“If you want to know why people don’t take you seriously, how to tell if someone’s lying, or just how to improve the way you interact and communicate with others... start reading!”

TV’s Trisha Goddard

Body Language

It’s What You Don’t Say That Matters

Robert Phipps

TV’s number one body language expert
“Having worked in the fields of Human Psychology, NLP & Hypnotherapy for the past 21 years I can honestly say that Robert Phipps’ work on body language is a must-have book for anyone who communicates with people on a regular basis, whether that be in a personal or business situation! In other words, every human being who wants to get the best out of every situation in life should read this book. Entertaining, Enlightening and Highly Educational, I would unreservedly recommend this unique publication as the Secrets and Techniques it contains are truly powerful and worth many times the small cover price.”

Dr. Jonathan Royle, www.magicalguru.com

“Recognising what you – and others – are doing with body language turns ‘instinct’ into powerful knowledge. In this book Robert Phipps can help us all, at work and play, use body language to our advantage. Even learning one thing, such as looking above the bridge of someone’s nose, could make a difference… read and see how.”

Gill Cox, Agony aunt

“Robert’s understanding of his subject is deep and thorough – he knows what he’s writing about. Plus, he can communicate that knowledge, so that every reader can put it into practice and have it make an immediate difference to everyday life. Clear, helpful, packed full of facts, insights and interactive exercises, this is the book you need if you want to master body language.”

Susan Quilliam, Psychologist and Agony Aunt for numerous media including AOL

“This book is crammed with treasures which throw light on a much-misunderstood topic. The easy, conversational style makes it a pleasure to read, and the focus on practical application provides numerous examples which are sure to resonate with anyone who works intensively with people. I shall undoubtedly be dipping in again and again for guidance on how best to navigate the plethora of interpersonal obstacles which crop up on a daily basis. Thank you Robert. This is long overdue.”

Dr Caryn Soloman, Investec Bank
BODY LANGUAGE

It’s What You Don’t Say That Matters

Robert Phipps
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PART ONE
ARE YOU SITTING COMFORTABLY?

Are you aware of the expression on your face right now? Are you aware of how you’re sitting or standing, or who and what is around you?

Probably not – until I asked the question and your brain went to do a little check, or you had a look round.

Most people are oblivious, most of the time, to what their body is doing.

If you are one of these people, you’ll be unaware just how much your body tells others about you. About your moods, emotions and attitudes.

These body movements, signals and gestures are forms of non-verbal communication, or what we commonly refer to as ‘body language’.
In business, being aware of and understanding this subject can dramatically change people’s perceptions of you – and consequently the results you achieve.

This book takes you through everyday business situations, pointing out what to observe, what to do with what you see, and how to turn it to your advantage.

I start right at the beginning with what body language is, and then take you through greetings, meetings, presenting, selling, negotiating, managing, leading and all the other key areas you need to understand in your business to make the best decisions and be successful.

Over the course of this book, I’ll cover all of the situations and common behaviours, just as you would encounter them in your business and your personal life. By the end, you’ll be an expert at interpreting what body language means in different situations, and you’ll have a range of techniques and approaches to deal with people depending on the signals you see them exhibiting.

**BODY LANGUAGE AND THE UNCONSCIOUS**

Body language is ubiquitous and affects us all – through our interactions with family, friends, colleagues, shop and restaurant staff, and government officials like police and traffic wardens. They all send us silent messages that tell us things about them, their job and how they feel.

I’m sure you can remember characteristics about certain people you’ve come into contact with throughout your life: a particular teacher who had a funny walk when you were knee high to a
grasshopper; a friend who always had their hands tucked up their sleeves when you were a teenager; or that bloody woman who kept clicking her pen at a meeting and annoying the hell out of you as you were trying to speak.

Whether we like it or not, we all react to these non-verbal messages. Sometimes we think about them consciously, other times we don’t. And just because we aren’t consciously aware of them doesn’t mean that they don’t have an effect on us!

Think for a moment about power and status. You walk in to just about any foreign embassy anywhere in the world (if you’ve not been in one then I’m sure you’ve seen them in films or on TV). What are you immediately greeted with? Usually the first things you see are the flags. At least one huge flag, if not several, right smack bang in front of you as you enter the building, and then dozens of others of varying sizes dotted around the place. Often you’ll see the country’s emblem on pictures of beautiful places. You’ll see people in smart military uniforms or other security staff.

Then there’s other things like security gates, car parking spaces marked for ‘Visitors’, others marked out especially for the important people who work in the building who may have their own names, initials or titles painted on their space, or, if they’re really going for it, their own little etched plastic sign.

Why is all this there?

Simple, it’s there to send out a non-verbal message. It’s telling you, without it actually needing to be said or written down:

‘You are entering officialdom. Enter at your own risk because, once you are inside, we can do anything we like and you know it.'
We can choose to grant you a visa, or throw you in jail, or we could just be really nice and give you cups of tea and posh biscuits. We are all-powerful and strong. We are part of the Government.’

OK so I’m exaggerating, but you get the point.

We’ve grown up with non-verbal messages all throughout our lives.

We learn them from the people we’ve met, especially from people we view as important to us, or have an influence on our lives: parents, grandparents, siblings, extended family, friends, teachers, sports coaches, Cubs, Brownies, Guides leaders, etc.

We learn as we grow up from all the different people we meet, the situations and circumstances we’ve been in, and the results of those interactions. Sometimes we take it in at a conscious level, sometimes it’s totally unconscious.

Well, guess what?

Your own non-verbal communication is both conscious and unconscious too.

Sometimes you know exactly what you’re doing and have free choice. Other times you haven’t got a clue, you’re not even aware of the signals you’re sending out. But just because you’re unaware of them, doesn’t mean that others haven’t picked up on them.

In fact, most of what you do with your body is completely unconscious most of the time. Micro-expressions flash across your face in less than half a second, but that’s enough for someone to realize things are not what they seem.
Hopefully, as you read through each chapter, you’ll start to notice the world around you more. You’ll start to pick up on the non-verbal messages you are exposed to day in and day out. You’ll understand that non-verbal communication is not just about physical body movements, signals and gestures. It’s all that and much more.

**BODY LANGUAGE HAS TAKEN OVER!**

Unfortunately, the term ‘body language’ has become a sweeping term for all non-verbal communication. The problem with this is that most people interpret it as applying only to physical body movements.

You don’t hear people say, ‘Did you see his/her non-verbal communication?’ No, instead they say, ‘Did you see his/her body language?’ It basically means the same thing, although it’s a more limited expression.

Pick up just about any national newspaper when there’s a big story on, and somewhere in the column inches you’ll find a reference to the person’s body language. If not directly, then indirectly:

‘*They left the Magistrates Court with their heads down to avoid eye contact with the waiting press.*’

‘*She was all smiles as she walked confidently waving to the waiting crowd at the premiere of her new film.*’

Non-verbal communication is just as it sounds: an unspoken message that has meaning behind it. By systematically breaking down these types of messages you will learn to read people and situations