

LEADING BY PHYSIOLOGY

How to Use Nonverbal Communication to Influence Others

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Mastering nonverbal communication is essential for leaders aiming to build trust and influence those around them effectively. With statistics revealing the significant impact of body language and voice, this tipsheet is designed to enhance your understanding of nonverbal cues, empowering you to lead by mastering physiology, focus, and self-talk for optimal results.

All leaders must learn how to master nonverbal communication to build trust and enhance their ability to influence the people around them.

RELEVANT STATISTICS

- 55% of communication is body language (breathing, facial, gestures, posture); 38% is voice; only 7% is words
- The average person speaks 125 words per minute and can listen to 600 words per minute
- Adults speak around 16,000 words a day

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- Physiology + Focus + Self-talk = emotion = behaviour = results

HOW TO MASTER NONVERBAL COMMUNICATION

1. Shaking Hands
2. Defensiveness
3. Openness
4. Evaluation
5. Dishonesty
6. Honesty
7. Frustration
8. Confidence
9. Boredom
10. Nervousness