

Create an Appetite for Your Presentation

with



Body Language P.I.E.

3 Simple Body Language Secrets

“The One Thing You Must Leave Out...
and the Two You Can’t do Without!”

Body Language P.I.E.

How We Really Communicate

Everyone communicates with others. Some through public speakers, others are presenting in business or sales settings and some simply interact with family and friends. Regardless of what you do in life the simple fact is we all communicate. One of the biggest misconceptions about communication is that we tend to fully associate communication skills with our words. Unfortunately, while most of us focus on our words in



preparation of presenting, the fact of the matter is that the words we use constitutes a very small part of total communication. In fact, the message your body communicates relays much more information and contributes substantially more to total communication than do our words. The way in which we move our bodies when we speak constitutes approximately 56% of our total communication. Most experts agree that the words we use

contribute only about 7% - 10% of total communication, while the non-verbal voice queues such as tonality, variety, pitch and pace contribute about 37%, and non-verbal, non-voice queues (body language), constitutes 56%.

When presenting, whether in business or casually it is important to remember your body is speaking more loudly than your words, and continues speaking even when you aren't speaking with your words.

In this report I'm going to cover 3 unique types of gestures that we use in presentation. One of which you need to avoid and two you can't effectively present without. I have condensed these down to a simple, easy to remember acronym I call Body Language P.I.E.

P.I.E. signifies the three types of gestures which are:

- Pacifiers
- Illustrators
- Emblems

Gestures vs Body Language

Often we think that gestures are not actually a form of body language. Body Language is just a Meta form of gesturing. You gesture with your hands, your face and your body.

Body Language PIE is comprised of three component parts. These parts are three very distinct forms of gestures that we regularly perform with our face, our hands and our bodies. Some to negative affect and some to positive affect. When I adjust my sleeve / cuff link, for example, that is a Pacifying or a comforting gesture. Holding my hands in front of me as though I'm holding an imaginary soccer ball is an Illustrative gesture, and if I smile a genuine smile that is an emblematic gesture. All three are different, and all can powerfully convey both conscious and unconscious messages.

Body Language Pie

Just as an apple pie is a single entity it is comprised of three primary components; the bottom crust, the filling and the top crust. The same is true of Body Language P.I.E. It is also important to understand that each of the three components of Body Language PIE can be further broken down into their own component parts.

This is by no means an exhaustive Body Language training and is not meant to be. However, if you understand and effectively use these three simple body language queues, you will greatly enhance the effectiveness of your communication.

Component #1 – The “**P**acifiers”



The P in Body Language Pie stands for **Pacifying** or Comforting gestures are the least desirable form of body language we can incorporate in a presentation. Yet pacifiers or comforting gestures are some of the most commonly seen body language queues we see performed in presentations, by both novice, as well as, veteran presenters.

One easy way to recognize pacifying gestures is to think back to when you were a child. When you were sick, hurt, sad, or upset, for most of us there was someone we relied upon to pacify us...to make us “feel” better, more at ease and comforted. We do these same things to ourselves as adults when we feel, nervous, anxious or afraid. Your body goes into “Fight / Flight / Freeze” mode and the subconscious triggers us to do things to calm ourselves and to make us feel more at ease. Unfortunately, this doesn’t work very well and most of the time.

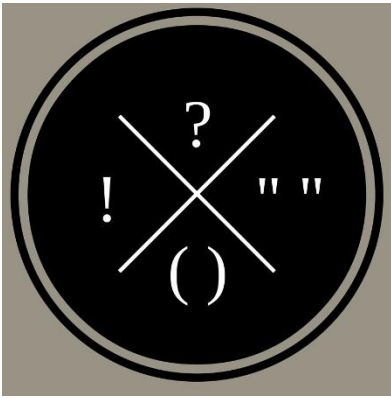
Pacifiers, or comforting gestures in a presentation are typically an emotional leak indicative of nervousness, insecurity or deception...three things we don’t typically associated with a powerful, impactful presentation.

Some of the most common comforting gestures or pacifiers you will see are:

- Adjusting clothing / picking fluff
- Rubbing movements, such as rubbing hands, or the lectern
- Rocking or swaying
- Touching the hair, neck, or face.
- Pacing
- Playing with jewelry
- Clutching the hands

There are many others, but as a general rule, anything you would do to comfort or console yourself consciously, can manifest subconsciously and sometimes very subtly.

Component #2 – The “**I**llustrators”



The second component of the Body Language Pie is “I” or **Illustrators**.

Illustrators are a form of non-verbal punctuation. Illustrators, when used properly help create emphasis, and impact to our communication. Generally Illustrators have a very positive effect on our communication to the extent that they are congruent with our language and vocal variety.

We use all manner of punctuation when we write in order to more effectively illustrate the idea or points we are making with our words. The same is true in non-verbal's. We use our hands, face, fingers and our bodies in order to punctuate a point nonverbally.

Some examples of Illustrators would include:

- Holding the soccer ball
- Hands palm up / palm down
- Power pointing
- Chopping
- Animation of the hands face or body to demonstrate physical action

When the words we say and the voice we use are punctuated with appropriate illustrators, it adds punch and credibility to the message we are delivering.

Component #3 – The “**E**mblems”



The third and final component of our pie is “E” which is, of course, emblems, or more accurately, emblematic gestures.

We see emblems everywhere in our culture. When you see a red light at an intersection there is no need for instructions or a loud speaker to blare out “STOP” as you approach. You know that a red light means “stop”. We encounter hundreds if not thousands of emblems every day.

We also utilize emblems in our non-verbal communication. An emblematic gesture is a movement that when shown, even without words, conveys a precise message within a given culture. It is important to understand that unlike emotional facial expression, emblematic gestures are often culturally specific. A “thumbs up” for example has an entirely different meaning in some cultures than it does in ours. So if you speak internationally it is a good idea to learn the cultural emblems for that area.

That said, Emblems are one of the most powerful gestures you can use and when congruent with your message will give your presentation power and charisma. When emblematic gestures are incongruent with our words or intended message they are among the most reliable signs of deception. The subconscious mind cannot lie, which means if you know what to look for you will often see signs of deception in the simple fact that the speaker’s emblematic gestures are inconsistent with their spoken message.

Some of the most common emblematic gestures you will see are:

- Universal facial expressions of happiness, sadness, disgust, contempt, anger, fear and surprise
- Thumbs up / Thumbs down
- Hand Stop Sign
- Leaning / Stepping back
- Okay sign
- Nodding or shaking the head
- Full Shoulder shrug with extended palms up

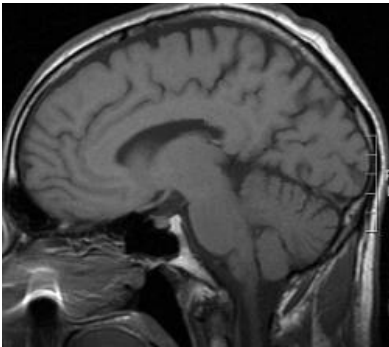
One of the most interesting emblematic gestures in American culture, is the pervasive use of the middle finger. Now, I know you're wondering...middle finger???? Who would flip someone off during a serious presentation? Do a search or the pictures on-line and you will be amazed by how common this emblematic gesture leaks out in interviews, debates and speeches. If you look for them you will find dozens of pictures of politicians flipping off their rivals, reporters, etc. on the internet. Our current president has many out there.

Emblematic gestures, as with Pacifiers, can be very subtle, to the point that they can easily slip past the conscious mind and go directly into the subconscious mind completely unchecked. In Deception Detection, emblematic gestures are one of the first things I look to catch a person lying. Incongruence in emblematic gestures are over 90% accurate in catching deception, when seen with no other deception indicator present. This means that when you make a presentation you should be sure you believe what you are saying.

The Trick is in the Timing

Another critical aspect of adding Body Language PIE to your presentation is timing your gestures. When you done naturally, you gesture from your true emotions. When you are communicating you will naturally perform gestures in the following format:

- First we Feel an Emotion
- Second the Subconscious Signals the Body to Display the Gesture
- Third the Conscious or Cognitive Mind Signals the Mouth to Speak



Gestures from your emotions are very difficult to control, because emotions come from your limbic system, part of your subconscious mind which functions nearly twice as fast as your conscious mind. Which means that by the time you are consciously aware of an emotion, the gesture has already leaked out. So, believing and being emotionally engaged in your subject goes a long way in getting your gestural timing right.

Gestures should always immediately precede or be in time with the words. If you are watching someone speak and their gestures are following their speech, you know they are generating them in an effort to mask or create the body language to go along with their words. So when you rehearse your presentations rehearse your gestures to the extent that you get them in sync with your words.

It is important to remember that if you are not emotionally engaged in your subject or do not believe in what you are saying this will be very difficult to do due to the fact that your emotions will be trying to create "Truth" gestures, congruent with your unconscious feelings about the subject rather than the words you are consciously saying.

The Take Away



By simply learning how to eliminate Pacifying gestures and effectively applying Illustrators and Emblematic Gestures, you will quickly find that these amazingly easy yet powerful body language secrets will supercharge your presentation skills, making you instantly more credible and charismatic in your presentations. The more dynamic and credible your presentations become, the more effective and interesting they will become, to the point where you naturally draw your audience in to your presentation and actually wanting to hear and agree with you.

If you want to give powerfully positive, deeply moving presentations that have a lasting effect...create an appetite in your audience for your message by serving up some Body Language PIE!

James G Springer CHT –

James has spent more than 30 years in Sales Management and Business Ownership. Additionally, he is a Certified National Trainer of Verbal / Non-Verbal Communication Skills, as well as, a Numerous Certifications in Deception Detection, Micro Expressions, Body Language, Hypnosis, Neuro Linguistic Programing (NLP Master Practitioner) and Master Life Coaching.

He has devoted his life to empowering others by teaching them concept of “ALL IN” Communication, which is an all-inclusive communication model that utilizes and engages both the conscious and unconscious processes by which we naturally communicate with others.

The “ALL IN” Communication model focuses on four primary ways in which we communicate; Mind, Body, Voice and Language. By simply making some small adjustments to the way we engage these natural processes we can quickly and easily revolutionize the way in which we communicate.

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