

## NONVERBAL COMMUNICATION: THE HIDDEN MESSAGE

In “Nonverbal Communication: The Hidden Message,” Bill Acheson examines how professionals deal with each other on a day-to-day basis and the impact that understanding nonverbal communication can have on enhancing their effectiveness. Nonverbal communication accounts for two-thirds of the impact you make on other professionals in face-to-face communication.

In this presentation you will acquire skills to read other people that you’ll put into practice before you leave the room. You’ll also learn how to project yourself more effectively by managing your use of time, space, appearance, posture, gesture, facial expression, eye contact, voice patterns, and touch.

Body language accounts for more than half of the meaning in any face to face encounter. In the “Nonverbal Communication: The Hidden Message,” we find that nonverbal cues are more revealing, more accurate, and more emotionally powerful than verbal messages. When your body language reinforces your verbal message, it tends to make what you say more powerful. Otherwise, your body language can weaken - or even contradict - what you say.

The channels of nonverbal communication include the ways in which you manage time and space, your appearance, posture, gesture, facial expression, eye contact, touch, voice, silence, and even smell.

In this session you will learn strategies to help you to project personal power and speak with greater accuracy and impact. You will also discover techniques to more accurately assess the attitude and intent of those with whom you conduct business.

Finally, we give some well-deserved attention to gender differences and how they may account for various forms of miscommunication. “Nonverbal Communication: The Hidden Message,” is one message you cannot afford to miss.

### ABOUT BILL ACHESON

Bill Acheson is an expert in presentation skills, nonverbal communication, and the reading and interpreting of body language. Since 1985, he has taught communication at the University of Pittsburgh and during that time he has spoken to thousands of sales professionals about how to use presentations to sell more effectively. Today, he is a keynote speaker whose humor and insights into nonverbal business communications come together in a series of dynamic presentations.