



Influence Without Words: What You Say Before Opening Your Mouth Prepared for Michigan Library Association

THE POWER OF NONVERBAL COMMUNICATION

The silent messages we send nonverbally have the ability to influence in *favor* of our intended meaning, or to *undermine* it. An awareness of nonverbal communication elements, and conscious decisions about the cues we send, allow for powerful personal interactions.

- Research has shown messages in personal interactions to be no less than _____% visual.

COMMUNICATING YOUR MESSAGE

Three Elements

- 1. What you say:** These are the words you choose when speaking; the _____ of your message.
- 2. How you say it:** This is Part 1 of the _____ of your message, often referred to as “paralanguage.” Paralanguage is the collection of vocal qualities of speech not related to word choice.
 - Paralanguage*
 - Pitch and Intonation
 - Volume
 - Rate
 - Rhythm

** The study of “prosodics” provides further information on the nature of human paralanguage.*

- 3. How you appear as you say it:** This is Part 2 of the _____ of your message.
 - Body Language
 - Body movements & gestures
 - Posture & Bearing
 - Facial Expressions
 - Eye Contact



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In just 1/10th of a second neurotransmitters deliver eye input to the brain's cortex.

THE 3 SECRETS OF COMMUNICATIONS MASTERS

Secret #1: Your Inner Teenager Knows Best

- Assess the mood
- Congruence: Is the nonverbal message consistent with the spoken word?
- Reliability of nonverbal communication is in large part due to these abilities being based in the _____ brain centers (the _____ brain).

Secret #2: Good Vibrations Are Not A Myth

Setting Your Tone:

- Space Buttons* Two fingers held on upper lip; other hand resting on tail bone. Hold for one minute while breathing energy up the spine.
- Earth Buttons* Two fingers held under lower lip; other hand resting on upper edge of pubic bone. Hold for a minute while breathing energy up the center of the body.

Positive Body Language:

- Open Center
- Relaxed Posture
- Relaxed Facial Muscles
- Direct Eye Contact
- Warm Smile

Practices presented in "Brain Gym," 1986 by Paul E. Dennison, Ph.D. and Gail Dennison

It's been found that two people conversing for 30 minutes will display over 800 nonverbal cues.

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"What you do speaks so loudly that I cannot hear what you say."

~ Ralph Waldo Emerson



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Secret #3: Results Follow Intention

- Plan. Envision how you would like to present yourself nonverbally. Consider the elements of nonverbal communication you'd like to fine tune.
- Practice. Take the opportunity in everyday engagements to put new skills into place.
- Present. As a result of creating second-nature non-verbal tools, you'll feel prepared and confident presenting yourself in important situations.

The Professional Handshake

- Stand to greet
- Maintain eye contact
- Handshake should be firm; not "bone crusher"
- Web-to-web
- Keep right hand unencumbered
- Take initiative

Action Steps

- Set Intention
 - What is the desired outcome for your interaction(s)?
 - What is desired "vibe" you wish to project?
- Employ positive non-verbal message techniques
- Assess results without judgment
 - How was my message received?
 - Did I feel comfortable and natural in my delivery?
 - What might I do differently in the future?