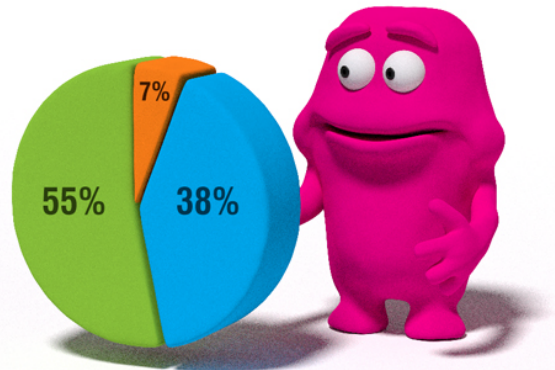


Get to grips with non-verbal communication

Face to face communication is:

- 7% verbal* (the words we say)
- 38% vocal* (the way we speak – our tone, volume, pitch and pace)
- 55% visual* (our body language – posture, proximity, gestures, eye contact and facial expressions)

*Albert Mehrabian *Decoding of Inconsistent Communications and Inference of Attitudes from Nonverbal Communication in Two Channels* 1967



Five steps to getting the most from non-verbal messages:

- Take in non-verbal cues** - don't overlook or ignore them
- Review them collectively** - interpret all non-verbal cues as one message
- Understand their context** – consider the situation or environment as this can affect meaning
- Sense their honesty** – non-verbal behaviour reflects our true thoughts and feelings no matter what words we use
- Trust your instincts** – tap into your natural and subconscious ability to interpret non-verbal messages

Non-verbal cues are used to **repeat** and give **emphasis** to what we say. This happens when non-verbal messages sent **match** the words said. Matched messages provide **clarity**, develop **trust** and build **rapport**.

Non-verbal cues also **contradict** what is said. When this happens we believe the non-verbal messages over the words said. **Mismatched** verbal and non-verbal messages can lead to **confusion**, **tension** and - at worst - **mistrust**.

