

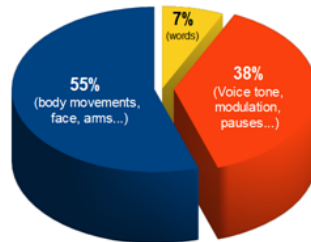
MAKING BODY LANGUAGE YOUR SUPERPOWER

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93% OF COMMUNICATION COMES FROM BODY LANGUAGE



COMMUNICATION BEGINS BEFORE YOU OPEN YOUR MOUTH

Meeting people

- Use a firm hand shake with equal pressure and vertical alignment
- Make sure hands are dry
- Smile genuinely
- Repeat their name
- Hold eye contact at least 3 seconds – the first one to look away is submissive

Building rapport

- Try mirroring body positions
- Gesture with palms up to build trust and get others to open up
- Match cadence – if someone talks slower, slow down
- Look in the eyes 60-70% of the time
- Use power gazing to increase perceived confidence

Show your hands – they are trust indicators. The brain looks at the hands first to make sure we're safe.

- Keep them above the desk or table
- Avoid pockets
- Avoid crossed arms
- Avoid sitting on hands

Expressing confidence

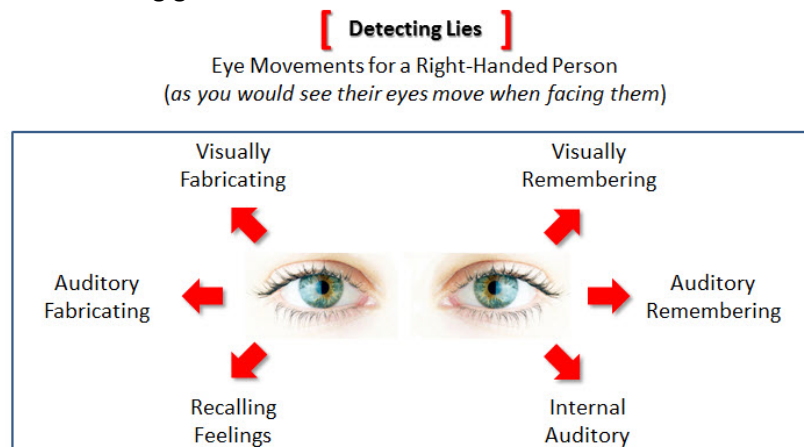
- Try steepling with the hands
- Have good posture
- Smile genuinely
- Take up space

International body language tips

- Be aware of different greetings
- Let the other person lead if you're unsure
- Avoid using any single finger as a gesture
- Open handed gestures with all fingers together are usually safe
- The key to cross-cultural success is to develop an understanding of, and a deep respect for, cultural differences

How to tell if someone is lying – look for clusters of 3 or more “red flag” behaviors

- Blink rate increases and eyes dart
- Look at eye movement. A right-handed person not telling the truth will look up or over to your left. A left-handed person not telling the truth will look up or over to your right.
- Touching face, nose or covering mouth
- Tight lipped smile or pursed lips
- Facial expressions and body positioning don't match words
- Posture is “out of sync” with voice
- Nodding yes when saying no or vice versa
- Watch for self-soothing gestures



Micro-expressions – very brief, involuntary facial expression displayed when someone experiences an emotion. They are 1/15-1/25 of a second – very fast and you can't fake them.

7 Universal Micro-Expressions

- Disgust – Upper lip pulled up, nose crinkled, cheeks raised. “What do you think of the new _____?” “Umm, they're OK.” with a flash of disgust. Try saying “Please tell me what you really think. Everything is still changeable.”
- Anger – brows low and drawn together, pressed lips, vertical lines between eyes. If you see this use calming language and open hands with palms up.
- Fear – brows raised, flat and drawn together, tensed lips, open mouth, whites of eyes showing. Pause and dig deeper when you see this.
- Sadness – pout, corners of mouth down, eyebrows down. If you see it, slow down the process, “Why don't we work on this later” and give them some space.
- Happiness – real smile (look for eye wrinkles). If you see a fake smile address it, “It looks like something's bothering you.”
- Surprise – briefest emotion, mouth open, eyebrows up, wide open eyes. Anytime you see surprise, pause and give more information to help with sales and building rapport.
- Contempt – 1 side of mouth is raised. You see it when people are trying to cover hatred. You may not want to work with these people – proceed with caution.

“Maybe I'm wrong here but...” leads to deeper conversations.

Watch for nervous and shame cues and address with further explanation

- Self-soothing gestures
- Wringing hands
- Suprasternal notch – playing with neck, tie, jewelry

- Cracking knuckles or rubbing fingers
- Biting our lips
- Touching fingers to forehead
- When you see these, address it with further explanation.

Show humble confidence

- Loose arms
- Face up, chest up
- Non-contracted legs
- Expansive arms
- Upper body movement
- Shoulders down
- Hands visible

Power of nodding

- Use strategically to encourage people to continue
- Triple nod if people stop talking and they'll start again
- Nod slowly – if too fast it looks impatient

Body language to avoid

- Pointing or finger wagging
- Folded arms
- Clenched fists
- Folding up or slouching while looking at your phone

Meeting and interview tips

- Carry 1 item only
- Sit slightly angled at a table if possible, not directly across
- Power pose for 2 minutes before to increase confidence
- Claim your space but don't be territorial – keep your body "open"
- Don't touch face/hair or fidget
- Use gestures to strengthen messages
- Remember that posture breeds success
- Don't purse your lips or have a tight-lipped smile

Power posing is expanding your body to make you feel more confident prior to going into a stressful situation. It tells your brain you are more powerful. When should I use a power pose?

- Prior to a new stressful situation or meeting new people you may feel anxious about
- Before speaking up for yourself or others
- Before ending a relationship or quitting a job
- Prior to receiving or giving critical feedback
- Before asking for help
- If you can't do the power pose physically, do it mentally! That works, too!