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Body Language Intelligence – How Fluent are You?

No matter what your profession, the majority (85%) of your success or failure is directly related to your skill or neglect of interpersonal skills – and Non-Verbal Communication is the hands-down "silent majority" of this valuable skill-set.

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Regardless of how gifted you are as a salesperson, physician, attorney, teacher, leader, parent, spouse, CEO, manager, minister, negotiator or mayor – you will never reach your full potential unless you master the art and science of Body Language. It is a hidden wing in the mansion of your life-experience, and most people never see the door, or endeavor to walk through. Indeed, we all speak this second language, which is hidden to most, expresses itself in real-time, and is a profound window into our hearts and minds.

Sixty-five to 80 percent of all human communication is Non-Verbal - known by the common colloquial - "Body Language".

Seven to ten percent are words alone. The balance is made up of tone, cadence, rhythm, crescendo, decrescendo, pitch, volume, etc. of the words – what is known as "Paralanguage."

Career specialists and 80 year olds alike will all tell you that no matter what your profession, the majority (85%) of your success or failure is directly related to your skill or neglect of interpersonal skills – and Non-

Verbal Communication is the hands-down “silent majority” of this valuable skill-set.

In this day and age of science and technology, it continually amazes those of us in the field of Body Language, that so little emphasis (almost none) is placed on this monumental communication skill.

One gestalt way to think of Non-Verbal Communication is via the four primary benefits there are in its mastering:

1. Receiving Communication: This is analogous to listening - and although most people are poor listeners - when experts talk or write about Non-verbal Communication, this subject is what gets the most attention.

2. Transmitting Communication: This is of course the body language analog to speaking, and not enough emphasis has been placed on this subject until recently. How we project the way others perceive us non-verbally, is a skill we ignore at our peril.

3. Self-Awareness or Intrapersonal Knowledge: Very few people are aware of their emotional States while they are in the midst of them and even too few of us reflect back on them. The astute practice of Body Language allows you to become much more aware of what emotions you are experiencing in real-time and thus leads to benefit number four.

4. Bio-Feedback: This natural form of bio-feedback overlaps significantly with Self-Awareness and allows you to anticipate emotional states you’ll want avoid or limit and others you’ll want to embrace and amplify.

Of the four reasons given above, the first two are of tremendous benefit in any type of sales – and we all are employed in sales, aren’t we?

To know the precise moment to close, to be absolutely sure who is the decision maker, or what the sticking point(s) may be - you’ll feel as if your client’s mind is an open book.

It’s right there in front of you and once you learn the texture and nuance of this language which we all use, but so few of us

understand, you will never look at others the same way again.

Dr. G. "Jack" Brown is Body Language / Non-Verbal Communication expert as well as a Board-Certified Physician. He speaks, trains and consults for other professionals, associations, NGOs and corporations. Learn more about this indispensable subject via his website: www.BodyLanguageSuccess.com and in his upcoming book, "Body Language Intelligence." He can be reached at Jack@BodyLanguageSuccess.com or 702-239-8503