

Body Language Workshop
The Who, What, When and How of Effective Communication

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Anthony's handouts really "speak for themselves" but here are a few of Maryo's takeaways:

- The overall goal of being conscious of body language: to help you draw the best from other people; and to help you be at your most effective
- Connecting well with people is not just a "tool." Loneliness, the social isolation of people, actually is connected to more fragile health. So intentionally connecting with others is also a loving gesture that helps build health and social capital! The starting and ending point of a conversation should be **respect**.
- If you are the Executive Director, can you think of yourself as the Chief Interpersonal Communications Officer?
- Everyone uses different words, definitions, meanings – almost a separate personal language! Your skillset needs to include learning their language.
- If you know their language, and can speak it, you can successfully have otherwise challenging and difficult conversations.
- Teddy Roosevelt offered this wisdom – remember it!! **No one cares how much you know until they know how much you care.**
- There are three key elements of communication:
 - Your words convey only 7% of what you communicate;
 - Your tonality conveys 38%; and
 - Your body language (which includes your skin, breathing, eye contact, lips – as well as your posture) conveys 55%.
- As you enter into conversation with someone, remember that people like to do business with people like them.
 - Match their style as much as possible! If their energy level is high, jack yours up; if it's low, tone it down, etc.
 - Mirror their words back to them. Example: "I'm so excited about..." "Great that you are so excited!"
 - Be conscious of their culture (which can be literally culture, but also age, or gender ... their "way of doing things"). For instance, there may be times when someone needs for you to get straight to the point. Other cultures may consider it essential to make personal conversation for a good while before you get to "the point".
 - The more you understand someone's values and what's important to them, the more effectively you can help the conversation go "the way you want it to."
 - Listen actively
 - Ask questions!! Think about asking five questions for each statement you make.
 - Notice, assume nothing, be curious, and don't be afraid to improvise (in fact, take an improv class in a theater! It will teach you how to stop saying "but..." Which stops a conversation, and start saying "and..." which furthers one).
- While there is a "typical you," there is also a lot of "authentic" or "genuine" you that may not be "typical," but is just as real. Don't leave your "zone of authenticity."