



Nonverbal Communication in Business

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**ACTIONS SPEAK LOUDER
THAN WORDS!**



SCENARIO 1

- You are sitting in front of an interview panel with arms crossed.
- So far you have not been asked a single question, however, your crossed arms have spoken louder than the words.

TIP 1

- Never keep your arms crossed especially during formal one-on-one meetings. It suggests you are not open to feedback and could also suggest that you are trying to dominate the situation.



SCENARIO 2

- You are giving a presentation to a group of 20 people. You keep your gaze fixed at the centre of the class/room through the presentation – your gaze has spoken louder than your words.

TIP 2

- Your gaze at one person should not be more than 4-5 seconds while delivering a presentation or communicating with a large group unless you are addressing an individual.

**SCENARIO 1 AND 2 CLEARLY
DEMONSTRATE THE IMPORTANCE
OF NONVERBAL COMMUNICATION**



What is Nonverbal Communication?

It is communication of feelings, emotions, attitudes, and thoughts through body movements or gestures or eye contact, etc.



THE COMPONENTS OF NONVERBAL COMMUNICATION



Kinesics

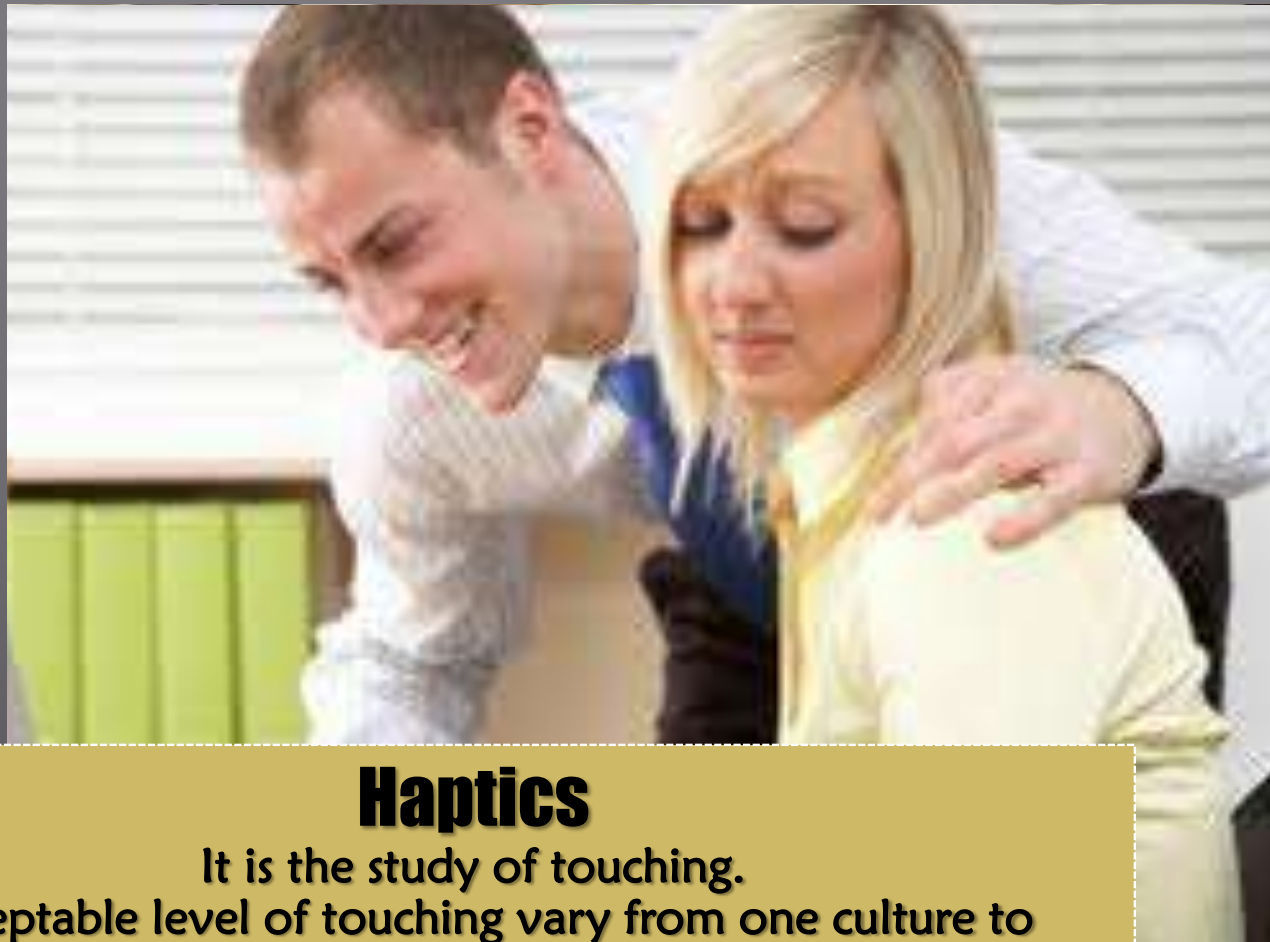
The study of facial expressions, postures & gestures.
In Argentina to raise a fist in the air with knuckles pointing
outwards expresses victory.
In Lebanon, raising a closed fist is considered rude



Oculesics

The study of the role of eye contact in nonverbal communication. In the first 90 sec - 4 min you decide that you are interested in someone or not. Studies reveal that 50% of this first impression comes from nonverbal communication which includes oculesics.

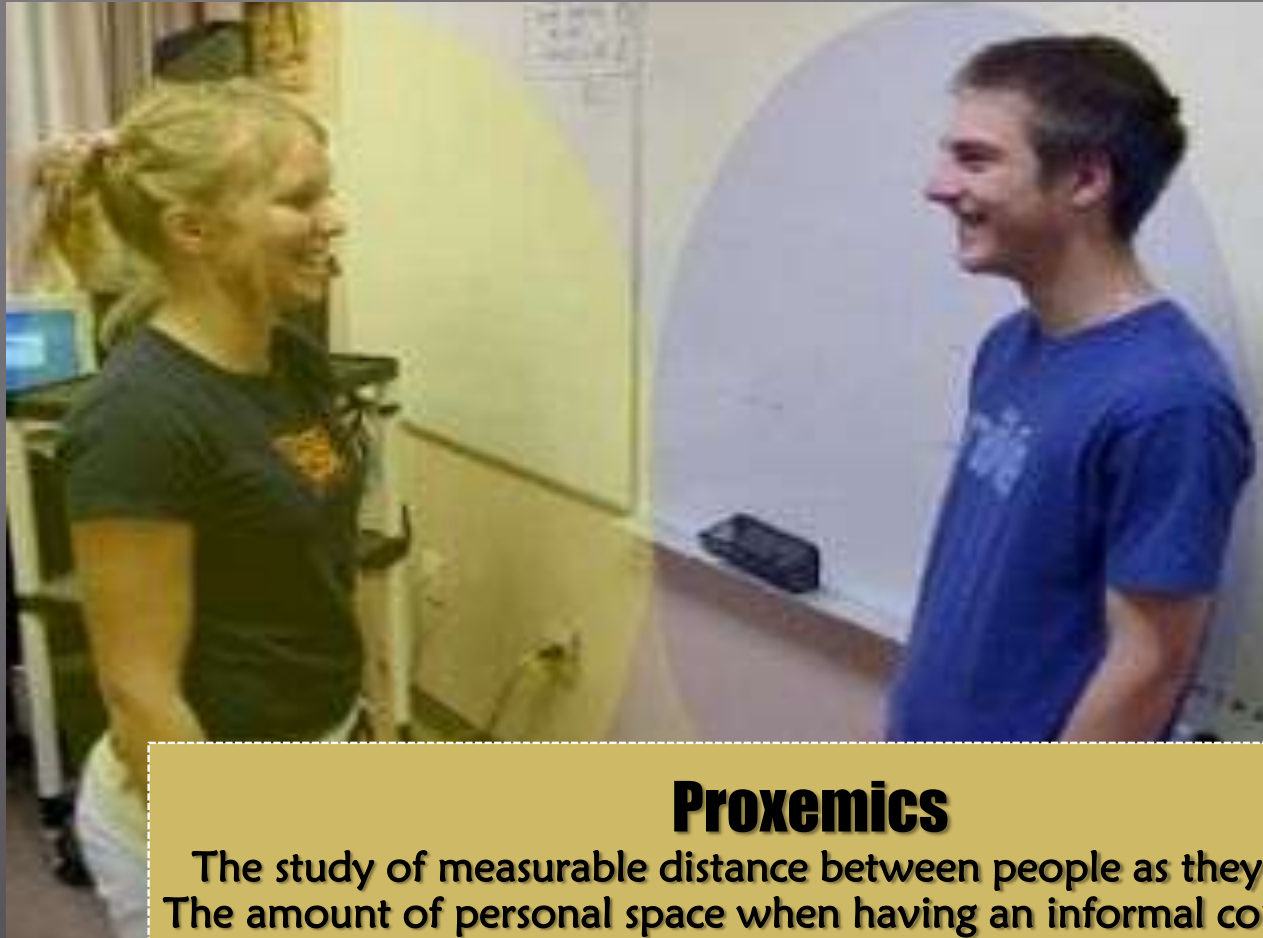
Only 7% of comes from words - that we actually say.



Haptics

It is the study of touching.

Acceptable level of touching vary from one culture to another. In Thailand and Indonesia, touching someone's head may be considered as rude.



Proxemics

The study of measurable distance between people as they interact. The amount of personal space when having an informal conversation should vary between 18 inches - 4 feet. The personal distance needed when speaking to a crowd of people should be around 10-12 feet.



Chronemics

The study of use of time in nonverbal communication.

An employee will not worry about running a few minutes late to meet a colleague. A managers who has a meeting with the CEO, a late arrival will be considered as a nonverbal cue that he/she does not give adequate respect to their superior




Paralinguistics

The study of variations in pitch, speed, volume, and pauses to convey meaning. Interestingly, when the speaker is making a presentation and is looking for a response, he will pause. However, when no response is desired, he will talk faster with minimal pause.



Physical Appearance

Our physical appearance always contributes towards how people perceive us. Neatly combed hair, ironed clothes and a lively smile will always carry more weight than words.

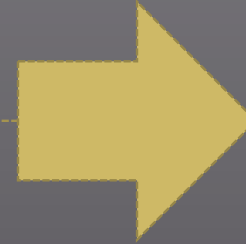


Remember, “what we say” is less important than “how we say it” as words are only 7% of our communication.

Understand and enjoy nonverbal communication as it helps forming better first impressions.



In India or
America,
means "OK"



In Tunisia, means
"I WILL KILL YOU"



In Japan,
means
"MONEY"



Always maintain eye contact with our audience. We must ensure that we should not fix his gaze at one person for more than 5 seconds. Too much fluttering of eyes could indicate lack of confidence. Staring at a person could be daunting and hence is not such a good idea.



While shaking hands especially in a professional environment, it should be firm and not loose. An iron handshake (very strong handshake) can indicate that a person is trying to dominate.



Crossing your arms could imply that a person is not open to new ideas/opinion especially in case of giving a presentation. In a one-on-one interview if the interviewers has their arms crossed, the candidate could do the same.



Sitting Posture: Leaning on a chair is not a good idea. One must sit upright though in a relaxed position. Sitting back in our chair implies lack of interest or rejection.



Gesture refers to a type of nonverbal communication which uses a part of the body with or without verbal communication. Include facial expressions, nods (which is a sign of approval in most cultures), head bobbling/shaking.



Facial Expression: The face is a best reflection of what a person feels. More often than not it is easy to recognize if a person is happy, sad, anxious, irritated, or excited. It is very important that in a professional scenario we must control our facial expressions