



WHAT YOUR BODY IS ACTUALLY SAYING
HOW TO SEE THE REAL MESSAGE

HELPING YOU MAKE SURE
YOU ARE THE BEST

Presented By
Manny Roman, CRES

Manny.Roman@me.com
330-348-9304

WHAT YOUR BODY IS ACTUALLY SAYING

HOW TO SEE THE REAL MESSAGE

About Me

- **Over 10 years in U.S. Army**
 - **Intelligence, Radars, Training**
- **Over 43 years in Healthcare Technology**
 - **OEM, ISO**
 - **Founder of two imaging service training organizations**
- **AMSP Business Operations Manager**
- **Presenter at national and regional conferences**
- **The Roman Review for**



WHAT YOUR BODY IS ACTUALLY SAYING

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Discussion Topics

- **Communication Model**
- Nonverbal Communication Cues

WHAT YOUR BODY IS ACTUALLY SAYING

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Communications Model -
Idea



WHAT YOUR BODY IS ACTUALLY SAYING

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Communications Model - Encoding Filters

Culture
Attitude
Experience
Knowledge
Emotions
Vocabulary
Perception



WHAT YOUR BODY IS ACTUALLY SAYING

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Communications Model - External Noise Effects

Culture
Attitude
Experience
Knowledge
Emotions
Vocabulary
Perception



WHAT YOUR BODY IS ACTUALLY SAYING

HOW TO SEE THE REAL MESSAGE

Communications Model – Internal Noise and Decoding Filters

Culture
Attitude
Experience
Knowledge
Emotions
Vocabulary
Perception



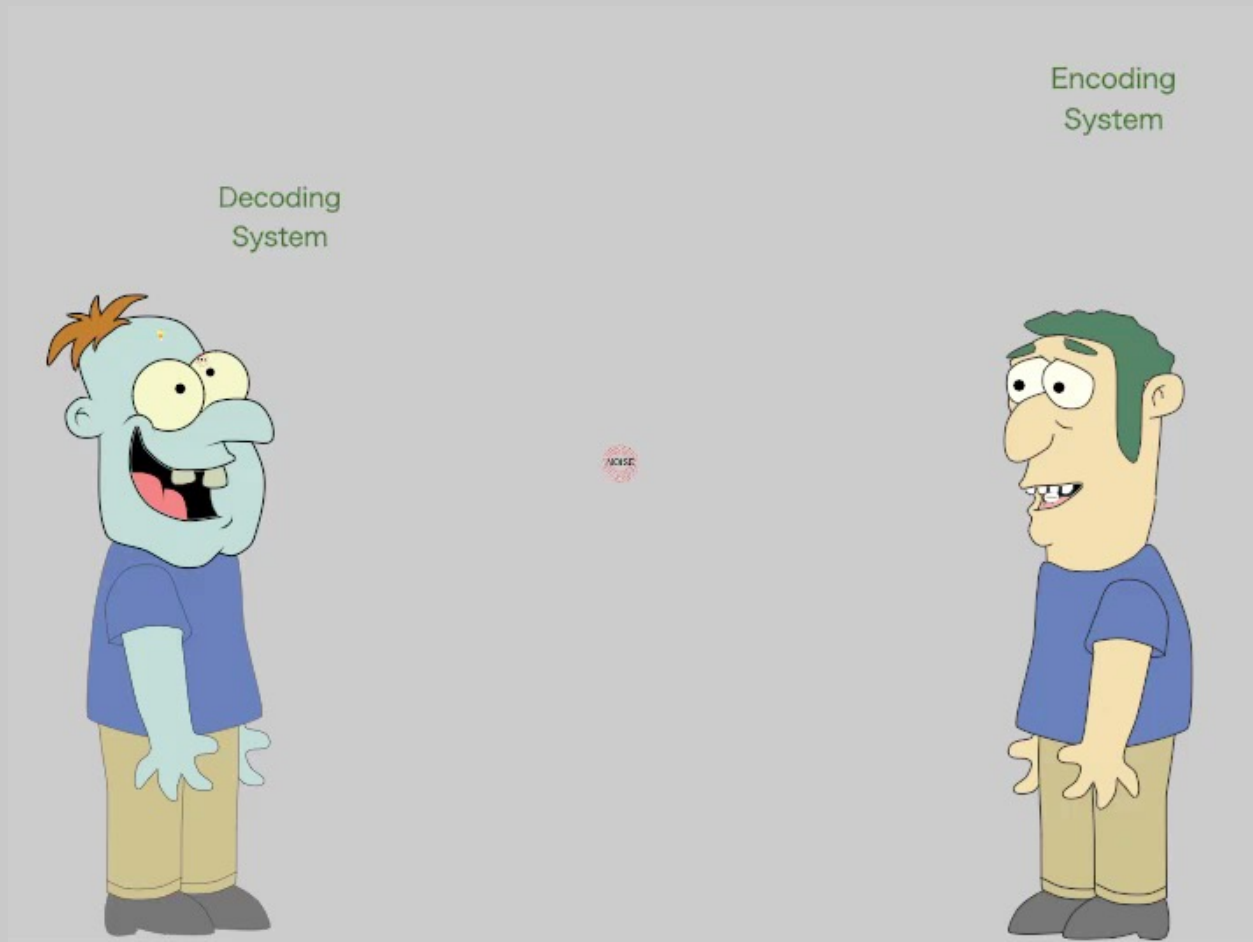
Decoding
System



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Communications Model - Feedback



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Albert Mehrabian, Silent Messages, 1971

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 and/or subconscious

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- Nonverbal Communication Cues



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Nonverbal Cues



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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?

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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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Nonverbal Cues



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Nonverbal Cues – The Gaze



Types of Eye Contact In Conversations



Business Gaze



Social Gaze



Intimate Gaze



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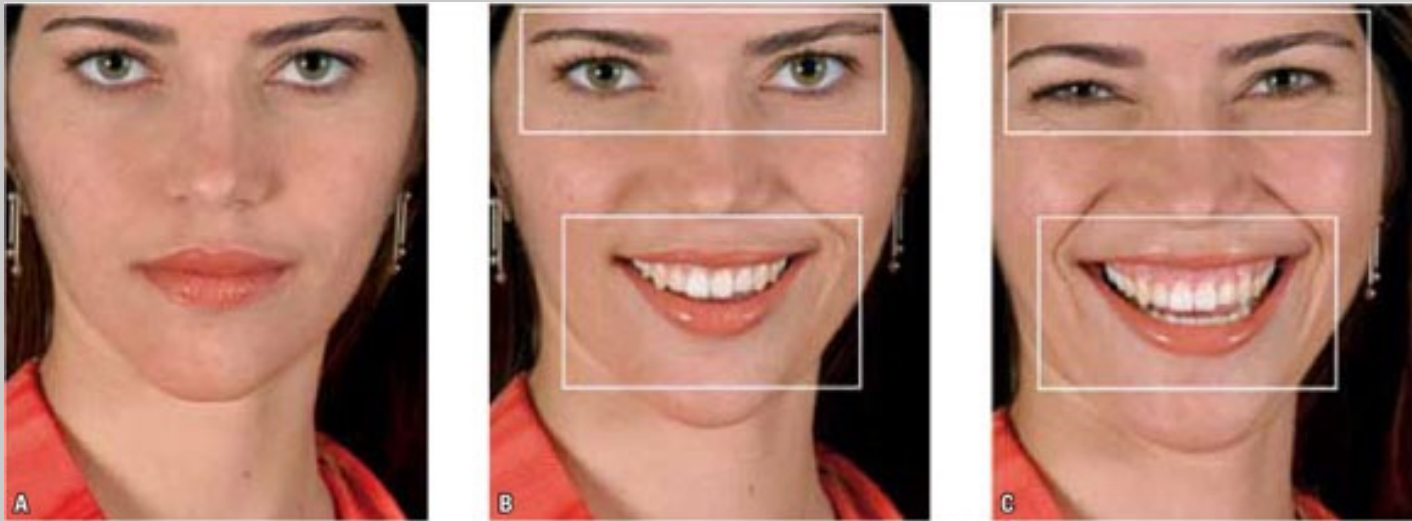
Nonverbal Cues – The Smile



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Nonverbal Cues – The Duchenne Smile



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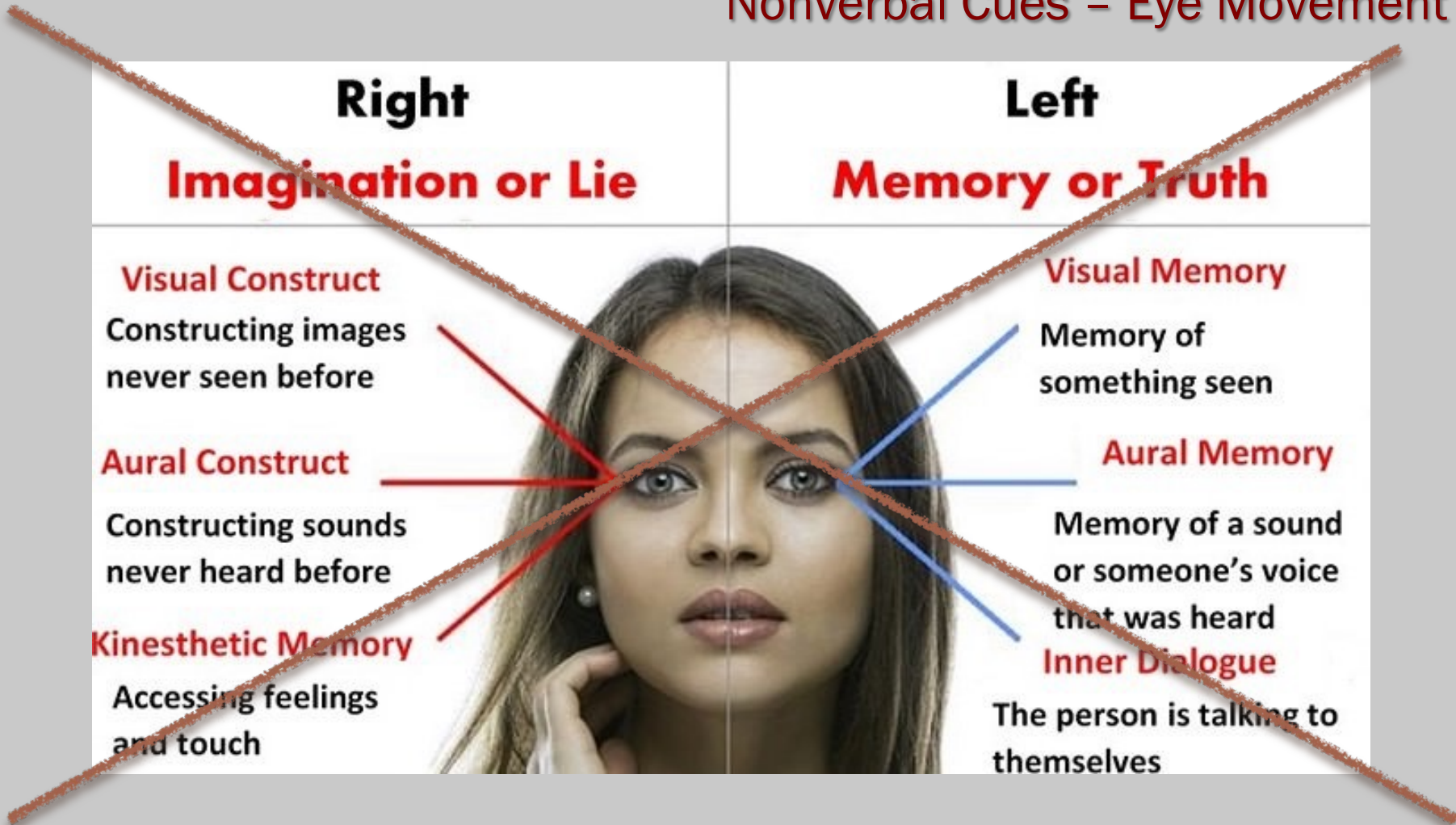
Nonverbal Cues – The Smile

- 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



WHAT YOUR BODY IS ACTUALLY SAYING

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Nonverbal Cues – Dishonesty?

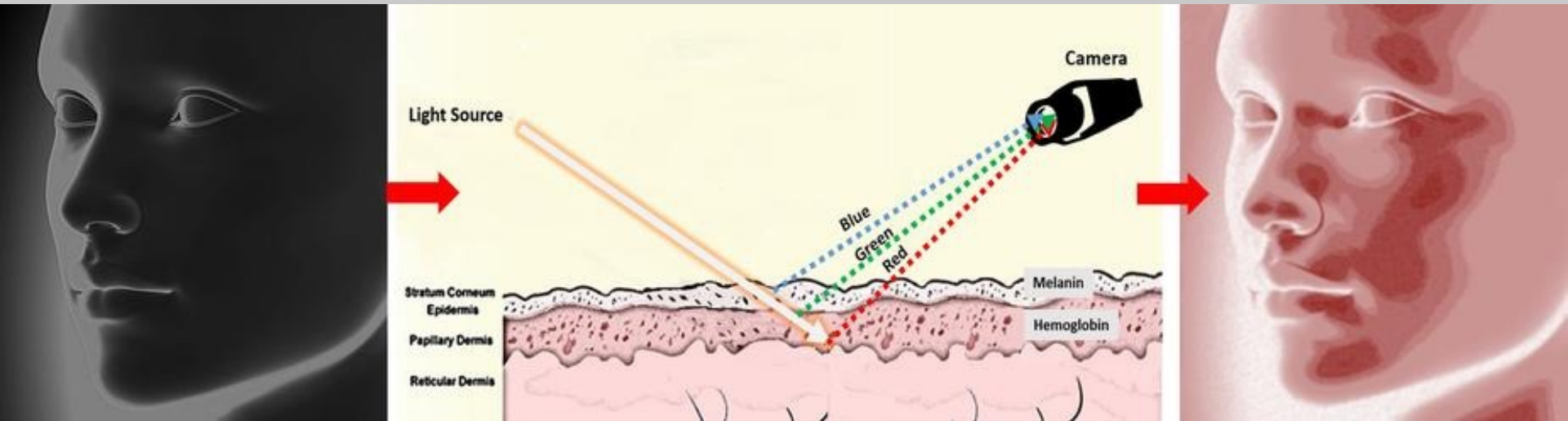
It is always the best policy to speak the truth,
unless of course you are an exceptional liar....J. K. Jerome

- 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 “Discomfort” gestures
 - Mouth cover
 - Nose touch
 - Eye rub
 - Ear grab
 - Neck scratch
 - Collar pull

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Nonverbal Cues – Mouth Cover



WHAT YOUR BODY IS ACTUALLY SAYING

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Nonverbal Cues – Nose Touch Pinocchio Effect

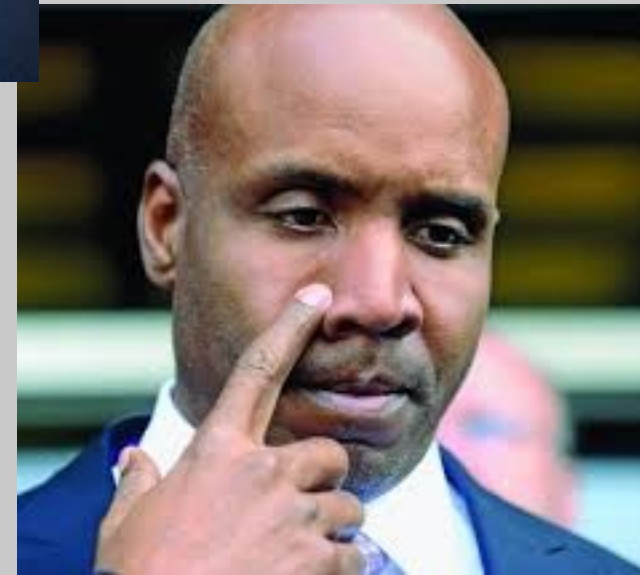
Don't touch
eyes



Don't touch
nose



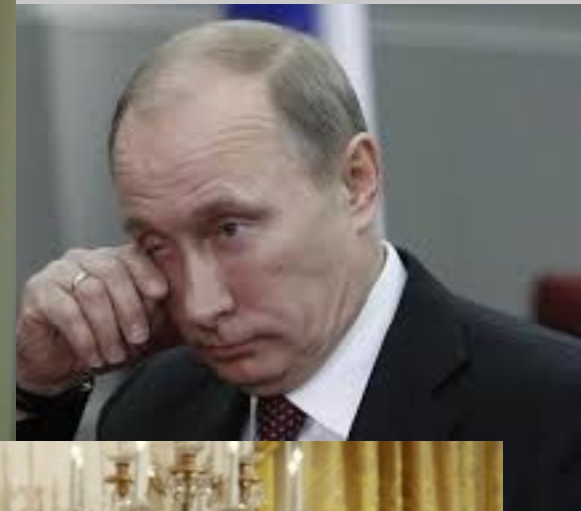
Don't touch
mouth



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Nonverbal Cues – Eye Rub



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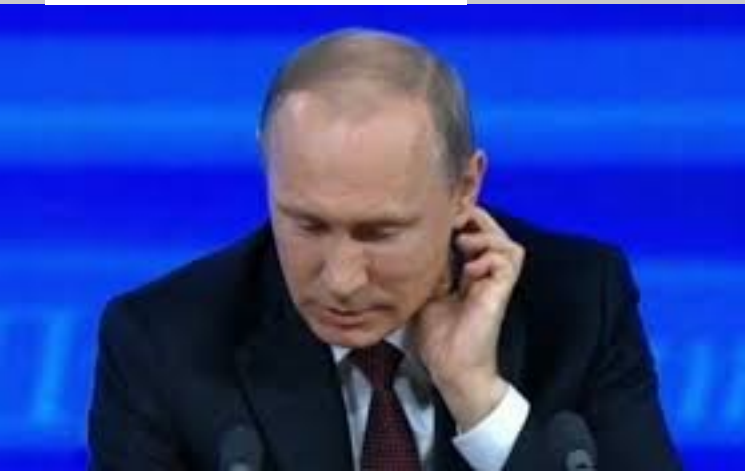
Nonverbal Cues – Ear Grab



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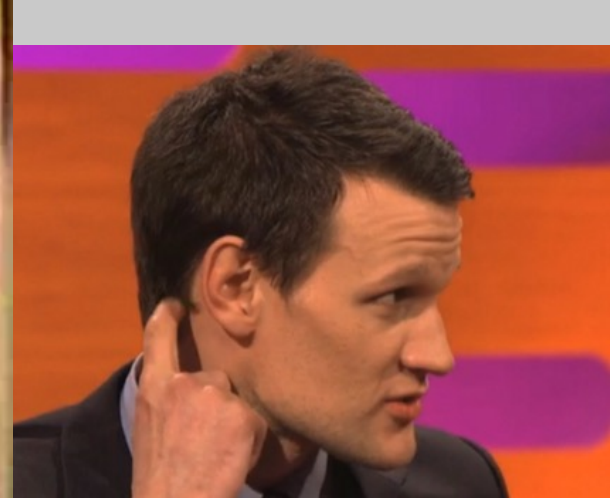
Nonverbal Cues – Neck Scratch



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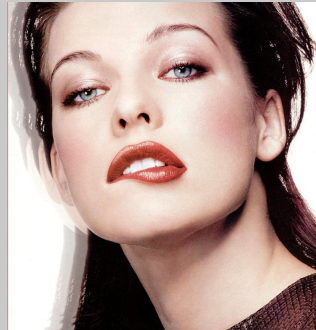
Nonverbal Cues – Collar Pull



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Nonverbal Cues – Lip Bite



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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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Nonverbal Cues – Boredom



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Nonverbal Cues – Crossed Arms
Comfort or Defense



WHAT YOUR BODY IS ACTUALLY SAYING

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Nonverbal Cues – Crossed Arms
Comfort or Defense



WHAT YOUR BODY IS ACTUALLY SAYING

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Nonverbal Cues – Abbreviated Arm Cross



WHAT YOUR BODY IS ACTUALLY SAYING

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Nonverbal Cues – Crossed Arms In the Audience

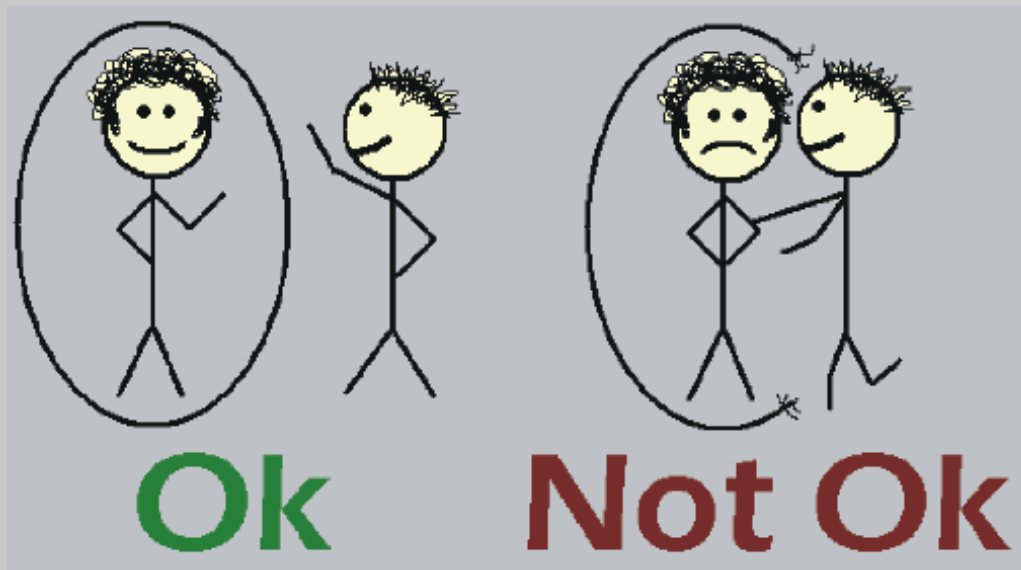
- Crossed arms in audience cause
 - Less retention
 - A more critical opinion of the presenter
 - More negative thoughts about the speaker
 - Paying less attention



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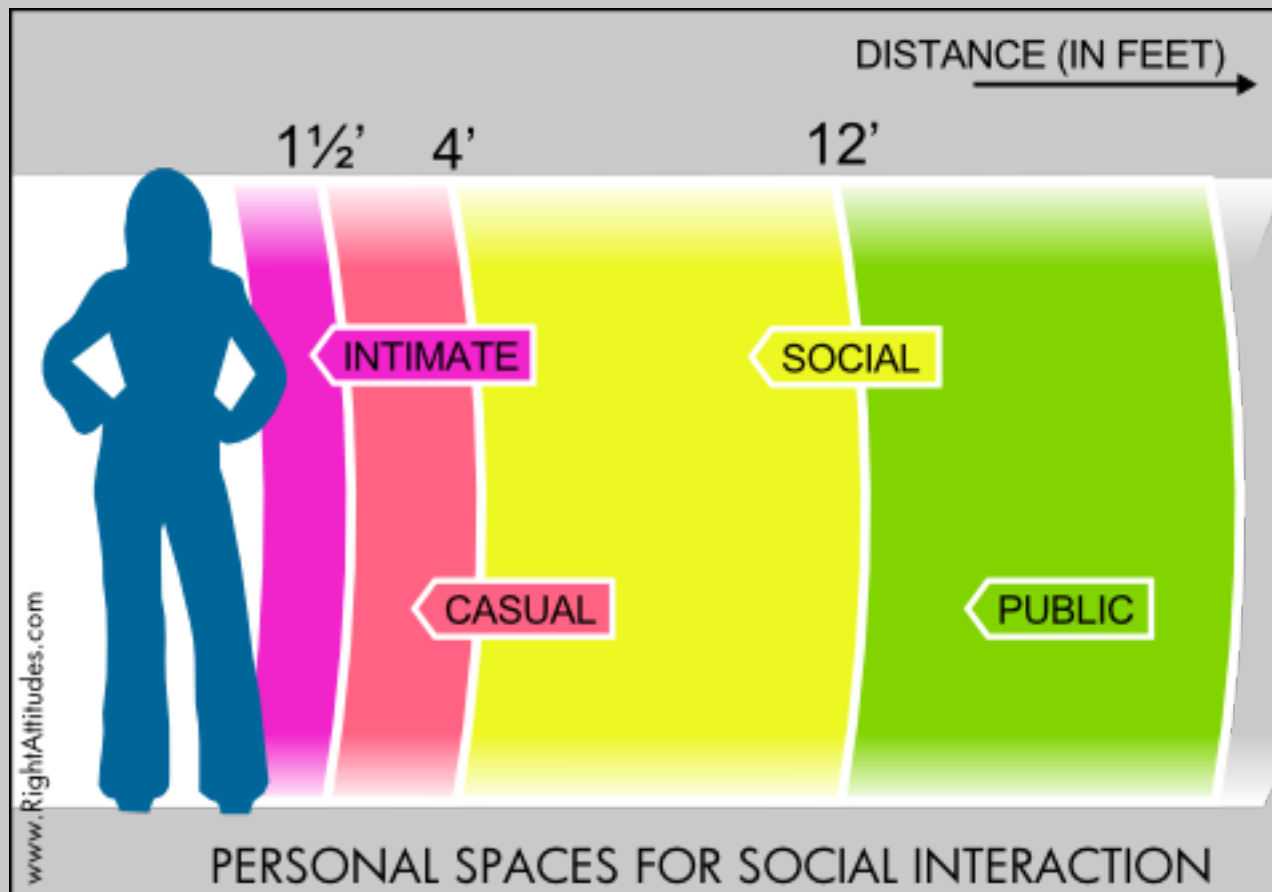
Nonverbal Cues – Space



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Nonverbal Cues – Space



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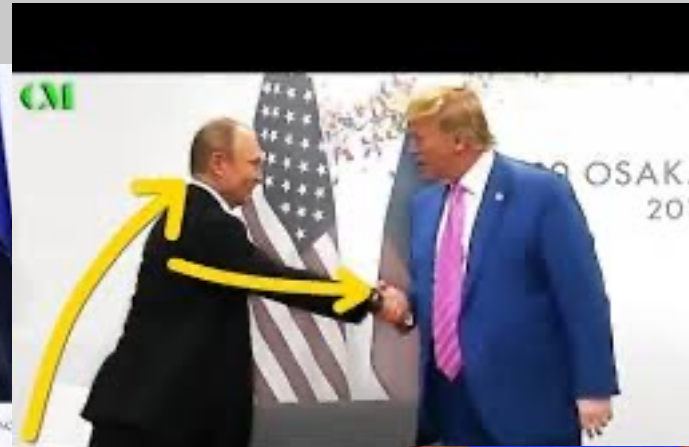
Nonverbal Cues – Openness



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Nonverbal Cues – Handshake



WHAT YOUR BODY IS ACTUALLY SAYING

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Nonverbal Cues – Handshake



Left Side Advantage

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Nonverbal Cues – Politician Handshake



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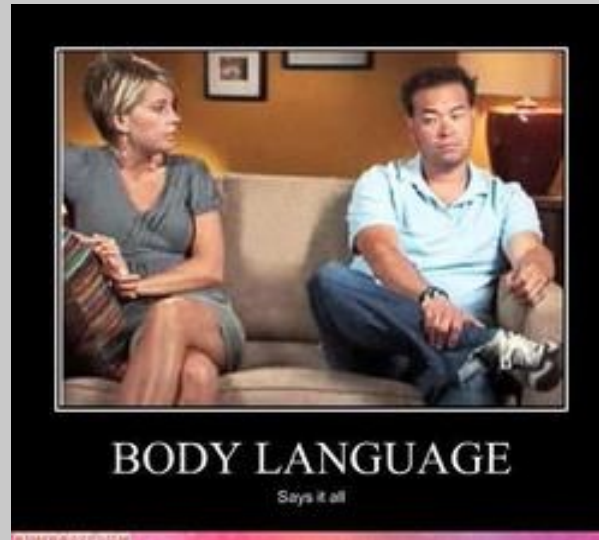
Nonverbal Cues – Secret Handshake



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Nonverbal Cues – Discomfort



WHAT YOUR BODY IS ACTUALLY SAYING

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Nonverbal Cues – Discomfort



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Nonverbal Cues – Gravity Defying



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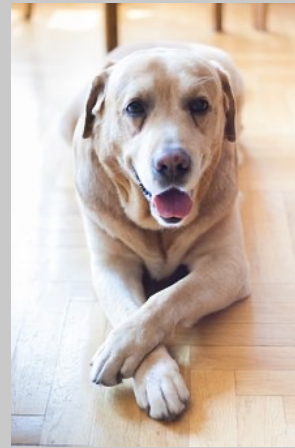
Nonverbal Cues – Thinking/Evaluating



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Nonverbal Cues – Legs



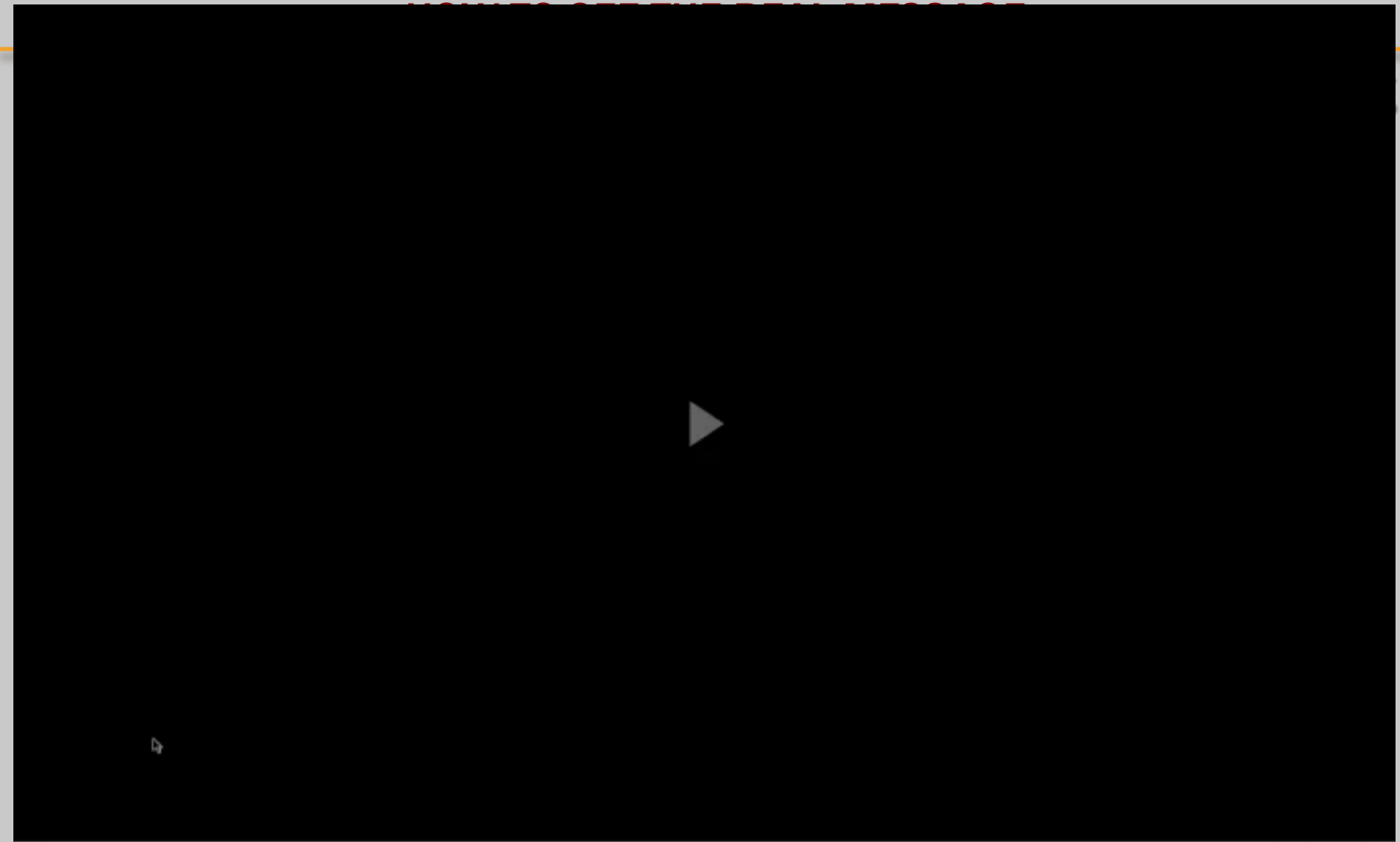
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Nonverbal Cues – Mirroring/Posturing/Framing



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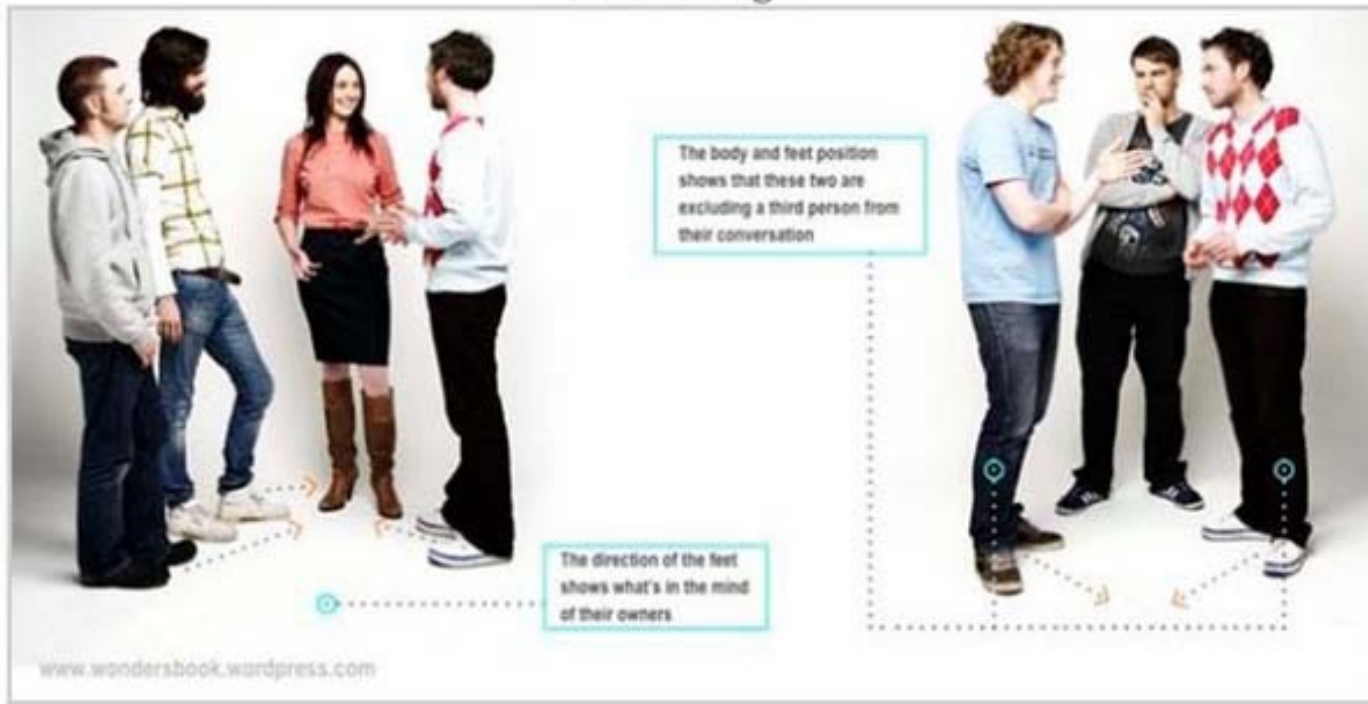


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Nonverbal Cues – The Feet

If their feet aren't pointing at you, they may be telling you something...



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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 speaking 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 from foot to foot

*Leave People Better
For
Having Known
You*

