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Power of non verbal communication

COMMUNICATION involves far more than words and grammar.

In fact, research shows that we express thoughts and feeling through seven per cent of the words we say, 38 per cent through our vocal pitch and 55 per cent through our body language. When presented with both verbal and non verbal messages, we consistently find the non verbal messages more powerful.

Non verbal communication is often subtle, ambiguous, or contradictory even within a single culture. Although it is sometimes difficult to be aware of your own non verbal signals, people are aware of these messages sent.

Non verbal signals come through in a number of ways like gesture, movement, body stance, and facial expressions. It is important to understand that all of us are constantly communicating, whether we are saying something or not. Whenever there is a discrepancy between the words being said and the person's language, people will believe in the body language first.

Here are some of the non-verbal behavioral aspects that you should be paying attention to:

● **Eye contact:** Looking directly at the person to whom you are speaking to is an effective way of declaring that you are sincere about what you are saying, and that it is directed to that person.

● **Handshake:** A firm handshake conveys confidence and professionalism.

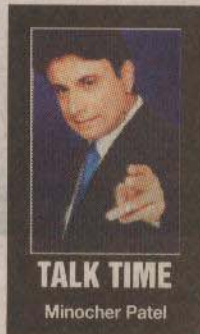
● **Environment:** People react emotionally to the surroundings. Environment can affect how people feel, ranging from pleasure to dominance. So, create a positive environment.

● **Body space:** All of us can identify with an area that indicates ownership and defence of our territory against those who may invade it. So, what is your comfort zone?

● **Body posture:** The weight of your message to others will increase if you face the person, stand or sit appropriately

close, lean towards him/ her, and hold your head erect.

● **Facial expressions:** Maintain appropriate expressions on your face. Ever seen someone trying to express anger while smiling or laughing? It just doesn't come across. Effective expressions should agree with the message you want to convey.



TALK TIME
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Remember to smile, as it adds to your likeability quotient.

● **Gestures:** Hand and arm gestures to describe and emphasise your message take on an added emphasis. But remember, being over enthusiastic in your gestures can be a distraction!

● **Voice characteristics:** Volume, tone and speed of speech

should be evenly paced, not slow or too fast. Pitch of the words and stress of different syllables is equally important.

● **Dressing style:** Did you know that if you dress in your favourite outfit it will make you feel more confident? Dress well and appropriately for every occasion. Remember you are communicating through the clothes you wear or don't wear. Think about it.

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