

The Secret Language of Business

(Master Body Language, Decipher Hidden Meanings, Influence Anyone)

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Effective communication is a big part of, virtually, every seminar I present. I attended a communications class, many years ago and discovered that 55% of interpersonal communication has to do with your nonverbals, 38% has to do with voice-inflection and only 7% with the actual words that you use. So I've always had an interest in **nonverbal** communication (i.e., body language, gestures, facial expressions etc.), because it is your predominant mode of interpersonal communication.

The new show, titled "**Lie to Me**" renewed my interest in nonverbal communication and I bought this book as a result. Whether you are playing poker, dealing with an angry customer, trying to sell your proposal to a client, negotiating a deal or collaborating on a project... knowing what the other person is thinking and being able to communicate your ideas or recommendations more effectively will help you immeasurably in any of these areas.

This book is about the basics of body language. The author explains how body language exposes and influences attitudes, actions and outcomes. He explains that what people wear and the symbols they surround themselves with reveal important details about that person.

What I really enjoyed about this book is the author explains how to master your own body language to control / regulate the information you reveal to others. He believes that, in order to be truly successful, you need more than just verbal communication skills. You also need the ability to interpret nonverbal signals and cues.

Some of the subjects covered are: the study of nonverbal communication ; why you should even care about body language; the elements of body language, such as: eyes, face, gestures, posture, appearance and voice; how context and environment influences body language; what does your body language say about you, such as: status, dominance, uncertainty, confidence and personal identity; how to read personal interactions; how to use this new information in different business environments, such as: meetings, selling, hiring, and handling gender differences; reading the nonverbals of your children; body language in other cultures and much, much more.

I have always believed that "*you must always, consciously, listen for the message being **said** as well the message being **unsaid**.*" Many times (most times) the message being **unsaid** is the accurate message and many people miss it because they don't know what to look for.

In most of the seminars and business courses I have taken, the emphasis has always been on learning the right things to say in the right circumstances. Most courses spend an inordinate amount of time teaching to the words of a script or the words of a presentation, but virtually **no** time on **how** to say it more effectively or with greater emphasis.

I truly believe that reading this book and enhancing your nonverbal communication will open your eyes and enable you to communicate much more effectively with your clients, coworkers and even with members of your family.

Enjoy!

Bob LaBrie