



## **Body language and how it shapes how you see others, others see you and how you see yourself**

People judge trustworthiness before competence. They make inferences of trustworthiness and warmth before competence. And the reason is that it answers the question, "Is this person friend or foe?" With a stranger, you first want to know what their intentions are toward you, and then you want to know, "Can they carry out those intentions?" **You have to connect with people and build trust before you can influence. Here are ways you can do that through**

### **Body language:**

- “power posing” — standing or sitting in a posture of confidence, even when we don’t feel confident, can affect testosterone and cortisol levels in the brain. This can have an impact on our chances on positively influencing others and ourselves \*
- Mirroring – mirroring the body language of someone you are trying to make an impact on

In an average conversation here is the percentage of what makes the most and least impact:

- Words – 7%
- Pitch of the voice – 38%
- Body language – 55% \*\*

To know how to successfully build rapport, it is important to distinguish the 3 specific types of people

- Visual - Believe what they see-- louder, faster, higher - 10% of population
- Auditory - Believe what they hear - medium, middle 80% of population
- Kinesthetic - Believe what they feel -lower, slower, methodical. Hate to be touched - 10% of the population \*\*\*

### **Words:**

Ways to respond **when you know you are right:** “I may be wrong on this issue. I am often wrong. I want to put it right. Let’s go over the facts.”

\*Amy Cuddy, Social psychologist and Associate Professor at Harvard Business School

\*\* Albert Mehrabian, Professor Emeritus of Psychology, UCLA

\*\*\* Neil Fleming, Lincoln University, New Zealand in 1987