Offensive Body Language
Using Body Language to Enhance Your Message

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Warning

Notice!
Communication is more than Speaking

Why it's important

The 3 applications

Observe
Augment
Induce
Mehrabian Formula

7%  38%  55%

We Know How To
Observe a message
Observe
Augment
Induce

Survey on ideas
☐ yes
☐ no
☐ maybe
Observe this!

The Tilt

Case Study
Are **you** being observed?

Eye Direction When Thinking

- Visual Imagined (VI)
- Audio Imagined (AI)
- Touch or Feeling (TF)
- Visual Remembered (VR)
- Audio Remembered (AR)
- Internal Dialog (ID)

Straight ahead = Accessing Information

**How to**

- Augment
- Observe
- Induce

**Augment your message**
Mirroring

Don't Project Distraction

Mind your feet
Keep good posture
Pacify Yourself

Suprasternal Notch
**Congruence**

**Presenting**

*Emphasize your speech*
Observe

Augment

Induce

The Surprising Effect of body language

Strack Case Study
Fake it ‘till you make it

Visualize

Wrap up

Observe

Augment

Induce
Learn more

Speakerdeck - suscheck
Chuck @ Suscheck.com
Paul Ekman:
Microexpressions
Secrets of body language
By History channel on youtube
Amy Cuddy on TedTalks
Tom Mucciolo on youtube
Carol Goman on youtube