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# Power Up Your Communication

*Vocal Power and Body Language Intelligence*

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with Kathy McAfee

America's Marketing Motivator

AMERICA'S MARKETING MOTIVATOR 

## Effective communication in the moment

Communication skills are essential for everyone, regardless of your chosen profession in life. In this workbook, you will learn about the different factors that influence your communication mastery and effectiveness. It is not just your words or how articulate you are that will influence your success. You must learn to leverage your vocal delivery and your body language to be at the top of your game.

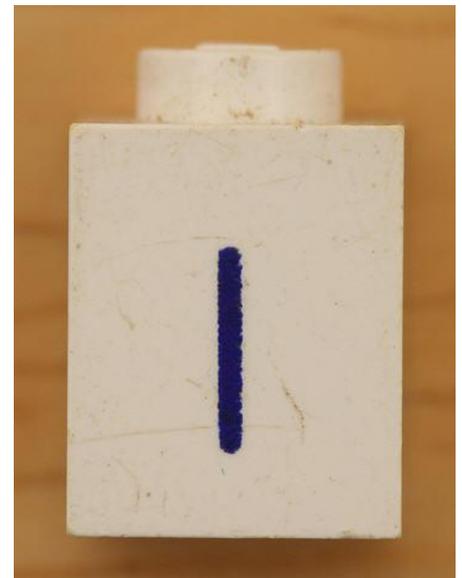
This workbook is devoted to helping you achieve greater *awareness*, *control* and *influence* over your communication in the moment.



**Awareness**



**Control**



**Influence**

**Awareness** means that you are conscious of your body language and vocal patterns and what they are signaling to others. You are also able to accurately read other people's body language and observe their behavior without judgment or false assumption.

**Control** means that you have learned how to manage and alter your body movements, gestures, facial expressions and voice as needed to ensure that what you do is congruent with what you say and how you say it.

**Influence** means that you know how to leverage your body language and vocal power to effectively and positively influence others in various professional and personal situations with integrity and impact.

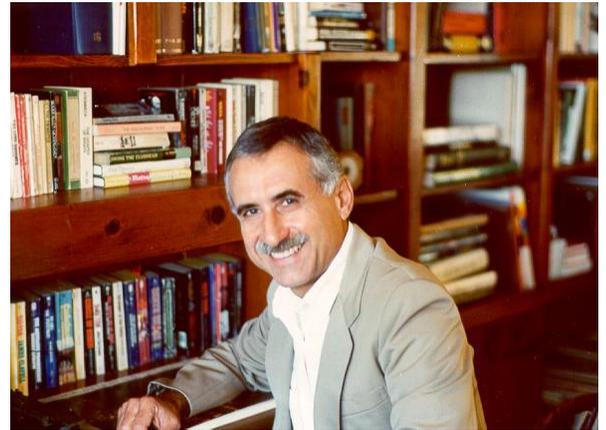
Photo credit: [www.Flickr.com](http://www.Flickr.com) – Leo Reynolds

# The art and science of communication

## It's not what you say, it's what they think you mean.

In his pioneering studies at the University of California, Los Angeles in the 1970s, Professor Albert Mehrabian developed a communication model that launched a new field of study into the importance of non-verbal communication and body language.

Mehrabian's model has become one of the most widely referenced statistics in communication. Mehrabian concluded that when people are having a verbal exchange, the listener processes and draws conclusions in three ways. The results may surprise you:



- Verbal** → 7% of meaning is in the words that are spoken
- Vocal** → 38% of meaning is paralinguistic (the way that the words are said)
- Visual** → 55% of meaning is physiology (facial expression, movement, gestures)

This theory is particularly useful in explaining **the importance of meaning, as distinct from words**. Understanding the difference between words and meaning is a vital capability for effective communications and relationships. This body of work is also highly relevant to the challenges faced by presenters, both in effectively communicating with and building rapport with the audience.

<sup>1</sup> **Albert Mehrabian** (born 1939, currently Professor Emeritus of Psychology, UCLA), has become known best by his publications on the relative importance of verbal and nonverbal messages. His findings on inconsistent messages of feelings and attitudes have been quoted throughout human communication seminars worldwide, and have also become known as the *7%-38%-55% Rule*.

Notes

# The art and science of communication, continued

## Verbal or Word Selection (7%)

- Visually** oriented words—*See what I mean?*
- Auditory** oriented words—*Do you hear what I'm saying?*
- Kinesthetic** oriented words—*How do you feel about that?*
- Auditory Digital** oriented or logical/self-talk—*Does that make sense? Is that reasonable?*

## Vocal or Tonality (38%)

- Tone** of your voice (pitch)
- Tempo** of your voice (speed)
- Timbre** of your voice (quality)
- Volume** of your voice (loudness)

## Visual or Physiology (55%)

- Posture:** tilt of head, stand with more weight on front or back foot or left or right side, slouch or stand with straight spine, leaning forward on table or sitting back in relaxed fashion, etc.
- Gestures:** expressive eyes, furrowed brows, hands crossed or expressive “talking” hands, hands on hips, hand in pocket, etc.
- Breathing:** belly breather vs. shallow breathing; rapid versus slow breathing. Changes in breathing pattern can provide information about what’s going on with the other person.
- Eye Movements:** reveals information about how the person is thinking. Looking up indicates seeing pictures/images; looking to the sides indicates hearing or thinking about what to say; looking down to left or right suggests person is checking in with their feelings or doing “self talk.”

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## Part 1: The Power of Body Language (55%)



# The power of visual communication

What do we know about this woman?

Her job?

Her age?

Her personality?

Her potential?

Other insights?



# Personal appearance is visual communication

What do we know about this woman?

Her job?

Her age?

Her personality?

Her potential?

Other insights?



## Power up your professional image



List four important elements of professional appearance in your career field:

1
2
3
4

# Three rules for reading other people's body language

## Rule #1 = Read Gestures in Clusters

Like any spoken language, body language has words, sentences and punctuation. Be careful not to interpret a solitary gesture in isolation from other gestures or circumstances.

- Share an example:

## Rule #2 = Look for Congruence

*Definition: Agreement: a coinciding, agreeing, or being in harmony*

Research shows that nonverbal signals carry about five times as much impact as the verbal channel and that, when the two are incongruent (that is, words and gestures don't match), people—especially women—rely on the nonverbal message and disregard the verbal content.

It is very important that what you say verbally and what you say non-verbally are in alignment. Otherwise, your audience will be confused, suspicious or just plain won't believe you. Your credibility may be questioned.

- Share an example:

## Rule #3 = Read Gestures in Context

All gestures should be considered in the context in which they occur. For example, when a person crosses their arms, does this mean that they are being defensive or are feeling cold?

- See examples on the next page

# Three rules for reading other people's body language

## What do we presume to know about these four women?

Their jobs? Their attitudes? Their personalities? Do you like them or not? Would you want to work for or with them? Why or why not?



Photo credit: [www.flickr.com](http://www.flickr.com)

# What are you signaling?

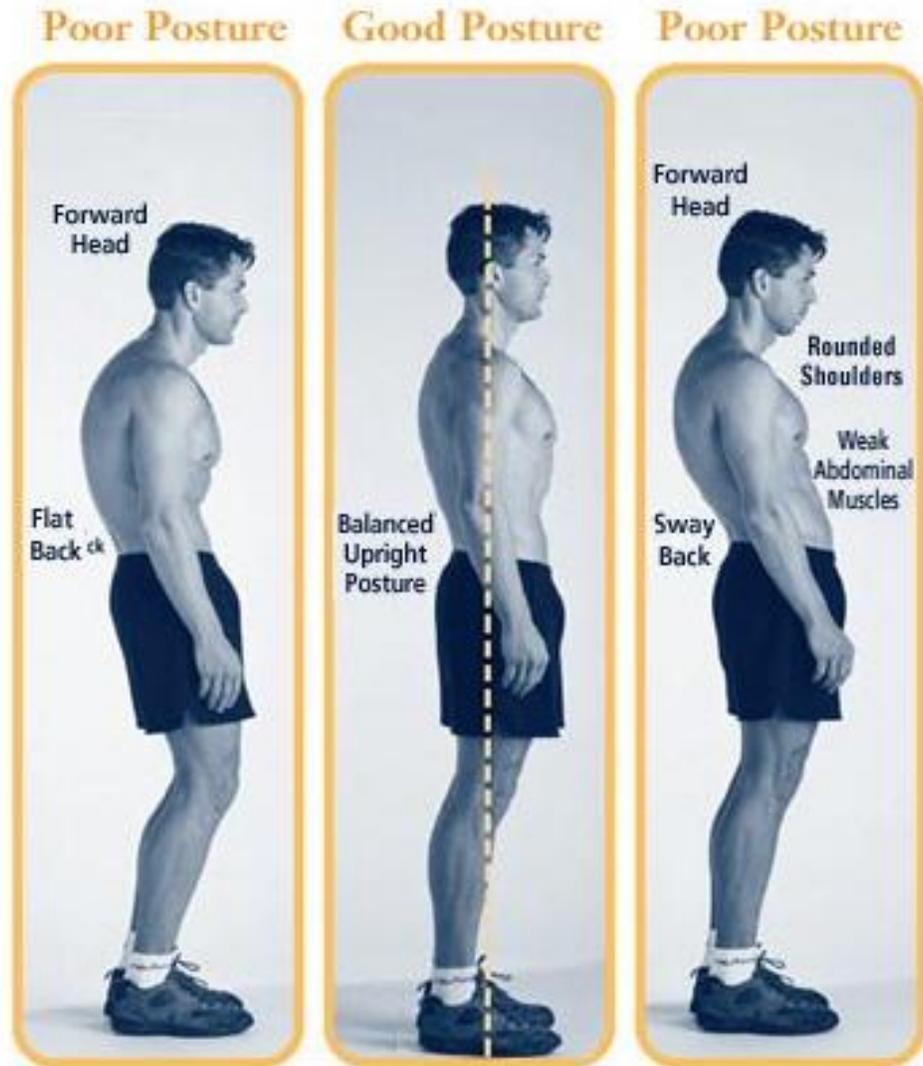
## Insights into common gestures, stances and body movements

- The shoulder shrug shows submission or lack of understanding of what is being said
- Head shaking signals “no”
- Head nod signals “yes” or agreement
  - Slow nodding says that the listener is interested in what the speaker is saying
  - Fast nodding communicates impatience or that they’ve heard enough and want you to finish so they can speak
- Sneering signals displeasure, agitation and potential aggression.
- Hands folded tightly across the chest signals the person is feeling negative or rejecting your idea
- Both hands in the pockets signals not open, doesn’t want to talk or engage in the conversation.
- One hand in pocket, one hand down by side signals casual confidence.
- Open palms connotes honesty, trust and openness, non-threatening.
- Palms down signals authority, you are giving them an order.
- Pointing a finger signals creates negative feelings. “Do it or else!”
- Shaking hands with your hand in the face down position (on top) signals you are taking control and dominating the relationship.
- Shaking hands with your hand in the downward position signals suggests you are being submissive.
- Shaking hands with both hands straight up and down suggests equality.
- Shaking hands with a “double-hander” suggests familiarity and should only be used when an emotional bond already exists between you and the other person.
- Head tilt displays vulnerability and makes you appear more submissive or smaller.
- Head down signals disapproval or dejection. When chin is down, it signals a negative, judgmental or aggressive attitude.
- Hands on hip--appears argumentative, and can also make you look bigger.
- Spreading your legs signals establishing your authority.
- Crossing your legs signals nervousness, defensiveness, and need to protect oneself.
- Arms crossed and over your body; folder, notes or brief case held in front of your body indicates that you feel threatened and need to protect yourself.
- Clenched fingers or fist signals frustrated attitude, having a hard time getting point across.
- Slouching signals informality, indifference, lack of concern.

Source: *The Definitive Book of Body Language* written by Allan and Barbara Pease of Pease International.

## What does your posture say about you?

Good posture is not only an important health issue, but an essential quality for projecting strong leadership presence. Here's what good posture and poor posture look like:



Source: *Workers Compensation Board, Alberta, Canada*

**Use proper posture when standing.** Hold your body so that the crown of your head, the center of your torso, and the bottoms of your feet create a straight vertical line. Drop your shoulders, resting them back and down, away from your neck. Lift your sternum; Level your chin perpendicular to the ground. Breathe deeply and completely, in through your nose, out through your nose.

## Female leaders - top 10 body language mistakes



1. Too many head tilts
2. Physically condense
3. Acting girlish
4. Excessive smiling
5. Nodding too much
6. Speaking "up"
7. Waiting your turn
8. Being overly expressive
9. Use a delicate handshake
10. Flirting

Source: Forbes.com, contributing writer, **Carol Kinsey Goman**, Ph.D., and author of *The Silent Language of Leaders: how body language can help – or hurt- how you lead*

**Read the full article – watch the video:** <http://www.forbes.com/2010/07/12/body-language-mistakes-women-forbes-woman-leadership-authority.html>

## Male leaders - top 5 body language mistakes

1. They keep a “poker face”
2. They don't listen
3. They lack empathy
4. They infringe on other people's territory
5. They look intimidating



**Read the article:** <http://www.forbes.com/sites/carolkinseygoman/2012/06/26/body-language-mistakes-that-male-leaders-make/>

# How's your handshake?

One of the first things we do when greeting someone in business is to shake their hand. It is one of the first and last impressions that you will make

An improper handshake can upset the mood and tone of the interaction. It also speaks volumes about you – your credibility and confidence. What can you do about it?

There are three main ingredients for creating rapport in a handshake:

1. **Complete:** web to web contact
2. **Equal:** make sure that both people's palms are in vertical position
3. **Receptive.** apply the same pressure that you receive

Remember, that a handshake evolved as a gesture to say hello or good-bye or to seal an agreement, so it always needs to be warm, friendly, and positive.

## Avoid the world's eight worst handshakes:

1. The Wet Fish (note: 1:20 people suffer from Hyperhidrosis or abnormally increased perspiration)
2. The Vise
3. The Bone-Crusher
4. The Finger-Tip Grab
5. The Stiff-Arm Thrust
6. The Socket-Wrencher
7. The Pump Handle
8. The Dutch Treat or giving a handshake like a bunch of carrots.



# Fishbowl exercises

## Scenario #1

(2 volunteers needed to act out this scenario)

You have recently been moved into a new position. You are meeting your new manager to discuss a potential project that you would like to recommend.

Your manager has just finished 3 successive meetings and has not had lunch. She is hungry and is feeling overwhelmed with the demands on her time, but wants to be open to the new idea. She only has a few minutes to hear the idea. Normally she does not give immediate decisions to recommendations, but likes to reflect upon them for a few days.

You are trying to demonstrate initiative and leadership capabilities to your new boss. You have scheduled 30 minutes to meet with your boss, but you are unaware that she is running behind schedule. You want to get your point across succinctly and hope to get the "green light" on the new project. You are also trying to establish rapport with her and understand better "how she ticks."

### What are your observations?

- What feelings and thoughts did this role playing scenario bring up for you?
  
- What was communicated through body language?
  
- Was there congruence in what was being spoken and communicated non-verbally?
  
- What changes could each person make in body language to achieve the desired result?

# Fishbowl exercises

## Scenario #2

(2 volunteers needed to act out this scenario)

You are having a difficult conversation with your manager about the science and strategy of an important project that you are leading. He is not satisfied with your substantiation and feels a different approach is necessary.

All the "desired data" for the project is not available yet and the experiments that your boss feels are high priority (but not you who are the scientific expert) have been pushed to the bottom of the priority list.

You are not *seeing eye to eye* on this issue. Your boss starts to get agitated. He stands and goes to the white board. The volume of his voice has raised and he is standing over you as he begins to lecture about the shortcomings. You feel yourself becoming more defensive, but you want to remain calm and stay solution-focused.

How can you handle yourself and this situation to ensure a productive outcome?

### What are your observations?

- What feelings and thoughts did this role playing scenario bring up for you?
  
- What was communicated through body language?
  
- Was there congruence in what was being spoken and communicated non-verbally?
  
- What changes could each person make in his/her body language to achieve the desired result?

# Fishbowl exercises

## Scenario #3

(4 volunteer needed to act out this scenario)

You are giving a presentation to a small group of colleagues. You've spent many hours and days preparing this talk and look forward to an attentive and engaged audience.

Within the first 10 minutes, before you able to get into the meat of your core content, several audience members start firing questions at you. You notice that other audience members are multi-tasking, checking their email during your presentation.

You suddenly feel like you are losing your audience and are under attack. Your brain freezes and it's difficult to remember what you were going to say next.

What can you do to regain your composure, steer the audience in the right direction and get your presentation back on track?

### What are your observations?

- What feelings and thoughts did this role playing scenario bring up for you?
  
- What was communicated through body language?
  
- Was there congruence in what was being spoken and communicated non-verbally?
  
- What changes could each person make in his/her body language to achieve the desired result?

# Fishbowl exercises

## Scenario #4

(1 volunteer needed to act out this scenario)

You are participating in an important telcon meeting with colleagues from different locations. A particularly challenging conversation arises on the call. You can feel yourself getting heated up and worry about not being able to effectively communicate your view point.

It is at times like these that you feel disadvantaged because you are not present in the room with the other participants. You can't read their body language or use your non verbal cues to effectively communicate.

What can you do to effectively communicate and influence the discussion, while still maintaining your working relationships?

### What are your observations?

- What feelings and thoughts did this role playing scenario bring up for you?
  
- What was communicated through body language?
  
- Was there congruence in what was being spoken and communicated non-verbally?
  
- What changes could each person make in his/her body language to achieve the desired result?

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## **Part 2: The Power of Your Voice (38%)**

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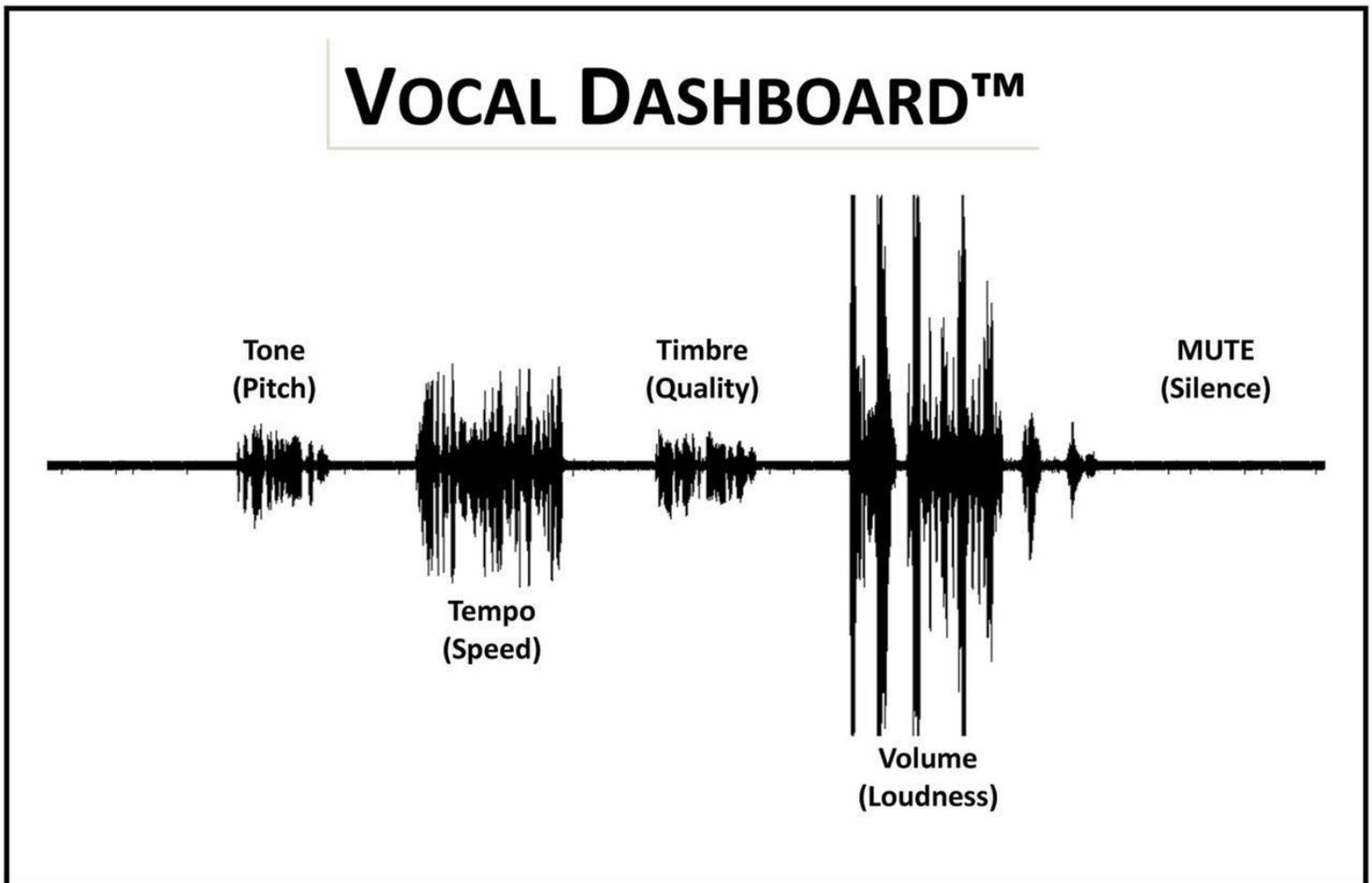
## Leverage your voice

### Play with all the dials on your vocal dashboard

How you use your voice can have a big impact on your communication influence. Research studies suggest that over 38% of the meaning of your communication in a face-to-face situation is influenced by how you say what you say, or your vocal inflection.

You have five dials on your vocal dashboard: tone, tempo, timbre, volume and silence.

It's time to experiment with how each one works. By expanding your vocal "range" and vocal mastery, you will elevate your communication mastery and credibility with others in your professional and personal life.



# Put more authority into your voice

## Low and Slow

If you want to have your suggestions followed and build your credibility, you should pay careful attention to how you end your sentences. Your voice inflection will communicate whether you are asking, stating a fact or commanding someone to do something. There will be times when you'll want to use all three of these voice inflection techniques. But first you must be aware of their power and what they mean to your audience.

Lowering the pitch of your voice (within your natural range) has other added benefits. It has the effect of slowing you down, thereby encouraging the more precise articulation of each word. It also tends to minimize any nasal vocal quality, which many listeners find annoying.

Statement:    Word → Word → Word

*(all words spoken with same emphasis)*

Question:    **Word → Word ↗ Word**

*(last word ends on a higher pitch note)*

Command:    Word → Word ↘ **Word**

*(last word spoken with lower tone of authority)*

**Partner Exercise:** Select any sentence and say it with three different voice inflections. Do it in a random order and see if your partner can guess which vocal inflection you are using.

As a statement \_\_\_\_\_

As a question \_\_\_\_\_

As a command \_\_\_\_\_

## Beware of Upspeak

“Avoid ending declarative sentences in a rising note. This is a verbal bad habit more common to women than men. It makes a statement sound tentative, even doubtful, as if the speaker were continually seeking approval.”

Jack Griffith, author of  
*How to Say It® at Work*  
(page 526)

## Other helpful resources

- The Silent Language of Leaders**, by Carol Kinsey Goman, PhD, published by Jossey-Bass Wiley, © 2011 by Carol Kinsey Goman
- Forbes.com** articles and videos:
  - Top 10 body language mistakes made by female leaders:  
<http://www.forbes.com/2010/07/12/body-language-mistakes-women-forbes-woman-leadership-authority.html>
  - Top 5 body language mistakes made by male leaders:  
<http://www.forbes.com/sites/carolkinseygoman/2012/06/26/body-language-mistakes-that-male-leaders-make/>
- The Definitive Book of Body Language**, by Allan and Barbara Pease, a revised and expanded edition of Signals, Bantam Books, copyright © 2004 by Allan Pease.
- How you Stand, How You Move, How You Live: learning The Alexander Technique to explore your mind-body connection and achieve self-mastery**, by Missy Vineyard. Published by Da Capo Press, Copyright 2007 by Missy Vineyard
- Business NLP for Dummies**, by Lynne Cooper, NLP Business Consultant. Published by John Wiley & Sons, Ltd. Copyright 2008 by John Wiley & Sons, Ltd., England.
- Voice of a Leader: Vocal Awareness to Empower Your Communication in Business and In Life**, by Arthur Samuel Joseph, Audio CD, produced by Sounds True. Copyright 2007 Arthur Samuel Joseph
- Presenting Magically** by Tad James and David Shephard. Published by Crown House Publishing Limited. Copyright 2001 Tad James and David Shepard.
- The Power of Positive Confrontation**, by Barbara Pachter with Susan Magee. Published by Marlow & Company. Copyright 2000 Barbara Pachter and Susan Magee.
- [www.AmericasMarketingMotivator.com](http://www.AmericasMarketingMotivator.com) – Sign up for The Vault to gain unlimited access to motivating and useful business tips, resources and ideas from Kathy McAfee. It's free!
- Watch the TV interview with Kathy McAfee and Steve Adubato on <http://motivatedspeaker.com/seminars/vocal-power-body-language/>
- [www.ModernJedi.com](http://www.ModernJedi.com) – more information on Neuro Linguistic Programming
- YouTube video “Handshake Do’s and Don’ts” with Kathy McAfee <http://www.youtube.com/watch?v=emaTZ3X5s9U>

## About the author

Kathy McAfee is **America's Marketing Motivator**, a professional speaker and executive presentation coach whose mission is to help business leaders more effectively use their talent, energy, and influence to create positive changes in the world.

Hundreds of executives and entrepreneurs have gained invaluable lessons from Kathy's company, Kmc Brand Innovation, LLC. Since 2005, Kathy has delivered hundreds of workshops, presentations and coaching sessions that have made professionals of all disciplines more confident, credible and valuable leaders. Kathy's clients learn to master the business arts of high engagement presentations, more productive networking and more effective business relationship building.

She is the author of the book ***Networking Ahead for Business*** (Kiwi Publishing 2010). She is working on her second book, ***Stop Global Boring: Reduce your PowerPoint emissions to become a more effective, engaging and motivated presenter!***

In her role as **Executive Presentation Coach**, she helps clients increase their confidence, credibility, and influence by reducing their PowerPoint clutter to better engage their audiences and move them to action. She is the creator of *The Motivated Presenter™* high engagement communication skills training series. A certified Master Practitioner of Neuro Linguistic Programming or NLP and certified Blind Spots Profile Coach, Kathy helps her clients to clear their limiting beliefs and use more effective strategies to realize their full leadership potential.

Over the past 30 years, Kathy has held numerous corporate leadership positions, bringing marketing success to the likes of Levi Strauss & Co., Maybelline, Southcorp Wines of Australia and ADVO, where she served as Vice President of Marketing Services. Living and working in England for three years, she led European marketing initiatives for an international vision care company.

A graduate of Stanford University in Economics, Kathy is a member of the National Speakers Association, a board member for the YWCA of the Hartford Region, and an active member of Soroptimist International of the Americas. She is an ovarian cancer survivor and holds a second degree black belt in the martial art of Tae Kwon Do. Kathy and her husband Byron reside in Connecticut.

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For more valuable resources, get your key to the VAULT - [www.AmericasMarketingMotivator.com](http://www.AmericasMarketingMotivator.com)

