

### Body Language- Actions Speak Louder Than Words

Research has shown that our body language reveals more information about our thoughts and feelings than what we say. In fact, your body language account for 55% of the message that you convey, while only 7% is conveyed by your words. So while you may disguise your true feelings in your spoken words, your body language might otherwise give you away.

Here are some tips on how you can make body language work for you.



#### How to Make Body Language Work for You

##### 1) Emit a Confident Aura

The success of any encounter begins when someone lays eyes on you as all the physical gestures you make are subconsciously interpreted by others. When you move and carry yourself confidently, not only will you feel more confident but others also assume that you are. The discipline of controlling your posture and gestures can be quite challenging, but with the right information and a little practice, you can learn to create that distinctive aura that immediately makes you more attractive.

##### 2) Boost Your Emotional Quotient

Whether it is a business or personal meeting, learn to read people's movements, gestures, eye contact and facial expressions to understand how they feel. For example, if you notice that someone is rubbing her nose as you are talking, it is likely that she dislikes the subject. Depending on the situation, you may either ask indirect questions to draw out her concern or switch to another topic.

### Body Language- Actions Speak Louder than Words (cont'd)

#### 3) Build Rapport with Others

In any business or personal encounter, you can build trust and rapport by subtly matching your prospect's body language during the first fifteen minutes. For example, if your business associate is crossing his legs, subtly cross your legs to match the action. Matching and mirroring your prospect's body language is subconsciously telling another that you like and agree with them. After fifteen minutes, verify if you got his trust by uncrossing your legs and observe if your prospect mirror your body movement. If yes, congratulations, this indicates that you have developed trust and rapport! The psychological principle behind matching and mirroring is that people want to do business or make friends with people that they believe are similar to them.

#### Actions Speak Louder than Words

Successful people recognize the importance of non-verbal communication and are mindful of their own gestures. They also learn to improve their communication skills with others by "listening with their eyes".

As the saying goes, "actions speak louder than words". Your words say a story, but your body tells the whole story. Just make sure that your story is consistent.



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