

Professional English, Inc.

Speaking, Writing, and Cultural Training

Fall/Winter 2005

Speaking with Your Body

By Dr. Maureen Archer

Did you know that, during face-to-face conversations, we communicate according to the following percentages:

55% through our body language,
38% through vocal qualities (volume, speed, pitch),
and only **7%** through the words we choose?

Yet we often focus exclusively on our words, ignoring the messages we transmit through our non-verbal signals.

Our challenge as professionals, therefore, is to be more adept not only at reading the body language of our customers and coworkers, but also at projecting a positive visual message. This visual message works on the subconscious level to establish the trust and confidence levels others have of us.

What are you saying with your body?

Positive Signals:

- Smiling and nodding (for encouragement)
- Eye contact (during 60% of conversation time)
- Open hand gestures (palms up)
- Naturally expressive hand movements
- Straight spine with shoulders back
- Leaning forward slightly

Negative Signals:

- Hands in pockets or on hips
- Arms crossed
- Head down/ no eye contact
- Frowning
- Shaking head "no"
- Pointing with finger
- Lip biting and fidgeting (hands or feet)
- Hands near head or face
- Pushing gestures
- Shifting weight while standing
- Clenched hands
- Leaning back

Professional English now offers the following workshops:

- **Communicating Clearly in Stressful Times: *Manager-Employee Communication Strategies***
- **Dealing with Challenging Clients: *Techniques for Succeeding with Stressed, Frustrated, and Angry People***
- **Fully Understanding Your Clients: *Strategies for Enhancing Listening & Questioning Skills***
- **Email Do's and Don'ts: *How to Write Persuasive and Professional Email Messages***
- **Positively Successful: *Simple Techniques for Conveying Bad News in a Positive Way***
- **Dynamic Face-to-Face Communication: *How to Enhance Your Conversation Skills***
- **Phone Strategies that Work: *Making Every Call Professional, Positive, and Persuasive***
- **International Clients: *Cultural and Language Insights for Successful Communication***
- **Successful Presentation Skills: *How to Organize and Deliver Winning Presentations***
- **The Best Writing Process: *Strategies for Efficiently Planning, Writing, and Editing***
- **Writing Better Paragraphs and Sentences: *Improving clarity, cohesion, and grammar***

Our expert instructors customize the workshops to meet the needs of your employees, then conduct the training at your location. We also offer private coaching for specialized training.

Two Liberating Words

Use the simple phrase “until now” to free employees from thinking too conservatively. Here’s how it works:

- They say, “We can’t possibly do that.” You reply, “Until now, we haven’t been able to do that.”
- They say, “Management won’t let us try that.” You reply, “Until now, we haven’t asked to try that.”

Adapted from True Work by Justine Willis Toms and Michael Toms

Thank You to Our New Corporate Clients

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National Institute of Aerospace
Naval Expeditionary Medical Support Command
ODU’s Executive Development Center
Pressure Systems, Inc.
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And to Our Continuing Clients, Especially

**Cox Communications
Liebherr Mining and Equipment Company
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NASA**

Thank you for making 2005 a record-breaking year for us. Now with twelve professional trainers on staff, we are ready to meet all of your English and communication training needs in 2006.

As a manager, what nonverbal messages are you sending?

Here are two examples of how you can send negative messages without saying a word:

- You pass by employees without saying hello on your way through the office in the morning.
- You keep your door closed and come out only to issue orders.



Lesson: The key to communicating with employees is recognizing that your actions contribute to the messages you send.

Adapted from Egos & Eggshells: Managing for Success in Today’s Workplace by Margot Robinson.

“I’m exhausted. I spent all morning putting in a comma and all afternoon taking it out.” -- Oscar Wilde

Dear Dr. A:

“I have an employee who should improve her speaking and grammar skills. How can I recommend that she seek this training without damaging our good relationship?”



Asked by a Local Dentist

Dear Dentist:

Here are a few ideas about suggesting communication training to an employee:

- Speak with the employee privately, especially during a performance review.
- Explain your observations of the employee’s skills, using specific examples (“I’ve noticed that you sometimes say *He don’t* instead of *He doesn’t*”).
- Show the employee how the training will benefit her (better at current job, possibility of promotion). She will be more excited about the training if she understands the immediate and long-term positive results.
- Offer to pay for the training (or at least split the cost with her). Her improved skills will mean better customer relations and a higher professionalism in the office, both of which directly improve your bottom line.
- Have her see me for a free consultation if you would like her to receive private coaching. I can help reinforce the benefits she will receive from the training, plus allow her a comfortable environment in which to express her thoughts.

Please send your communication questions to Dr. Maureen Archer (archer@allenglishtraining.com).



All of us at Professional English wish you a safe and pleasant holiday season.