

# **BODY LANGUAGE**

## The Silent Language of Success:

**Your words are just the beginning-  
effective communication includes  
Eye contact, Hand gestures, and  
Movement.**

**Did you know that 55% of  
communication is visual (body language,  
eye contact) and 38% is vocal (pitch,  
speed, volume, tone of voice)?**

**That means only 7% involves your actual  
words. And when the spotlight is on you-  
whether one-on-one in an interview or  
when making a presentation to a large  
group – you need to communicate  
effectively on all levels.**

**Here's a look at common body language  
mistakes, and winning techniques for  
avoiding.**



**Eyes: Common mistake: Taking your eyes off of listeners.**

**Do you read directly from a PowerPoint presentation instead of addressing the audience?**

**In a one-on-one conversation, do you glance to the side, down at your feet, or at the desk?**

**Ever catch yourself looking over the shoulder of the person you're talking to?**



**Eyes: The winning technique:**  
**Keeping your eyes on your audience.**

**If you're giving a presentation, commit your material to memory so you can connect instead of read. In small groups or meetings, maintain eye contact equally with everyone in the room. During one-on-one conversations, keep your eyes on the person you are speaking to 80% to 90% of the time.**



**Blocking: Common mistake: Putting something between you and your listener (s).**

**Crossing your arms, standing behind a podium, standing behind a chair, and talking to someone from behind a computer monitor are all examples of blocking.**



**Blocking: The winning technique:**  
**Staying “open.”**

**Keep your hands apart and your palms up, pointed toward the ceiling. Remove physical barriers between you and your listeners.**



**Hands: Common mistake: Not using them.**

**Keeping your hands in your pockets or clasped together makes you seem stiff, stilted, and formal. It conveys insecurity, whether or not you're insecure.**



**Hands: The winning technique:  
Using complex hand gestures.**

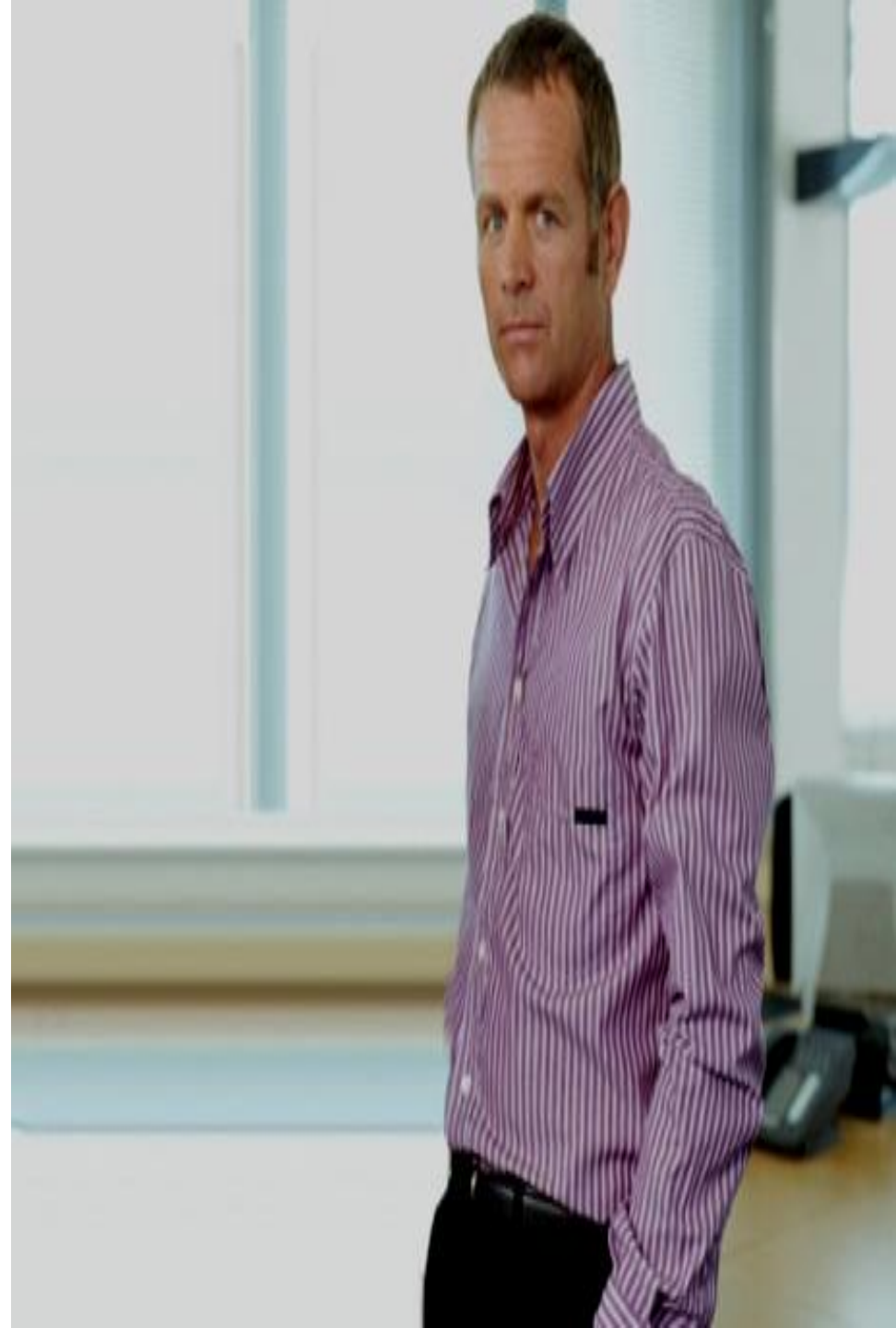
**Engaging both hands above the waist is an example of a complex hand gesture that reflects complex thinking and gives the listener confidence in the speaker. Just watch such charismatic speakers as Bill Clinton, Colin Powell, Barack Obama, or Tony Blair.**





**Animation: Common mistake:**  
**Standing or sitting perfectly still.**

**Ineffective speakers barely move, staying in one spot during a presentation.**



**Animation: The winning technique:**  
**Animate your body, not your slides.**

**Great speakers get up and move, and when appropriate, mingle with the audience, like Cisco Chief Executive John Chambers, who often walks into the audience as he speaks.**



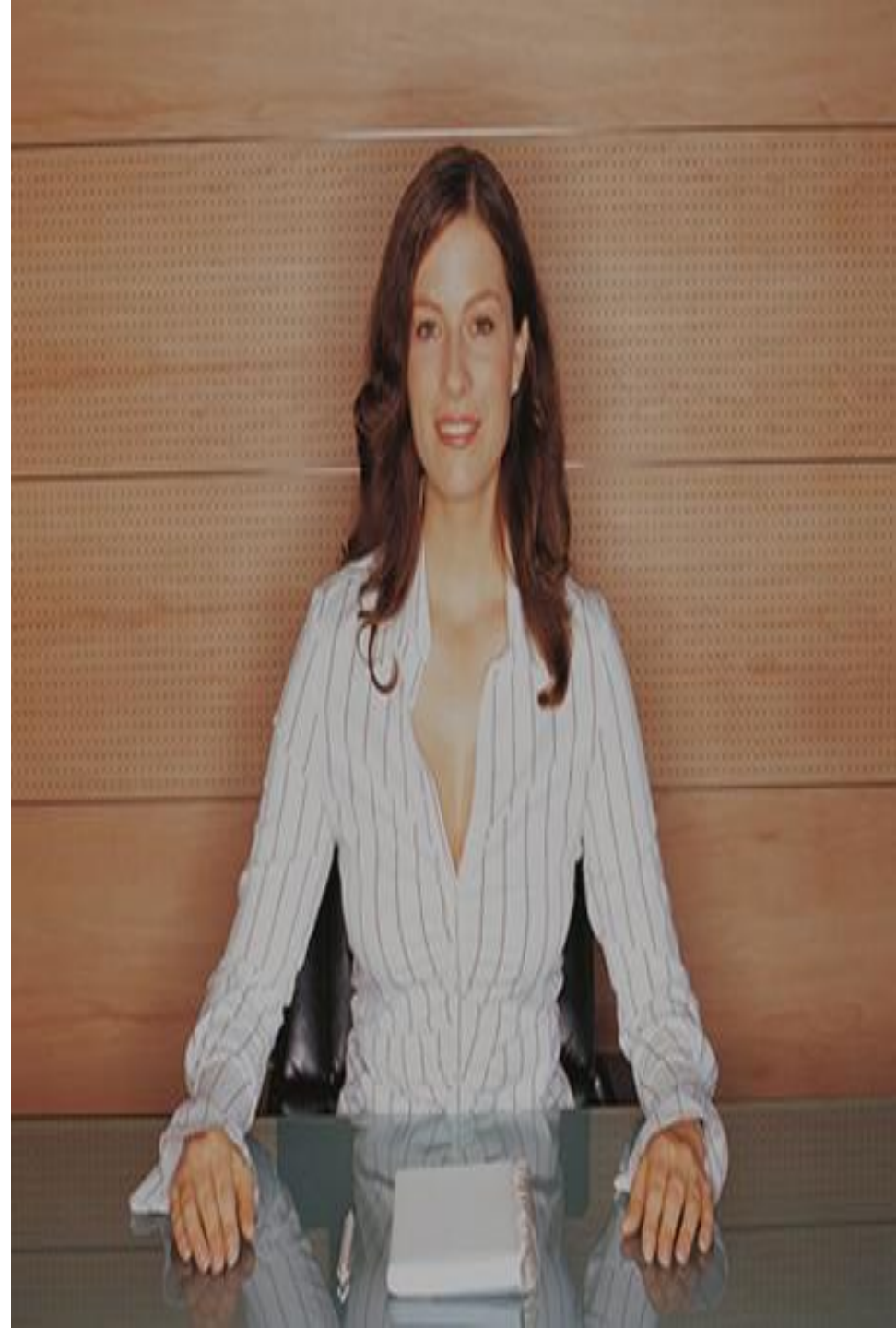
**Posture: Common mistake:**  
**Slouching, leaning back, or being**  
**hunched over.**

**Poor posture is often associated with a lack of confidence and can reflect – or be presumed to reflect – a lack of engagement or interest.**



**Posture: The winning technique:  
Keeping your head up and back  
straight.**

**Also, lean forward when seated. By sitting toward the front of your chair and leaning forward slightly, you will look far more interested, engaged, and enthusiastic.**



**Thank You**