

The Steve Jarding Method

))) The First of the Big Four Tools of
Communication...Body Language

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The Big Four Tools of Communication: Body Language (face and hands particularly – but posture and presence as well), Voice, Passion and Emotion, and the Words.

Body language is non-verbal communication – mostly conveyed through face and hands – but ALL body movements can impact impressions people have of us – posture, comfort level, etc. It can be conscious – we actually try to convey feelings through our body language, but it can also be subconscious in that we may not even know we are looking uncomfortable, or passionate, or excited but our body naturally reacts the way it feels, regardless of our words.



Studies show that people make a first impression of you within 5 seconds of SEEING you and within 10 seconds their impression is imprinted – and that first impression is normally non-verbal so the impression is created with body language.

Body language is often the very first impression people get of you. The “language” they see as a person is approaching them for the first time – normally not conveyed with words but with your face, posture and overall body language.

The two most powerful and connecting forms of body language in human beings are:

Body Language Begins With the Face – Particularly the Eyes and Mouth!

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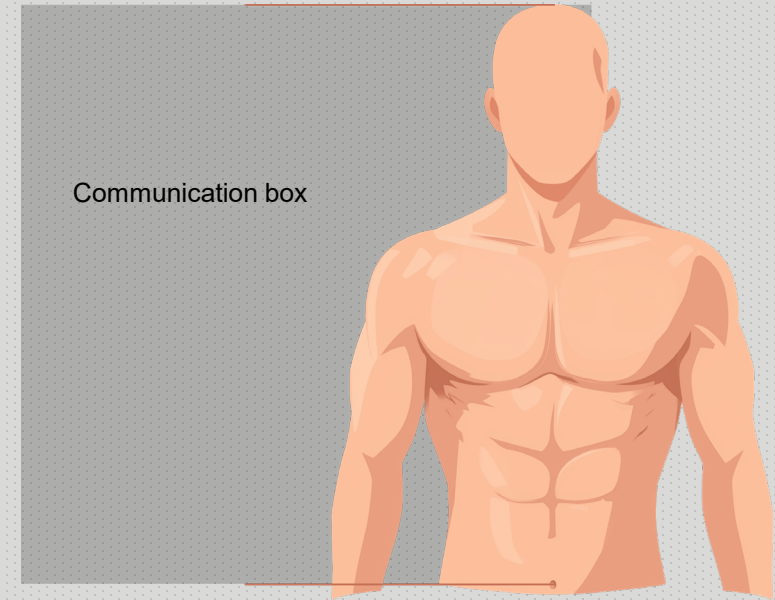
Smile: When people see you for the first time, are you smiling. Doing so makes you look friendly and confident.

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Eyes: When people see you for the first time do you make eye contact with them? Doing so makes you look open, inviting and interested in meeting them.

Studies show that using these two components of body language relaxes you and makes you less nervous – it also sets the tone for your presentation because recipients of your body language normally reflect it back to you.

The human “communication box” runs from the top of the head to the belly button to approximately six inches outside of either shoulder. That is, because the most powerful components of human communication are the face, voice and hands, you want all of your communication to take place in the box that best accentuates those components.



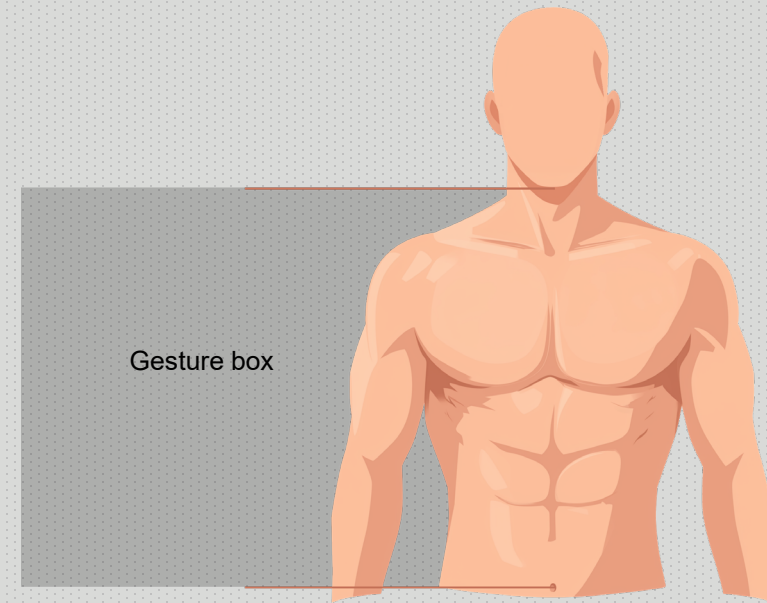
The Communication Box

When speaking to small audience, this is the “communication box” to use.

When speaking to a larger audience wherein you are further from the audience, the communication box opens up so that your arms can extend beyond the six inches on either side of your shoulders.



The human “gesture box” runs from the chin to the belly button and to approximately six inches outside of each shoulder (again for larger audiences, the hands can gesture outside of this six-inch parameter.)



The Gesture Box

What this means is that all hand gestures must happen in this area of your body.

The obvious difference between the gesture box and the communication box is that with hand gestures, we do not want you to gesture in front of your face – as we do not want to block or interfere with facial gestures.

