE & EXPO

BUSINESS BODY LANGUAGE

HOW TO SEE THE REAL MESSAGE

HELPING YOU MAKE SURE YOU ARE THE BEST

Presented By

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BUSINESS BODY LANGUAGE

HOW TO SEE THE REAL MESSAGE

About Me

- Over 10 years in U.S. Army
  - Intelligence, Radars, Training
- Over 35 years in Healthcare Technology
  - OEM, ISO
  - Founder of two imaging service training organizations
- AMSP Business Operations Manager
- Presenter at national and regional conferences
- Roman Review for *TechNation*

BUSINESS BODY LANGUAGE

HOW TO SEE THE REAL MESSAGE

Discussion Topics

- Communication Model
- Nonverbal Communication Cues

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HOW TO SEE THE REAL MESSAGE

Communications Model - Idea



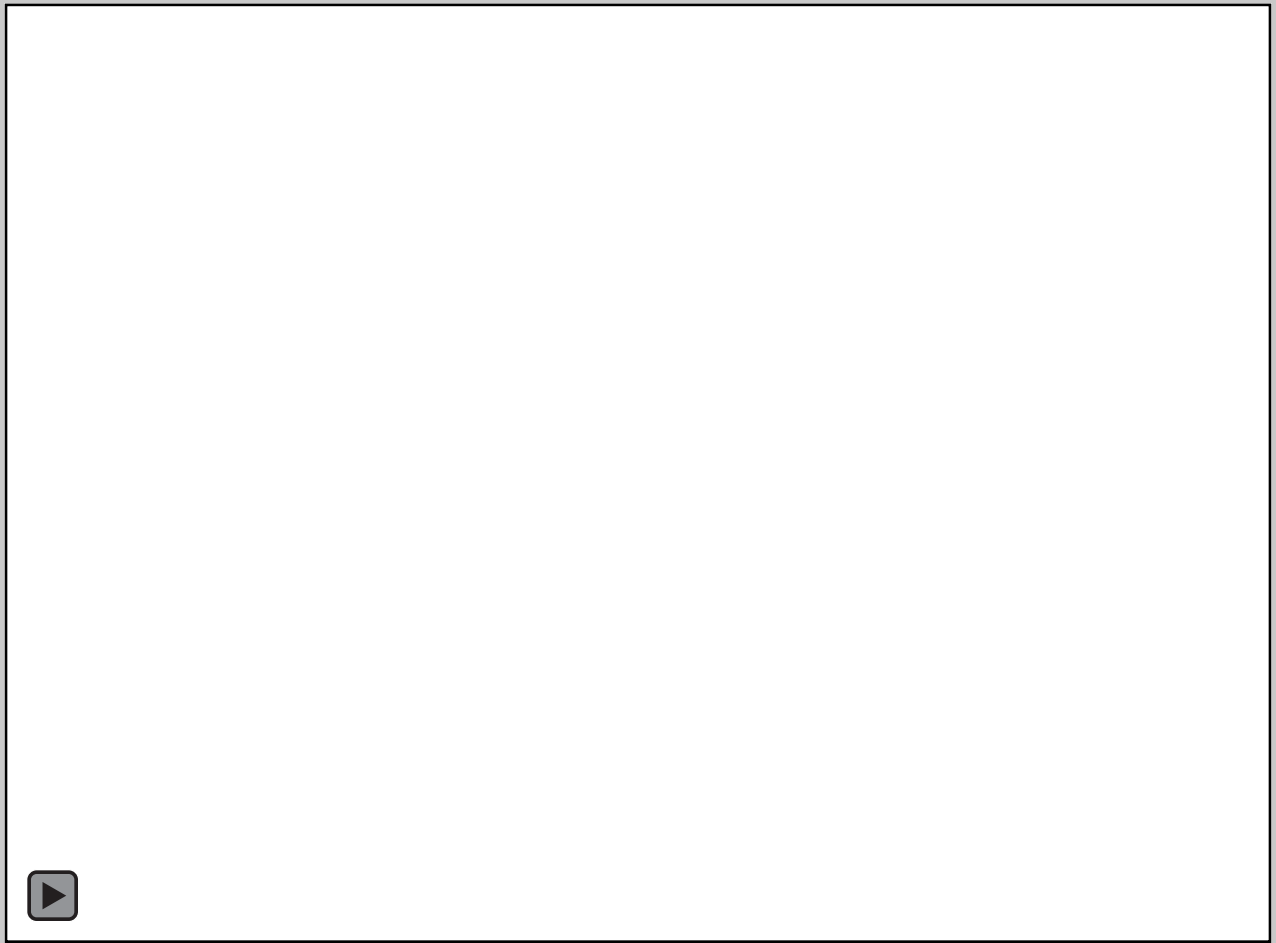
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HOW TO SEE THE REAL MESSAGE

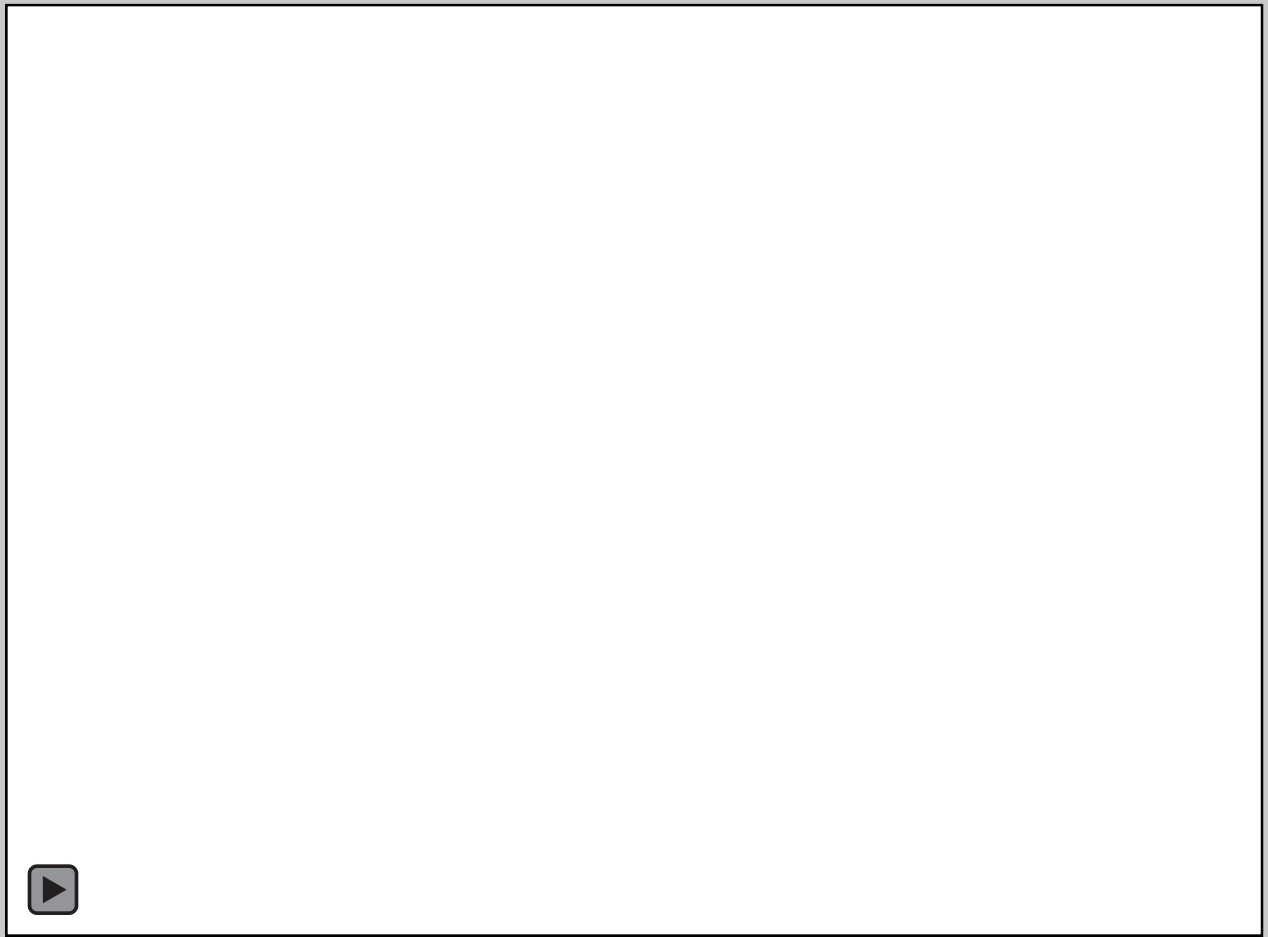
Communications Model - Encoding Filters



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HOW TO SEE THE REAL MESSAGE

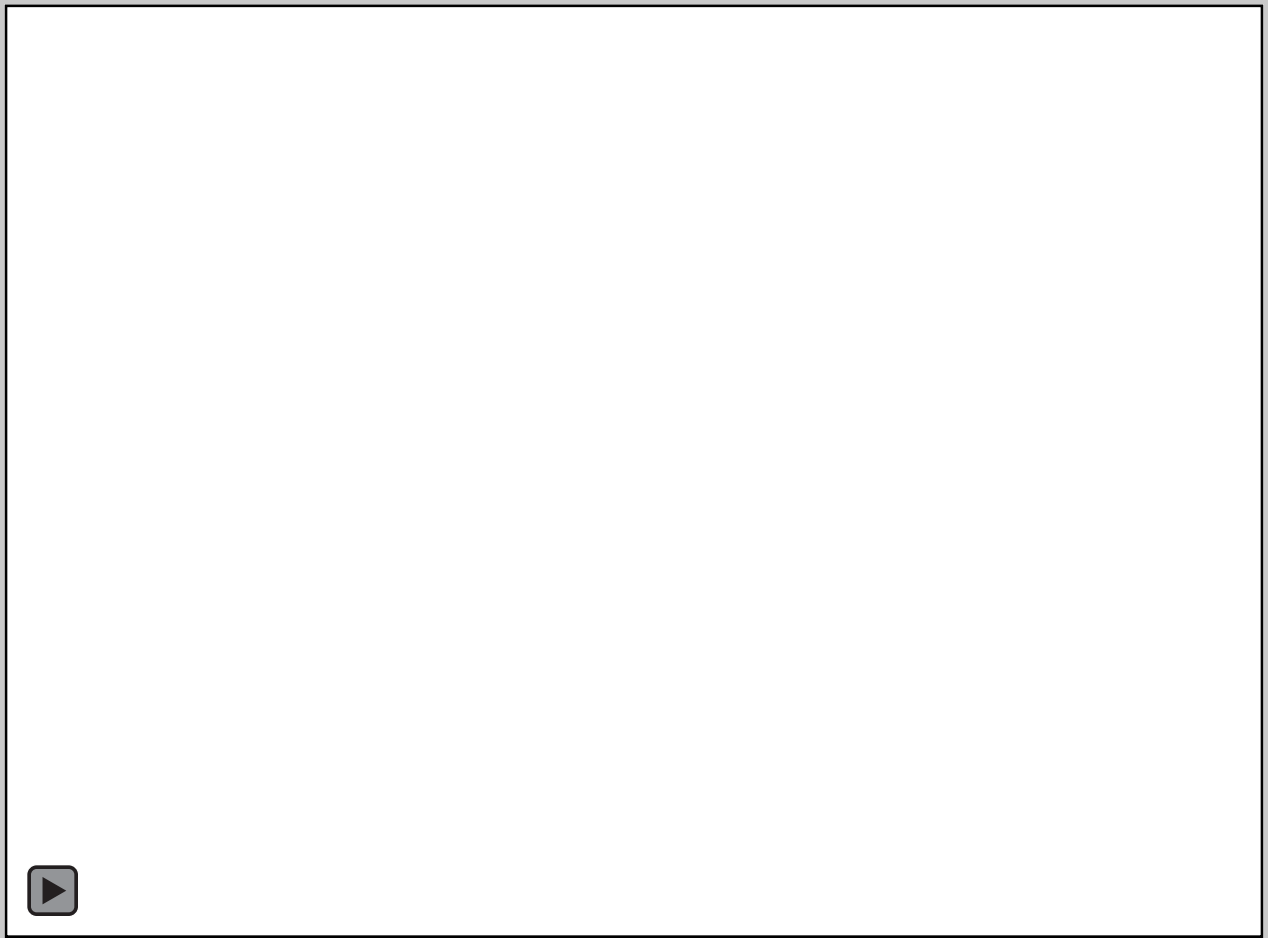
Communications Model - External Noise Effects



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HOW TO SEE THE REAL MESSAGE

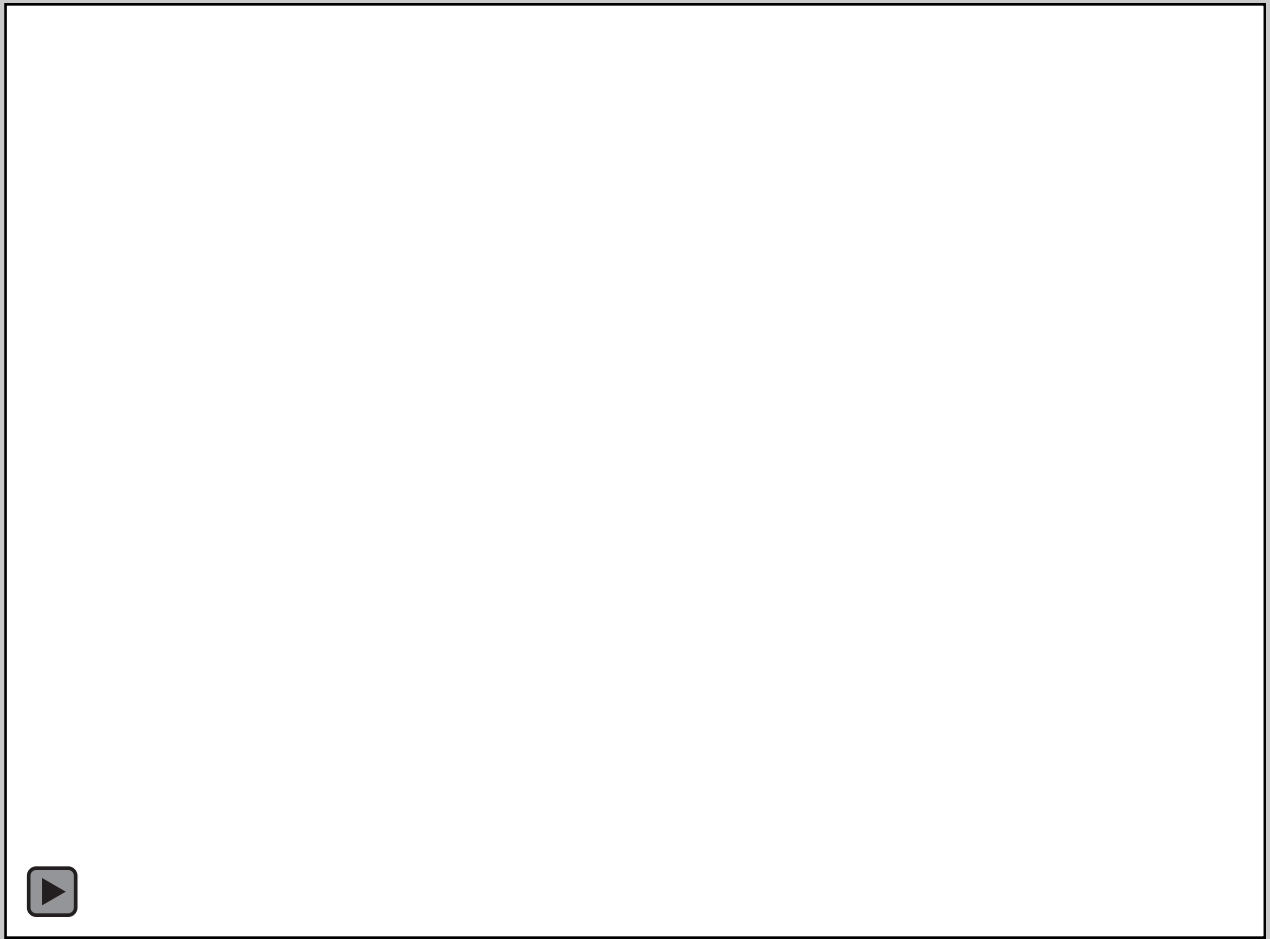
Communications Model – Internal Noise and Decoding Filters



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Communications Model - Feedback



BUSINESS BODY LANGUAGE

HOW TO SEE THE REAL MESSAGE

The Message

- Words = 7%
  - Pure definition
- How they are said = 38%
  - Tone, inflection- Women 5 tones, Men 3
    - Let's eat, Gramma vs Let's eat Gramma
- Nonverbal Cues= 55%
  - Body language
    - Conscious or subconscious

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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues











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HOW TO SEE THE REAL MESSAGE

The Rules

- Read gestures in clusters
  - Three gestures make a body language sentence
- Look for congruence
  - Are the words and the gestures in conflict?
- Read gestures in context
  - Do they apply to the situation?

BUSINESS BODY LANGUAGE

HOW TO SEE THE REAL MESSAGE

The Rules

- All based on:
  - Comfort vs discomfort
    - Pacifying moves
  - Gravity defying vs withdrawing
  - Approaching vs distancing
    - We move toward what we want

      and away from what we don't want
  - Open (exposed) vs closed (barriers)
  - Defense vs offense

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Gender Differences

- Men
  - Less in tune with body language
  - Easier to fake out
- Women
  - More in tune with body language
  - More difficult to fake out
  - Better at reading emotions so better at lying

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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues



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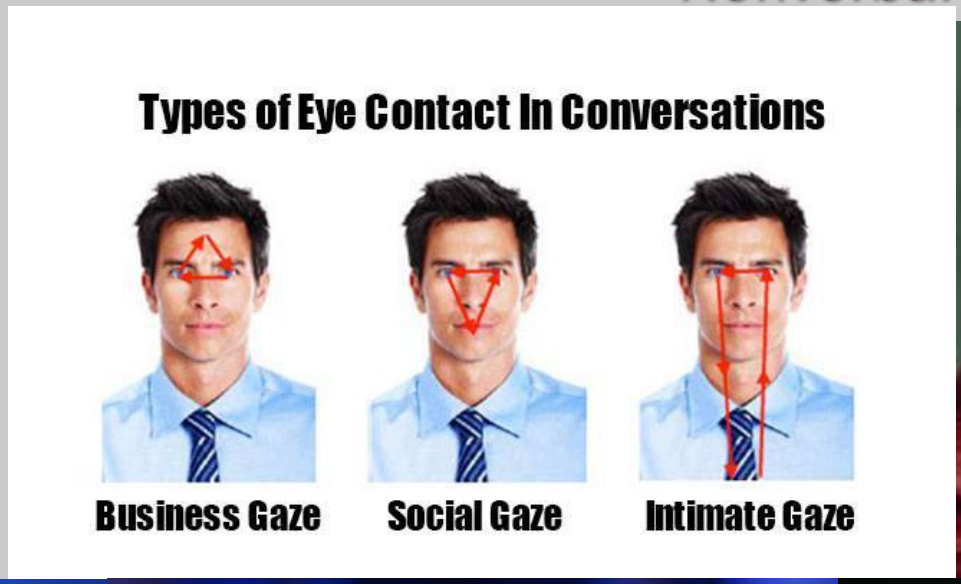
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HOW TO SEE THE REAL MESSAGE



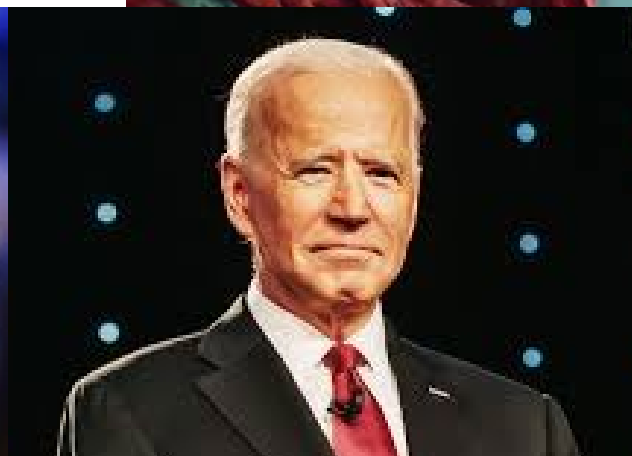
Nonverbal Cues – The Gaze











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Nonverbal Cues – The Smile













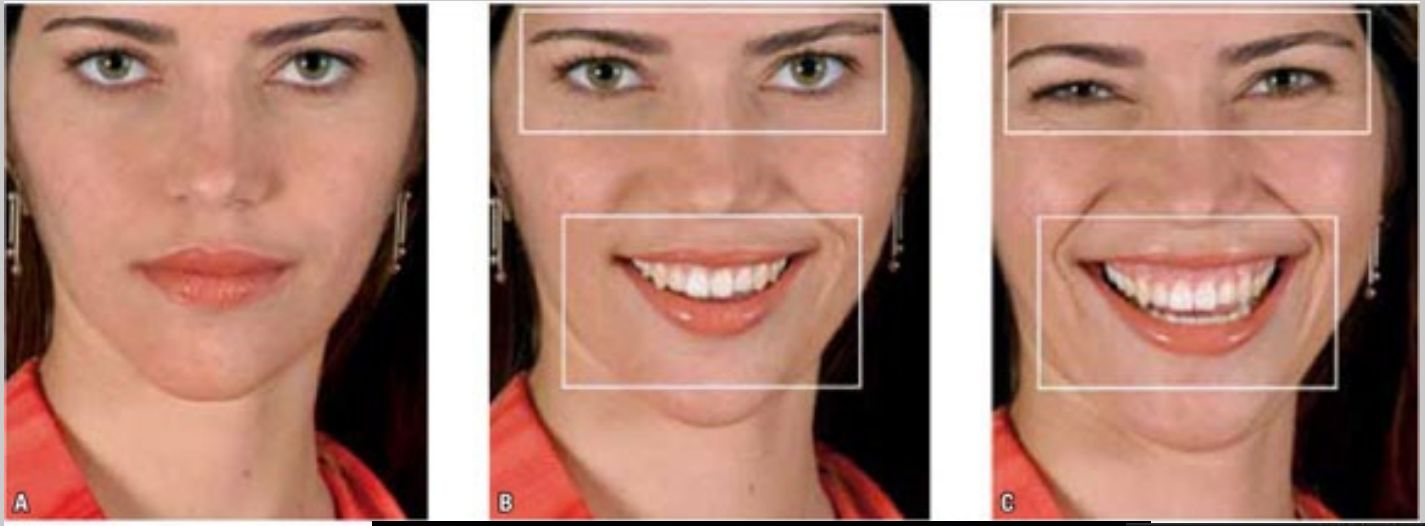
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Nonverbal Cues – The Duchenne Smile











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HOW TO SEE THE REAL MESSAGE

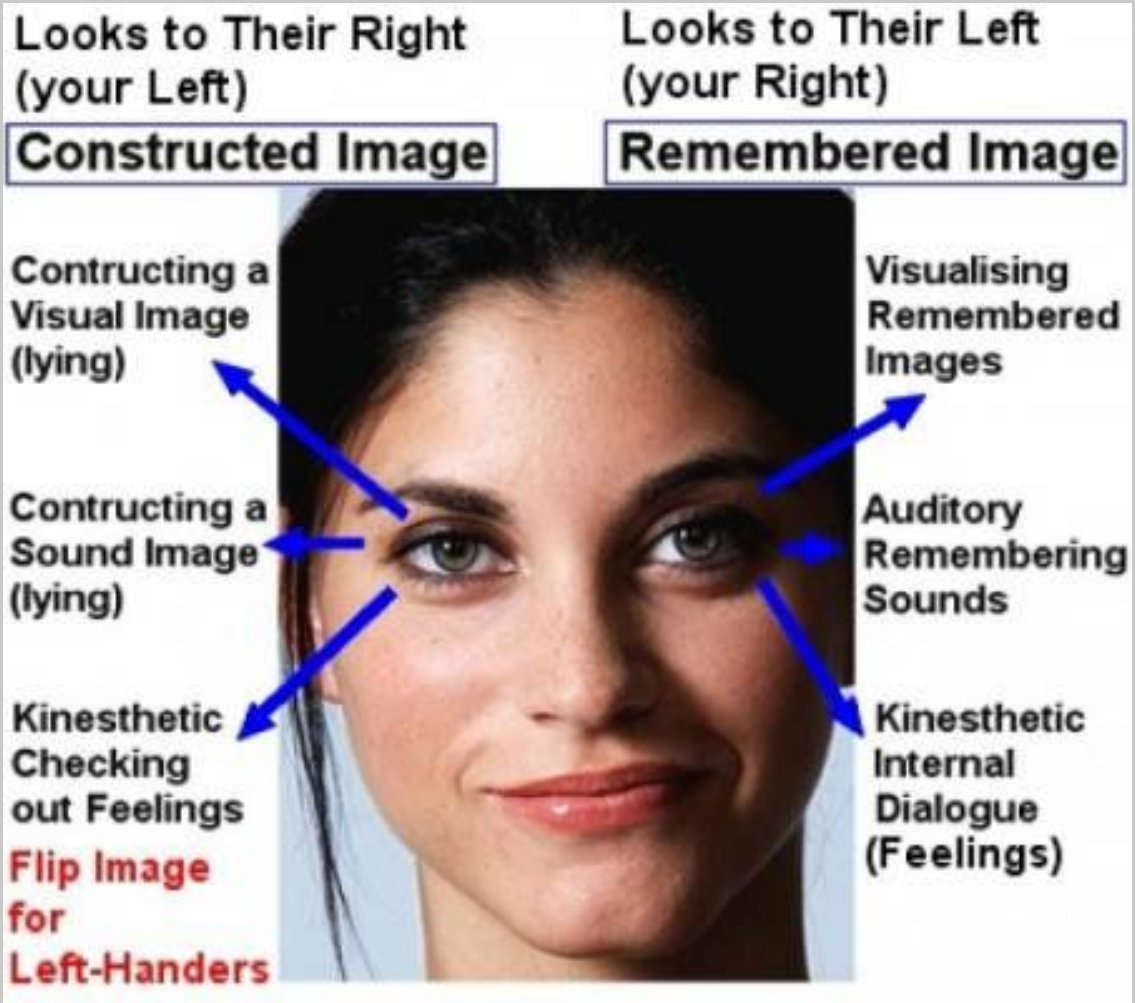
Nonverbal Cues – The Smile

- Duchene studied facial muscles of guillotined people's heads to see how they functioned
- Science proves that smiles invoke positive reactions
- Some areas of the country smile more than others

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Nonverbal Cues – Eye Movement



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Nonverbal Cues – Dishonesty?

It is always the best policy to speak the truth,
unless of course you are an exceptional liar….J. K. Jerome

- White Lies vs Malicious Lies
  - White Lies allows us to get along
- Words are least dependable indicators of lies

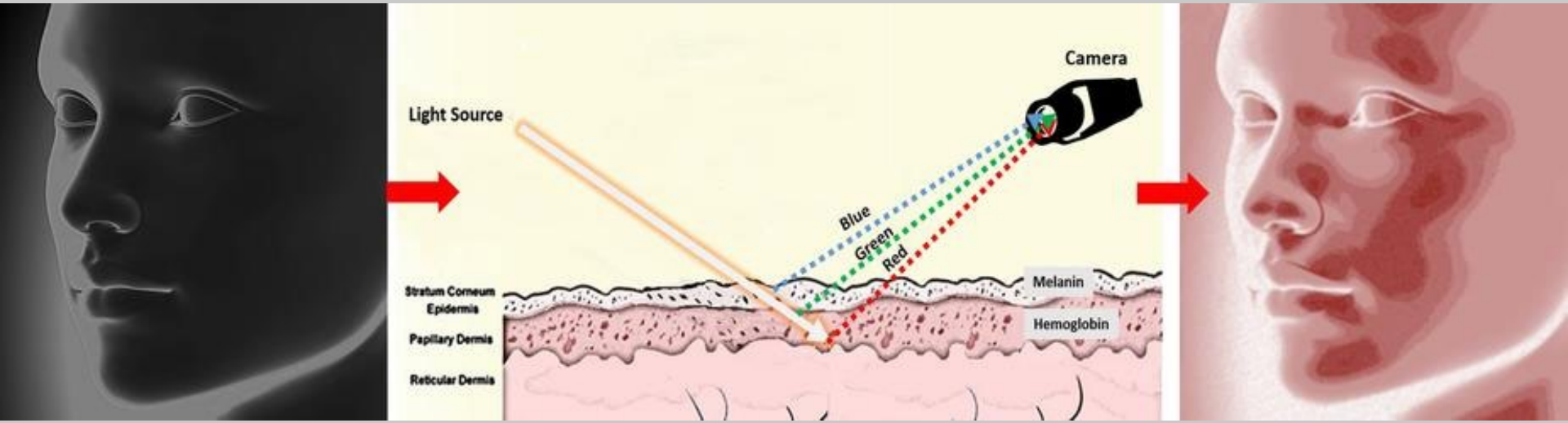
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Nonverbal Cues – Dishonesty?



Kang Lee: Can you really tell if a kid is lying? - TED.com

Transdermal Optical Imaging - Neuralogix.com

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Nonverbal Cues – Dishonesty?

- The face is used more than any other part to attempt to conceal lies
- Liars smile less not more as may seem correct

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Nonverbal Cues – Dishonesty?

- Common lying gestures
  - Mouth cover
  - Nose touch
  - Eye rub
  - Ear grab
  - Neck scratch
  - Collar pull

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Nonverbal Cues – Mouth Cover







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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Nose Touch

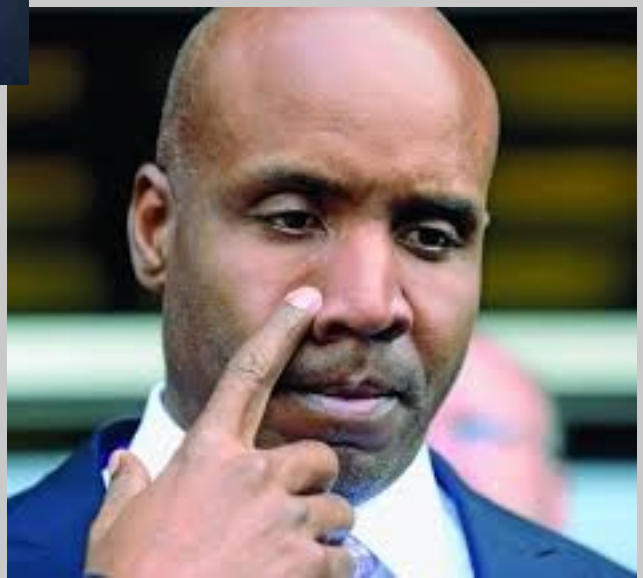
Pinocchio Effect











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BUSINESS BODY LANGUAGE

HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Eye Rub











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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Ear Grab









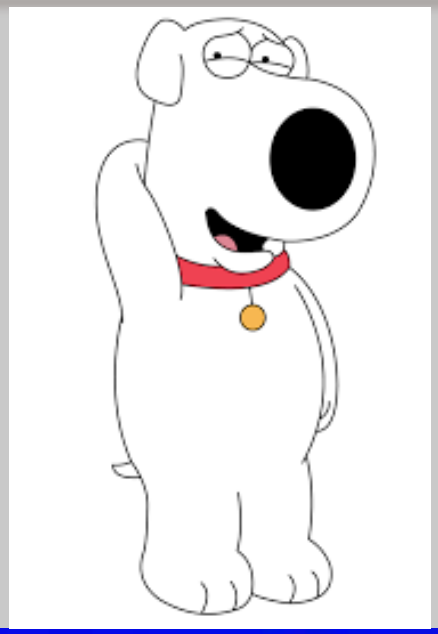
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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Neck Scratch









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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Collar Pull











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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Lip Bite











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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Head Nod

- If positive or affirmative feeling
  - Head will begin to nod
- Nodding the head
  - Positive feeling will follow
- Head nodding is contagious
  - Encourages cooperation and agreement

Note: Women nod all the time. Men nod when in agreement.

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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Boredom













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HOW TO SEE THE REAL MESSAGE





Nonverbal Cues – Crossed Arms
Comfort or Defense







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Nonverbal Cues – Crossed Arms
Comfort or Defense





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Nonverbal Cues – Abbreviated Arm Cross







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Nonverbal Cues – Crossed Arms In the Audience

- Crossed arms in audience cause
  - Less retention
  - A more critical opinion of the presenter
  - More negative thoughts about the speaker
  - Paying less attention



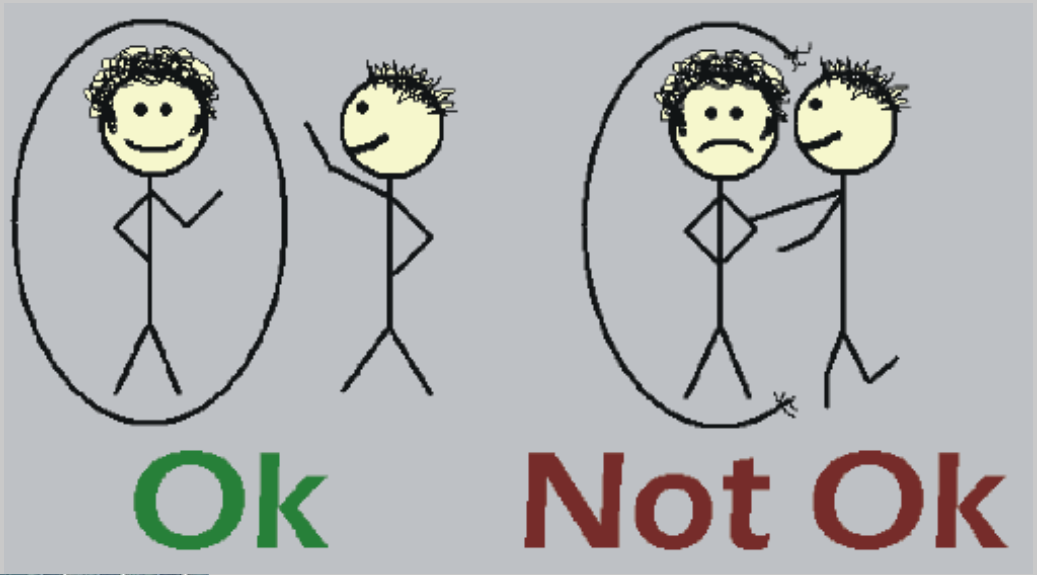
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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Space



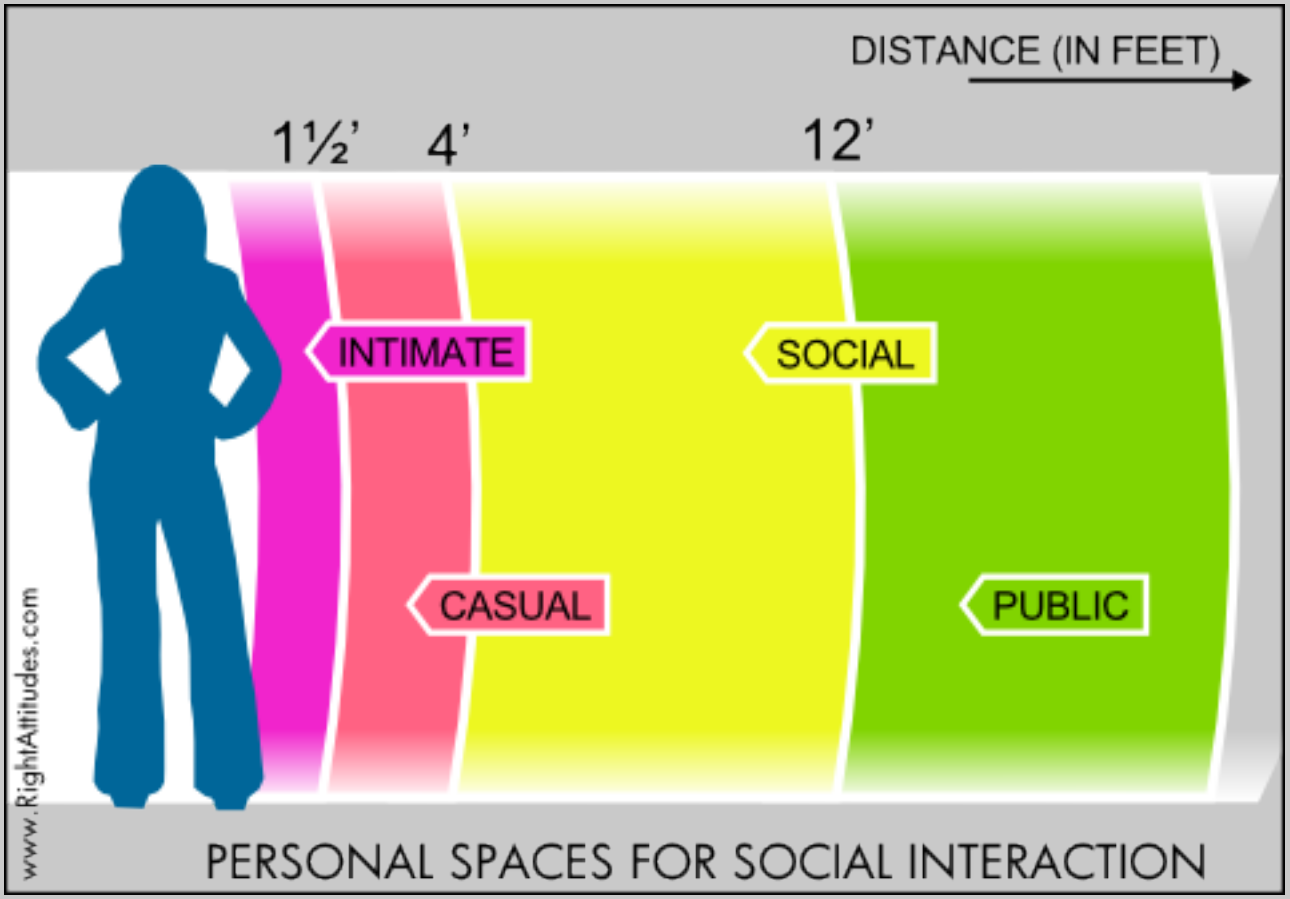




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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Space



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Nonverbal Cues – Openness









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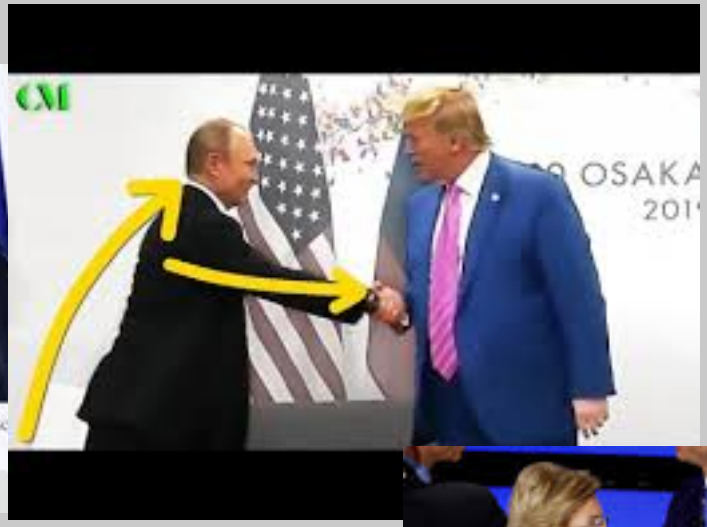
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Nonverbal Cues – Handshake











BUSINESS BODY LANGUAGE

HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Handshake



Left Side Advantage

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Nonverbal Cues – Politician Handshake













BUSINESS BODY LANGUAGE

HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Secret Handshake





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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Discomfort













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HOW TO SEE THE REAL MESSAGE

Nonverbal Cues – Discomfort















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Nonverbal Cues – Gravity Defying













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HOW TO SEE THE REAL MESSAGE



Nonverbal Cues – Thinking/Evaluating











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Nonverbal Cues – Legs









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Nonverbal Cues – Mirroring/Posturing/Framing













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BUSINESS BODY LANGUAGE

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Nonverbal Cues – The Feet



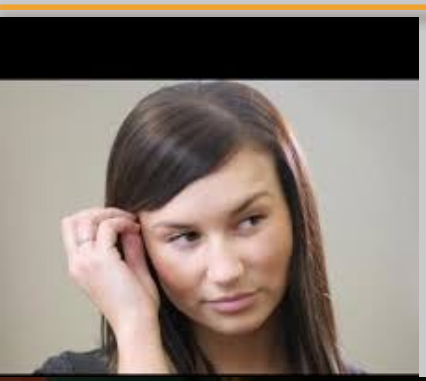
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Nonverbal Cues – Gender interaction













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Nonverbal Cues – Amy Cuddy Power Pose

Fake It Till You Make It







Body changes mind

Mind changes behavior

Behavior changes outcome



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Nonverbal Cues – Things Not To Do

- Holding objects in front of your body
- Checking the time of inspecting your fingernails
- Picking lint off your clothes
- Stroking your chin while looking at someone
- Narrowing eyes
- Standing too close
- Looking down in the presence of others
- Touching your face during a conversation
- Faking a smile
- Leaning away from someone you like
- Resting hands behind the head or on hips
- Not directly facing who you are peaking with
- Crossing your arms
- Displaying poor posture, slouching
- Scratching the backside of your neck
- Messing with the collar of your shirt
- Increasing your blink rate
- Standing with your arms guarding your genitals
- Propping your head up with your hands
- Foot and finger tapping
- Fidgeting with small objects
- Repeatedly shifting body weight form foot to foot


Leave People Better
For
Having Known
You