

# Power Up Your Communication: Vocal Power and Body Language Intelligence

with Kathy McAfee, America's Marketing Motivator

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“Our attitudes and emotions are continually revealed on our faces and we are completely unaware of it most of the time.” – Allan Pease, *The Definitive Book of Body Language*

**Competence**

**Confidence**

**Credibility**



**Awareness** means that you are conscious of your body language and vocal patterns and what they are signaling to others. You are also able to accurately read other people's body language and observe their behavior without judgment.

**Control** means that you have learned how to manage and alter your body movements, gestures, facial expressions and voice as needed to ensure that what you do is congruent with what you say and how you say it.

**Influence** means that you know how to leverage your body language and vocal power to effectively and positively influence others in various professional and personal situations with integrity.

*Photo credit: Leo Reynolds www.flickr.com*

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## NLP Communication Model

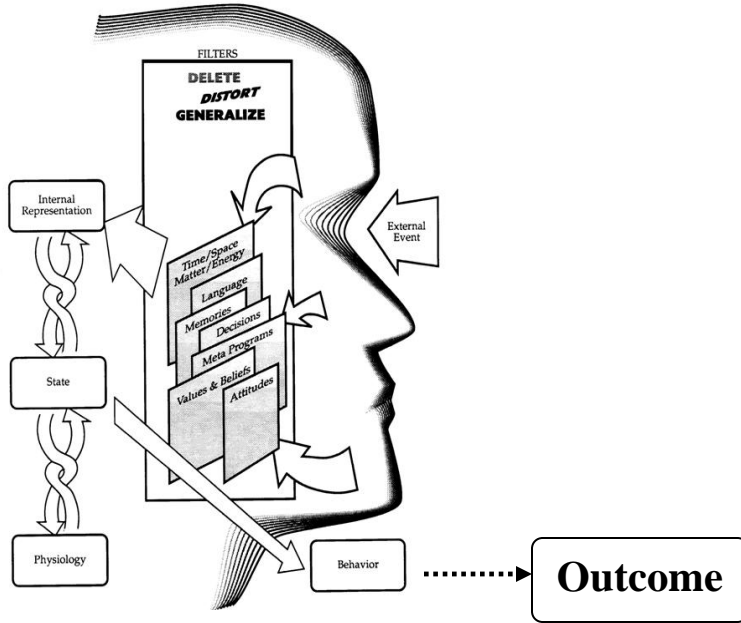


Image courtesy of Mark Sheppard, Certified Trainer of NLP [www.ModernJedi.com](http://www.ModernJedi.com)

## Top Body Language Mistakes Women Leaders Make

Carol Kinsey Goman, Ph.D.

1. Too many head tilts
2. Physically condense
3. Acting girlish
4. Excessive smiling
5. Nodding too much
6. Speaking "up"
7. Waiting your turn
8. Being overly expressive
9. Use a delicate handshake
10. Flirting

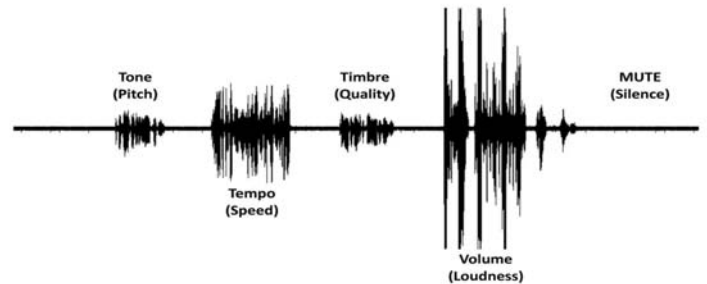
Watch the short video: <http://www.forbes.com/2010/07/12/body-language-mistakes-women-forbes-woman-leadership-authority.html>

### 7% - 38% - 55% Rule

UCLA Professor Albert Mehrabian

- Verbal
- Vocal
- Visual

### VOCAL DASHBOARD™



### Reading Body Language

- Clusters
- Context
- Congruency
- When in doubt, ask for clarification.

### Beware of Up speak

- Statement: Word → Word → Word  
(all words spoken with same emphasis)
- Question: Word → Word ↗ Word  
(last word ends on higher pitch note creating UpSpeak intonation)
- Command: Word → Word ↘ Word  
(last word spoken with lower tone of authority)

Download free workbook and watch video: <http://motivatedspeaker.com/seminars/vocal-power-body-language/> or call Kathy McAfee at (860) 408-0033 or email [Kathy@MarketingMotivator.net](mailto:Kathy@MarketingMotivator.net)

**MARKETING MOTIVATOR**