

Can you 'Walk The Talk'?

Body language expert, Richard Newman, gives his **top ten tips** on how to stand out in business... for all the right reasons!

1. **Ever wonder how great actors have such amazing presence**, like Anthony Hopkins and Judi Dench? It starts with your posture. Most people stand off-centre, with their weight on one foot, so they look like a push-over. Anything you say when you stand like this will appear weak. Gravity is pulling you sideways, instead of downwards, so you lose your gravitas. If you have something important to say get your body **centred**.

2. **Do people ever forget what you say, or switch off when you talk?** If you make distracting movements people lose focus! The main danger area is your legs. Many people sway, pace or bob up and down to comfort their nerves. This takes attention away from your message. When you move **do it with purpose**, not to comfort yourself!

3. **Want to have people in the palm of your hand?** Your gestures are very powerful, if you know how to use them. They work exactly the same as handshakes. If you gesture palms down it comes across as powerful and dominant (just like those handshakes!). This is great if you want to say, "My decision is final!" Do it palms down and people will actually believe you, instead of arguing with you any further.



4. 'Palms up' is great if you want to show that you are open to people's ideas. **In a negotiation this is a great one to look out for.** Anyone who says, "That's my best offer" with palms up is probably lying! They are clearly still open to negotiate. Only when they use a 'palms down' gesture should you close the deal. I've used this for haggling in Morocco, Egypt, Mexico & India - it works all over the world and can save you a fortune when buying souvenirs!



5. **Do you want to give your words more impact?** Congruency is the key. If you say you "feel passionately about your product" you have to physically show this for people to believe you. If your body language shows nerves, people will believe you are nervous about your product, instead of confident. How can you fix this? Well...



6. **...Get rid of tension!** Everyone feels anxious or stressed at work sometimes. This creates tension in your body, preventing you from having **natural presence and charisma**. The easiest way to overcome this is to clench any tense areas for a few seconds, then relax them. This is great before an important meeting, to help you look calm and in control.

7. Have you ever heard the advice **"take a deep breath to feel calm"**? It's nonsense! If you feel stressed and take a deep breath you'll look like a balloon that's ready to burst! Instead focus on breathing out (not in!). Try it now. Push all the air out of your lungs, then relax. What happens? Your body naturally breathes in much more calmly. Simple!

8. Smiling is very powerful, but beware - if you're always smiling people will think you're on medication! If you make a natural smile at the beginning and end of a meeting you give people a great first and lasting impression. **This is far more powerful than most types of body language, because it is inborn.** Even a blind baby will smile when it is happy, it's not a learned response - we are born with it.

9. The **John Wayne Effect** - If you want something to really stand out then pause before you say it. This gives people time to think about what you're saying. John Wayne was asked how he delivered powerful lines. "Simple, I just count to 2... then I say it!"

10. And finally, remember one thing - words are facts, nothing more. How people respond depends on your body language and tone of voice. You can make "3%" sound huge or tiny. Like they say, "People will forget what you said, but they will never forget how you make them feel!" **How you make them feel is all about your body talk.**



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- UK Body Talk Director & Head Trainer

Richard has been working with body language since 1995, as a trainer, presenter and coach.

He has trained more than 11,000 people, from 45 countries, how to gain better results in everyday business, with effective presentations, sales-pitches, negotiations & interviews.

If you want to give outstanding presentations, sales pitches or improve your negotiation skills do get in touch. We deliver workshops for 1-1000 people, that will give you empowering skills for business. You can email Richard directly at richard.newman@ukbodytalk.com to find out more.

"So how do you become a body language trainer?"

My training events have taken me across Europe, onto radio in the USA and I have trained a vast range of clients including the British Parliament, but it all began with monks, Formula 1 and an inspiring trip to the hairdressers...

Back in September 1995 I flew off to India to live in a Tibetan monastery to teach English to the monks. The challenge I was faced with was that the monks I went to teach didn't speak any English. They spoke Tibetan, Nepali and Hindi, so we couldn't communicate with words! I had to rely on body language to survive.

Over 6 months I taught them all how to speak English and they taught me how to speak Nepali. I was amazed and forever changed by the experience.

When I got back to the UK I wanted to learn more about body language. As you can't do a degree in this I attended a professional acting school. They put a lot of focus on body language, showing us how to stand, walk and gesture in a way that would have the strongest impact on an audience.



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I soon got an agent and began doing TV commercials. One day when I was "between jobs" my agent got me an audition with the McLaren Formula 1 racing team. They wanted my help delivering presentations and meetings for their sponsors and clients. The McLaren team had faith that my acting and body language skills would be useful in the world of business. This temporary job turned into hosting over 1000 events and VIP meetings for them.



Meanwhile, my hairdresser, Tony, was fascinated with my body language experience. He offered to give me a free haircut if I did some coaching for his trainee hairdressers. They needed help with confidence and interpersonal skills and he thought I could show them what to do. I came up with a two hour workshop for them.

Soon they were talking to their customers about what I was doing. One of them was running an exhibition and needed some coaching for his team, so they gave him my number.

When our website went live I got a call from the BBC wanting me for a TV project. Other calls quickly followed, the work snowballed and soon I was in charge of training the Chief Medical Experts from around the world at a major conference in Prague. Word of mouth has since spread to training people from 45 countries.



Highlights since then have included coaching celebrities to improve their TV interviews, taking 40 business leaders to give speeches at Hyde Park Speaker's Corner and helping people gain respect, authority and confidence. We have also been working with 20th Century FOX, promoting their recent TV series about body language, with media interviews around the UK. You can email me directly at richard.newman@ukbodytalk.com to find out more.