
Vocal Power and Body Language Intelligence for Professionals



Why is non-verbal language important to you?

How important is the following to you?

On a scale of 1-10 (1 being very low and 10 being very high),

Getting results through people	1	2	3	4	5	6	7	8	9	10
Projecting a more professional image	1	2	3	4	5	6	7	8	9	10
Developing stronger relationships	1	2	3	4	5	6	7	8	9	10
Communicating more effectively	1	2	3	4	5	6	7	8	9	10
Improving your credibility and confidence	1	2	3	4	5	6	7	8	9	10
Improving self-control and self-mastery	1	2	3	4	5	6	7	8	9	10
Connecting with new people	1	2	3	4	5	6	7	8	9	10
Having greater influence	1	2	3	4	5	6	7	8	9	10
Advancing career/landing jobs	1	2	3	4	5	6	7	8	9	10
Improving self-confidence	1	2	3	4	5	6	7	8	9	10

Mastering verbal and non-verbal communication

Communication skills are essential for everyone, regardless of your chosen profession in life. In this workbook, you will learn more about the different factors in influence your communication mastery and effectiveness. It is not just your words or how articulate you are that will influence your success. You must learn to master your vocal delivery and your body language to be at the top of your game.

This workbook is devoted to helping you achieve greater awareness, control and influence over your communication.



Awareness



Control



Influence

Awareness of your own body language and vocal usage and what you are unconsciously signaling to others. Strengthen your ability to read other people's body language and observe behavior.

Control learning to comfortably control your body language and voice to ensure that is it congruent with your spoken message and your intentions.

Influence using your body language and voice to more effectively and positively impact others in professional and personal situations.

Your thoughts and feelings triggers physiology

What we think, feel and do is neurologically wired as shown here in this NLP communication model. Brain science has proven that what you think and how you feel does have physiological impact.

Neuro Linguistic Programming NLP Communication Model

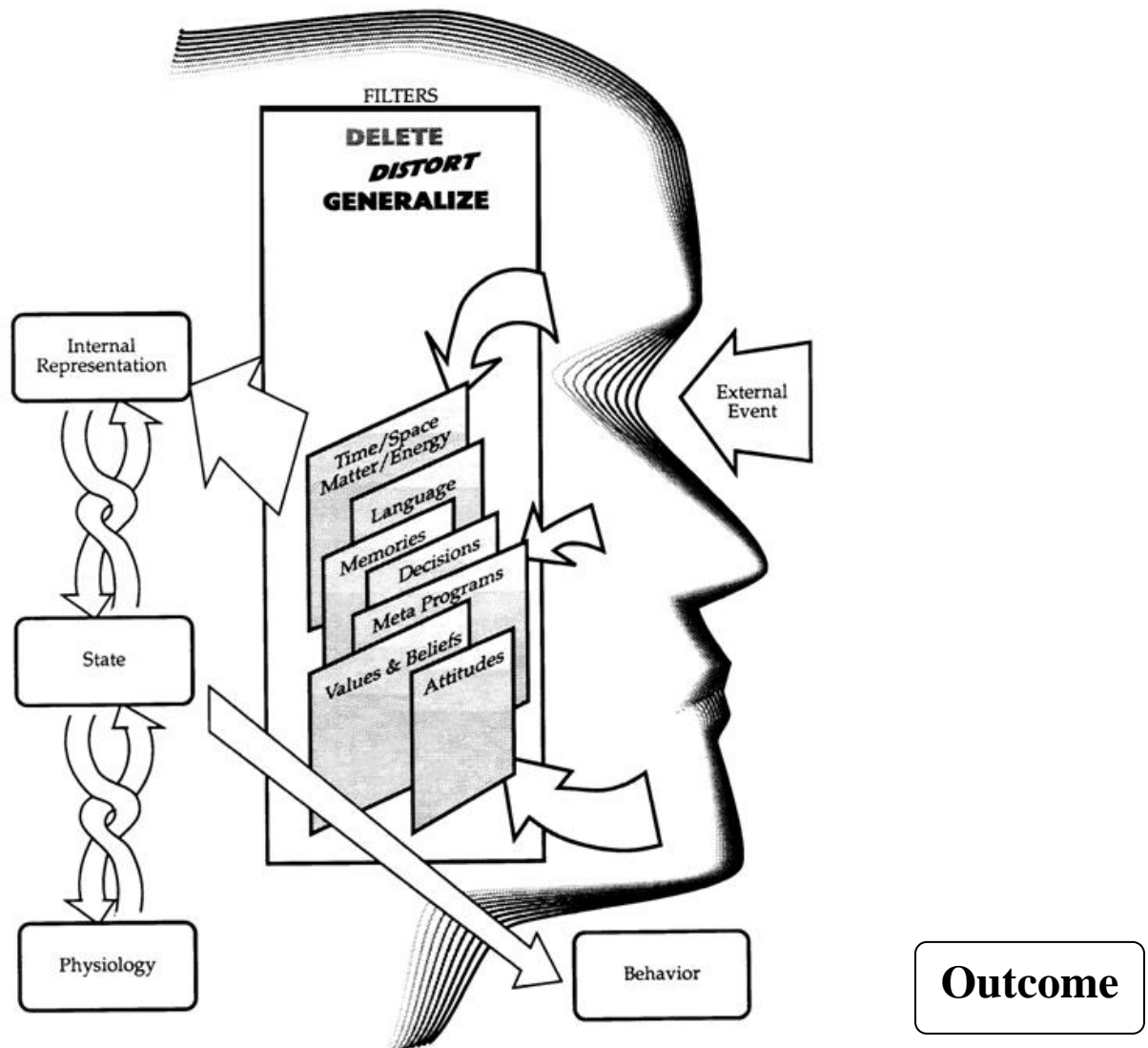


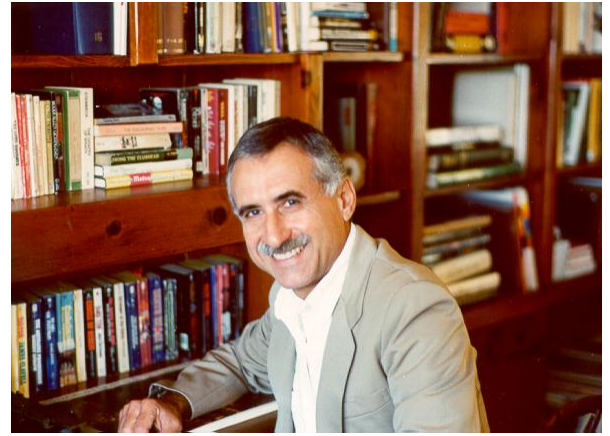
Image courtesy of Mark Shepard, Certified Trainer of NLP. www.ModernJedi.com

The Art & Science of Communication

Verbal, Vocal, Visual

It's not what you say, it's what they think you mean. In his pioneering studies at the University of California, Los Angeles in the 1970s, Professor Albert Mehrabian developed a communication model that launched a new field of study into the importance of non-verbal communication and body language.

Mehrabian's model has become one of the most widely referenced statistics in communication. Mehrabian concluded that when people are having a verbal exchange, the listener processes and draws conclusions in three ways. The results may surprise you:



- Verbal** → 7% of meaning is in the words that are spoken
- Vocal** → 38% of meaning is paralinguistic (the way that the words are said)
- Visual** → 55% of meaning is physiology (facial expression, movement, gestures)

This theory is particularly useful in explaining **the importance of meaning, as distinct from words.** Understanding the difference between words and meaning is a vital capability for effective communications and relationships. This body of work is also highly relevant to the challenges faced by presenters, both in effectively communicating and building rapport with the audience.

¹ **Albert Mehrabian** (born 1939, currently Professor Emeritus of Psychology, UCLA), has become known best by his publications on the relative importance of verbal and nonverbal messages. His findings on inconsistent messages of feelings and attitudes have been quoted throughout human communication seminars worldwide, and have also become known as the *7%-38%-55% Rule*.

Notes

The Art & Science of Communication

Visual or Physiology (55%)

- Posture:** tilt of head, stand with more weight on front or back foot or left to right side, slouch or stand with straight spine, leaning forward on table or sitting back in relaxed fashion, etc.
- Gestures:** expressive eyes, furrowed brows, hands crossed or expressive “talking” hands, hands on hips, hand in pocket, etc.
- Breathing:** belly breather vs. shallow breathing; rapid versus slow breathing. Changes in breathing pattern can provide information about what’s going on with the other person.
- Eye Movements:** reveals information about how the person is thinking. Looking up indicates seeing pictures/images; looking to the sides indicates hearing or thinking about what to say; looking down to left or right suggests person is checking in with their feelings or doing “self talk.”

Vocal or Tonality (38%)

- Tone** of your voice (pitch)
- Tempo** of your voice (speed)
- Timbre** of your voice (quality)
- Volume** of your voice (loudness)

Verbal or Word Selection (7%)

- Visually** oriented words—*See what I mean?*
- Auditory** oriented words—*Do you hear what I’m saying?*
- Kinesthetic** oriented words—*How do you feel about that?*
- Auditory Digital** oriented or logical/self-talk—*Does that make sense? Is that reasonable?*

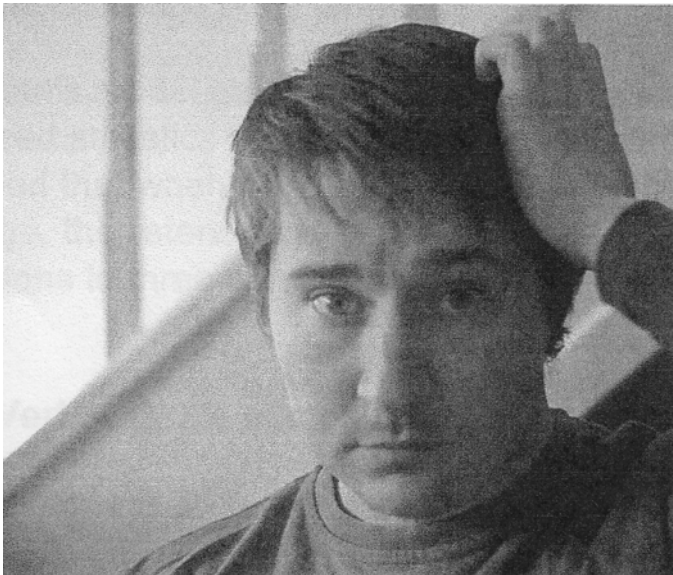
Part 1: The Power of Body Language



3 rules for reading other people's body language

Rule #1 = Read gestures in clusters.

Like any spoken language, body language has words, sentences and punctuation. Be careful not to interpret a solitary gesture in isolation of other gestures or circumstances. For example:

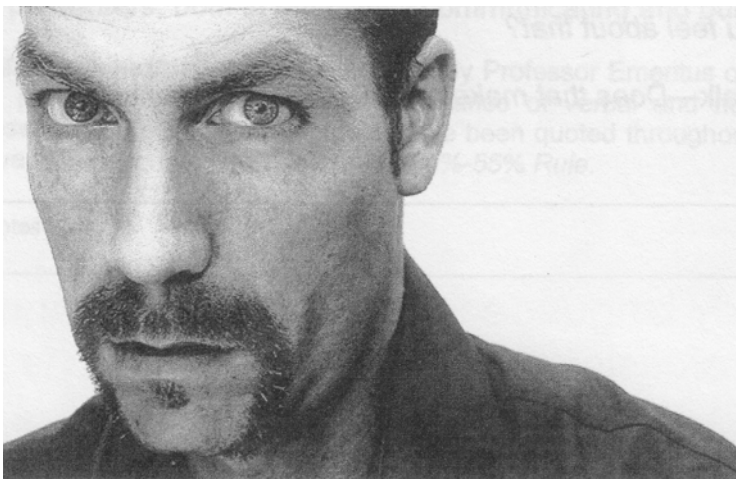


What do you notice about this man?

- Scratching the head.
- Blank look on face.
- Lips downward cast.
- Brows furrowed.
- _____
- _____

What is this man communicating?

Scratching the head can mean a number of things, such as sweating, uncertainty, dandruff, fleas, forgetfulness or lying.



What do you notice about this man?

What is this man communicating?

3 rules for reading other

people's body language

Rule #2 = Look for Congruence

Definition: Agreement: a coinciding, agreeing, or being in harmony

Research shows that nonverbal signals carry about five times as much impact as the verbal channel and that, when the two are incongruent (that is, words and gestures don't match), people—especially women—rely on the nonverbal message and disregard the verbal content.

It is very important that what you say verbally and what you say non-verbally are in alignment. Otherwise, your audience will be confused, suspicious or just plain won't believe you. Your credibility may be questioned.

“When a person's words and body language are in conflict, women ignore what is said.” (pg 23)

“Our body signals will tell you when there is a lack of congruence between our body gestures and facial signals.

Our attitudes and emotions are continually revealed on our faces and we are completely unaware of it most of the time.”
(pg 146)

- Allan Pease, *The Definitive Book of Body Language*

3 rules for reading other people's body language

Rule #3 = Read Gestures in Context

All gestures should be considered in the context in which they occur. For example, these four women are crossing their arms. What are they signaling? Consider the context in which they appear.



Photo credit: www.flickr.com

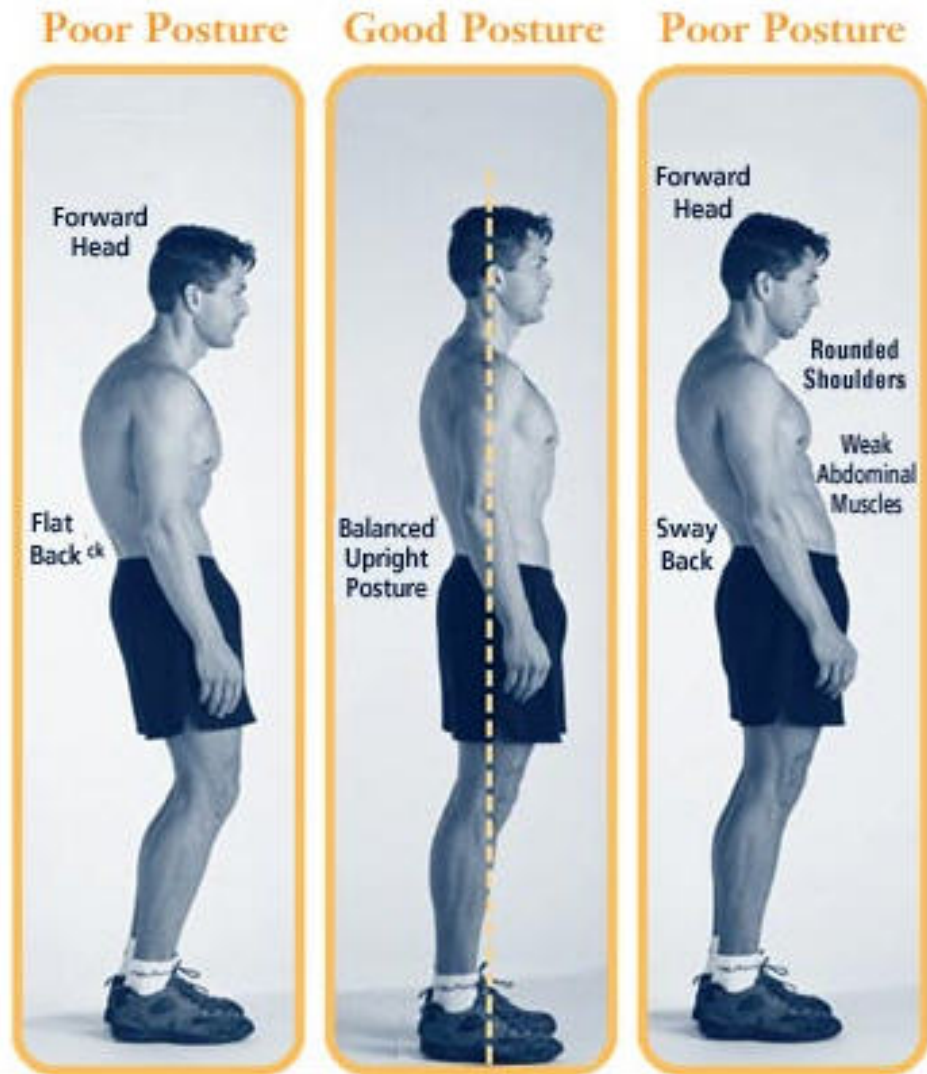
What are you signaling?

Insight on common gestures, stances and body movements from *The Definitive Book of Body Language* written by Allan and Barbara Pease of Pease International.

- The shoulder shrug shows submission or lack of understanding of what is being said
- Head shaking signals “no”
- Head nod signals “yes” or agreement
 - Slow nodding says that the listener is interested in what the speaker is saying
 - Fast nodding communicates impatience or that they’ve heard enough and want you to finish so they can speak
- Sneering signals displeasure, agitation and potential aggression.
- Hands folded tightly across the chest signals the person is feeling negative or rejecting your idea
- Both hands in the pockets signals not open, doesn’t want to talk or engage in the conversation.
- One hand in pocket, one hand down by side signals casual confidence.
- Open palms connotes honesty, trust and openness, non-threatening.
- Palms down signals authority, you are giving them an order.
- Pointing a finger signals creates negative feelings. “Do it or else!”
- Shaking hands with your hand in the face down position (on top) signals you are taking control and dominating the relationship.
- Shaking hands with your hand in the downward position signals suggests you are being submissive.
- Shaking hands with both hands straight up and down suggests equality.
- Shaking hands with a “double-hander” suggests familiarity and should only be used when an emotional bond already exists between you and the other person.
- Head tilt displays vulnerability and makes you appear more submissive or smaller.
- Head down signals disapproval or dejection. When chin is down, it signals a negative, judgmental or aggressive attitude.
- Hands on hip--appears argumentative, and can also make you look bigger.
- Spreading your legs signals establishing your authority.
- Crossing your legs signals nervousness, defensiveness, and need to protect oneself.
- Arms crossed and over your body; folder, notes or brief case held in front of your body indicates that you feel threatened and need to protect yourself.
- Clenched fingers or fist signals frustrated attitude, having a hard time getting point across.
- Slouching signals informality, indifference, lack of concern.

What does your posture say about you?

Good posture is not only an important health issue, but an essential quality for projecting strong leadership presence. Here's what good posture and poor posture looks like:



Source: Workers Compensation Board, Alberta, Canada
Web Site: <http://www.wcb.ab.ca/workingsafely/backtalk2.asp>

Use proper posture when standing. Hold your body so that the top of your head, the center of your torso, and the bottoms of your feet create a straight vertical line. Try not to keep your body in any one position for too long. Periodically adjust your body to prevent fatigue.

How's your handshake?

Once of the first things we do when greeting someone in business is to shake their hands. It is one of the first and last impressions that you will make

An improper handshake can upset the mood and tone of the interaction. It also speaks volumes about you – your credibility and confidence. What can you do about it?

There are three main ingredients for creating rapport in a handshake:

1. **complete**: web to web contact
2. **equal**: make sure that both people's palms are in vertical position
3. **receptive**. apply the same pressure that you receive

Remember, that a handshake evolved as a gesture to say hello or good-bye or to seal an agreement, so it always needs to be warm, friendly, and positive.

Avoid the world's eight worst handshakes:

1. The Wet Fish (note: 1:20 people suffer from Hyperhidrosis or abnormally increased perspiration)
2. The Vise
3. The Bone-Crusher
4. The Finger-Tip Grab
5. The Stiff-Arm Thrust
6. The Socket-Wrencher
7. The Pump Handle
8. The Dutch Treat or giving a handshake like a bunch of carrots.



Fishbowl Exercises

Scenario #1

(2 volunteers needed to act out this scenario)

You have recently been hired or promoted into a new job. You are meeting your new manager to discuss a potential project that you would like to recommend.

Your manager has just finished 3 successive meetings and has not had lunch. She is hungry and is feeling overwhelmed with the demands on her time, but wants to be open to the new idea. She has only has a few minutes to hear the idea. Normally she does not give immediate decisions to recommendations, but likes to reflect upon for a few days.

As a new employee, you are trying to demonstrate initiative and leadership capabilities to your new boss. You have scheduled 30 minutes to meet with your boss, but you are unaware that she is running behind schedule. You want to get your point across succinctly and hope to get the "green light" on the new project. You are also trying to establish rapport with your new boss and understand better "how she ticks."

Your Observations.

- What feelings and thoughts did this role playing scenario bring up for you?

- What was communicated through their body language?

- Was there congruence in what was being spoken and communicated non-verbally?

- What changes could each person make in body language to achieve the desired result?

Fishbowl Exercises

Scenario #2

(3 volunteers needed to act out this scenario)

You are interviewing for what promises to be an exciting potential new job with one of your target companies or departments. You have been told that you'll be interviewed by three people today.

The HR Manager is running late and you have been waiting patiently for 30 minutes. Finally the HR manager arrives, quickly apologizes and escorts you to the first interview with the hiring manager. The introduction to the hiring manager is rushed and awkward.

The hiring manager looks visibly annoyed and mentions that she has another meeting scheduled in 30 minutes. We are going to have to shorten the interview. She sits at her desk with her computer screen to her left. Every so often you hear the ping of an in-coming email. She glances to her computer to check.

You feel rushed and are starting to get nervous with the limited amount of time and distractions. You are tempted to speak faster to get it all in before the interview ends.

Your Observations.

- What feelings and thoughts did this role playing scenario bring up for you?

- What was communicated through their body language?

- Was there congruence in what was being spoken and communicated non-verbally?

- What changes could each person make in his/her body language to achieve the desired result?

Fishbowl Exercises

Scenario #3

(3 volunteers needed to act out this scenario)

You are meeting a new person for coffee and networking. You have been referred to each other by a mutual acquaintance.

The other person speaks really fast, laughs frequently and uses expressive gestures. He leans over the table and is very excitable.

He gets distracted when a friend comes over to their table and says hello. He doesn't bother to introduce you to the friend, but carries on a conversation with the friend for a few minutes without involving you.

You are sitting back in your chair, hands folded across your chest. Every time you try to say something, he interrupts you. You find this annoying, but try to be polite and courteous. You are already thinking of how you can gracefully cut this meeting short. You wonder why your friend suggested this connection in the first place.

Your Observations.

- What feelings and thoughts did this role playing scenario bring up for you?

- What was communicated through their body language?

- Was there congruence in what was being spoken and communicated non-verbally?

- What changes could each person make in his/her body language to achieve the desired result?

Part 2: The Power of Your Voice



Meet Your Vocal Dashboard

How you use your voice can have a big impact on your communication influence. Research studies suggest that over 38% of the meaning of your communication in a face-to-face situation is influenced by how you say what you say, or your vocal inflection.

You have five dials on your vocal dashboard: tone, tempo, timber, volume and silence.

It's time to experiment with how each one works. By expanding your vocal "range" and vocal mastery, you will elevate your communication mastery and credibility with others in your professional and personal life.



Basic Tips for Good Vocal Delivery

The following tips were developed to coach professionals who are giving live presentations to small and large group audiences. You might also consider their use in other situations, like meeting with your boss, talking with your spouse or parents, pitching a new idea. Whenever you are face-to-face with other people, your voice is a tool you can use to present yourself and your ideas more powerfully.

- ❑ **Slow down** by at least 20% when you present versus your normal speed of conversational speak. Even when time is limited, you and your audience will be much better served if you take your time to speak your message with impact.
- ❑ **Pacing.** It's not a horserace. You don't have to bolt the entire way through the presentation to cross the finish line first. Learn to pace your talk so that you and the audience are comfortable, energized and engaged from beginning to end.
- ❑ **Pausing** in-between thoughts creates emphasis. It gives your audience a chance to absorb your ideas before moving on. You can even pause in the middle of a sentence for effect.
- ❑ **Vocal variation.** Don't be a monotone speaker. Raise and lower the pitch of your voice and the volume. You have control over all of these knobs. Part of being "interesting to listen to" is what you do with your voice, not just the content of your presentation.
- ❑ **The importance of breathing.** In order to deliver an effective message, you, your brain and your body require that you get sufficient oxygen. Proper breathing is essential. If you find yourself getting nervous and your breathing becomes shallow and in your upper chest, this is the signal that you need to slow down and focus on breathing. It takes just a few seconds to re-center yourself. Your audience will wait for you.
- ❑ **Avoid rambling** and eliminate "ums" and "ahs" from your speech. The simple trick is just to stop. Stop talking. Breathe. Enjoy the silence. Be purposeful and make a conscious decision to stop the flow of words. Breathe. Think. Then speak. Over time, you'll find less need for the vocal soothing distracters called "um's" and "ah's"

"Compared with the act of writing, speaking is a more direct, instinctive, intuitive, spontaneous form of communication. (The better) our rate of delivery, volume, rhythm, inflection, mood and passion - the more pronounced and engaging our style."

- Steve Wilbers, author of "Keys To Great Writing"
Communication in Business and in Life

Advanced Tips for Stronger Vocal Delivery

- **Personification through voice.** You can use your voice to re-enact a situation, a different character, an alternate persona. This can be a fun way for your audience to “see” two sides of the issue. Author and business guru, Tom Peters has mastered this technique. When he wants to demonstrate “old school thinking,” he will raise his voice to screaming levels, talk really fast and quickly pace about the room. When he delivers his antidote (i.e., the new way of thinking and leading), he slows down, lowers his voice and communicates his new ideas. This entertaining vocal delivery creates a safe environment for his audience to laugh at themselves while also seeing the error in our current ways.
- **Direct the path of your voice.** Vocal Awareness expert Arthur Samuel Joseph recommends that we create an arc of sound with our voices, allowing the energy to soar up through the arc and allowing an emotional releasing down through the body. Imagine an Olympic ski jumper jetting down the long ski jump, picking up speed and then soaring through the air, landing smoothly and safely to a crowd wild with applause. Now, imagine doing that with your voice. Project your voice in this same arc motion.
- **Speak through, not at.** If you wanted to break a board with your fist or foot without hurting yourself, you must plan to go through the target, not stop at it. (Believe me, stopping at the board creates tremendous pain!) Likewise with your voice, you want to imagine projecting your voice through the audience, not stopping it in front of them. This is the only way that you will effectively project your voice to the back of the room, so that everyone can hear you.
- **Warming up your voice.** Like any kind of sports or serious performance, you need to warm up before you play. That goes for your voice as well. A few basic vocal exercises will prepare you to deliver a compelling message.
- **The truth about clearing your throat.** Not only does this make you look nervous, clearing your throat actually can damage your voice and cause hoarseness. Instead try increasing your fluids (have a glass of water nearby), swallowing the problem, or sucking on a throat lozenge *before* the presentation (not during the presentation – absolutely nothing in your mouth but words and ideas). Above all, remember to be gentle with your vocal anatomy.

“When I speak, I need to be aware of projecting my voice in a very specific arc.

It doesn’t matter whether it’s loud or soft. The energy is constant, even though the volume may change.”

- Arthur Samuel Joseph,
Voice of a Leader: Vocal Awareness to Empower Your Communication in Business and in Life

Put More Authority into Your Voice

Low and Slow

If you want to have your suggestions followed and build your credibility, you should pay careful attention to how you end your sentences. Your voice inflection will communicate whether you are asking, stating a fact or commanding someone to do something. There will be times when you'll want to use all three of these voice inflection techniques. But first you must be aware of their power and what they mean to your audience. D

Lowering the pitch of your voice (within your natural range) has other added benefits. It has the effect of slowing you down, thereby encouraging the more precise articulation of each word. It also tends to minimize any nasal vocal quality, which many listeners find annoying.

Statement: Word → Word → Word

(all words spoken with same emphasis)

Question: **Word → Word ↗ Word**

(last word ends on a higher pitch note)

Command: Word → Word ↘ **Word**

(last word spoken with lower tone of authority)

Partner Exercise: Select any sentence and say it with three different voice inflections. Do it in a random order and see if your partner can guess which vocal inflection you are using.

As a statement _____

As a question _____

As a command _____

Q: Is this an area that you need to continue to work on? If yes, ask a colleague or friend to help “catch you in the act” of ending your sentences on a high pitch tone. This will help you become more aware of your vocal patterns and give you an opportunity to modify them.

Beware of UpSpeak

“Avoid ending declarative sentences in a rising note. This is a verbal bad habit more common to women than men.

It makes a statement sound tentative, even doubtful, as if the speaker were continually seeking approval.”

- Jack Griffith, author of *How to Say It® at Work* (page 526)

Other Helpful Resources

- ❑ **The Definitive Book of Body Language**, by Allan and Barbara Pease, a revised and expanded edition of Signals, Bantam Books, copyright © 2004 by Allan Pease.
- ❑ **How you Stand, How You Move, How You Live: learning The Alexander Technique** to explore your mind-body connection and achieve self-mastery, by Missy Vineyard. Published by Da Capo Press, Copyright 2007 by Missy Vineyard
- ❑ **Business NLP for Dummies**, by Lynne Cooper, NLP Business Consultant. Published by John Wiley & Sons, Ltd. Copyright 2008 by John Wiley & Sons, Ltd., England.
- ❑ **Voice of a Leader: Vocal Awareness to Empower Your Communication in Business and In Life**, by Arthur Samuel Joseph, Audio CD, produced by Sounds True. Copyright 2007 Arthur Samuel Joseph
- ❑ **Presenting Magically** by Tad James and David Shephard. Published by Crown House Publishing Limited. Copyright 2001 Tad James and David Shepard.
- ❑ **The Power of Positive Confrontation**, by Barbara Pachter with Susan Magee. Published by Marlow & Company. Copyright 2000 Barbara Pachter and Susan Magee.
- ❑ www.MarketingMotivator.net – motivating and useful business tips, resources and ideas from Kathy McAfee
- ❑ www.MotivatedPresenter.com – presentation tips and resources from professional speaker, Kathy McAfee
- ❑ Watch the TV interview with Kathy McAfee and Steve Aduabato on <http://motivatedspeaker.com/seminars/vocal-power-body-language/>
- ❑ www.ModernJedi.com – more information on Neuro Linguistic Programming
- ❑ <http://motivatednetworker.com/get-a-grip-the-value-of-a-professional-handshake/>
- ❑ YouTube video “Handshake Do’s and Don’ts” with Kathy McAfee <http://www.youtube.com/watch?v=emaTZ3X5s9U>

About Kathy McAfee

Kathy McAfee is professional speaker, trainer, author and executive coach and is known as **America's Marketing Motivator**.

For the past five years, her company, Kmc Brand Innovation, LLC, has worked with motivated business executives, community leaders and ambitious entrepreneurs to help them become the recognized leaders in their fields by mastering the art of high engagement presentations, more effective networking and relationship building.

Kathy is the author of the book *Networking Ahead for Business: The Best Vehicle to Get More Customers, Make More Friends and Create More Opportunities for Yourself and Others* (published by Kiwi Publishing).



In her role as **Executive Presentation Coach**, she helps her clients increase their confidence, credibility and influence by going PowerPoint®-FREE, engaging the audience and moving them to action. She is an approved trainer for LIMRA International's executive development program, where she teaches insurance and financial service corporate executive how to be more powerful and persuasive presenters.

A certified master practitioner of Neuro Linguistic Programming (NLP) and certified Blind Spots coach, Kathy also serves as an executive coach, helping her clients groom their high potential talent for future leadership positions. She recently co-founded Power Up Your Professional Image™, a professional development company that helps career-minded women get an edge in the workplace by polishing their professional image, boosting self confidence and making new connections.

Over the past twenty years, Kathy has held numerous corporate leadership positions, bringing marketing success to the likes of Levi Strauss & Co., Maybelline, Southcorp Wines of Australia and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for an international vision care company. Regarded as a passionate "change agent," she has successfully leveraged her diverse experiences to bring innovation and growth to many industries.

A graduate of Stanford University in economics, Kathy is on the board of directors with the YWCA of the Hartford Region, an active member of Soroptimist International of the Americas and an associate member of the Connecticut chapter of the National Speakers Association. She has earned a Black Belt in the martial arts of Tae Kwon Do and teaches women's self defense workshops for community service. She and her husband Byron are the proud foster/adoptive parents of twin thirteen year old boys. They currently reside in Simsbury, Connecticut. Read Kathy's blog MarketingMotivator.net Learn about her professional speaking programs at MotivatedSpeaker.com