

# Enhancing your Persuasion Skills

## Non-Verbal Communication

How to Influence People's Decisions

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# 3 MAIN OBJECTIVES OF THIS TRAINING

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1. Make your non-verbal communication a strength to persuade others
2. Increase your ability to decipher the non-communication of others
3. Help you to become aware and correct your own defense mechanisms

Part 1: Introduction:  
Neuroscience and Non-verbal communication

Part 1: Introduction:  
First Origin: Neurology

Where is it from?

## Guillaume Duchenne de Boulogne 1862

### The Mechanism of Human Facial Expression

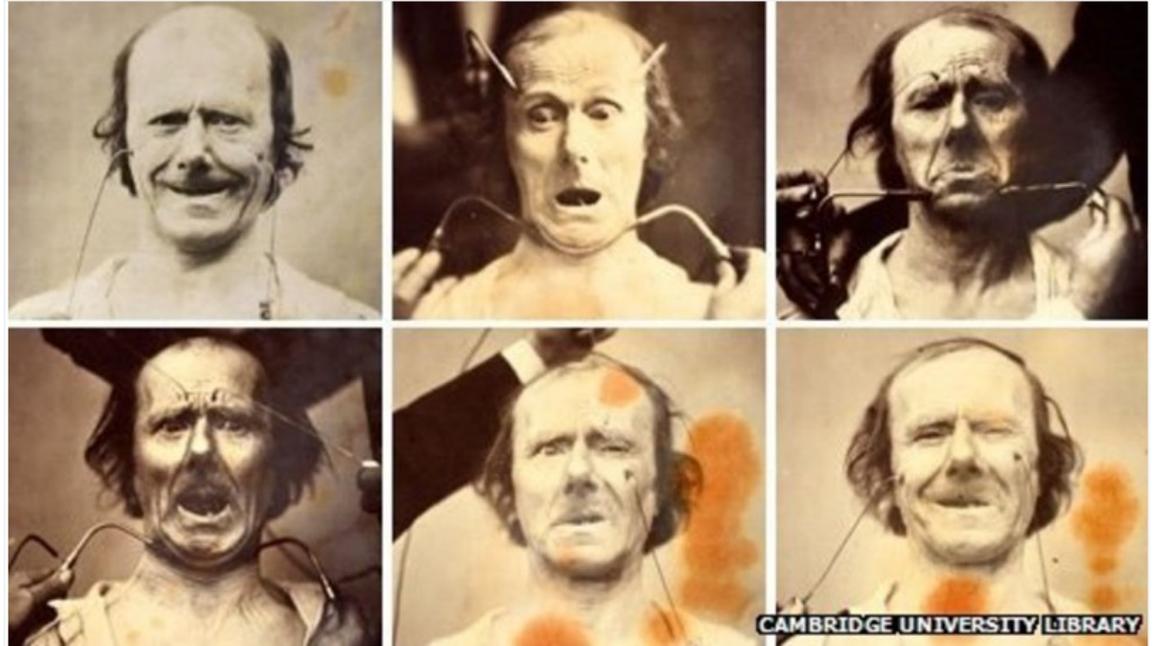
G.-B. Duchenne de Boulogne

Edited and translated by  
R. Andrew Cuthbertson



STUDIES IN EMOTION & SOCIAL INTERACTION

Cambridge University Press  
Editions de la Maison des Sciences de l'Homme

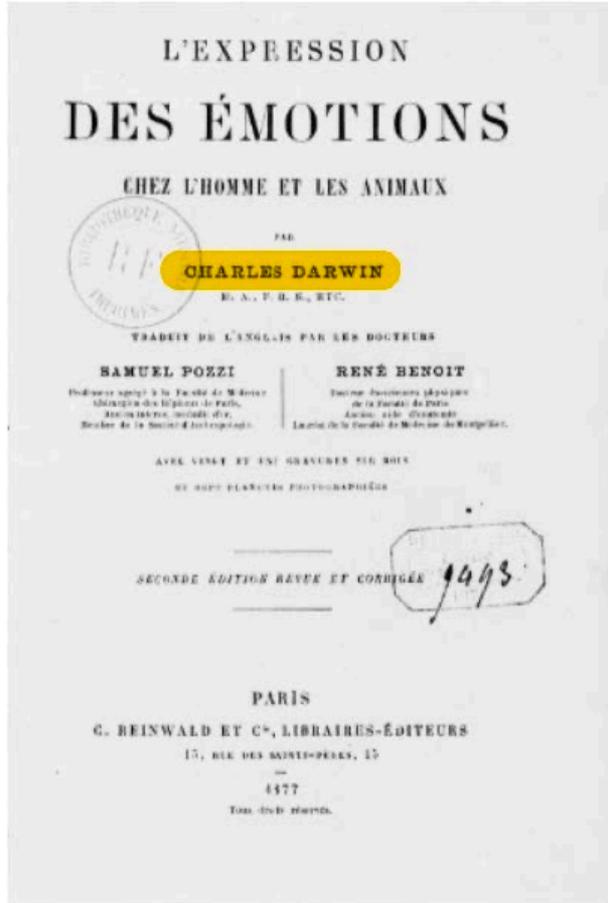




Part 1: Introduction:  
Second Origin: Ethology

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Where is it from?



**Our 6 closest cousins**

**1. Eastern Gorilla**  
(*Gorilla beringei*)



**2 .Western gorilla**  
(*Gorilla gorilla*)



**3. Bornean Orangutan**  
(*Pongo pygmaeus*)



**4. Sumatran Orangutan**  
(*Pongo abelii*)

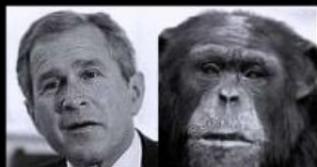


**5. chimpanzee**  
(*Pan troglodytes*)



**6. Bonobo**  
(*Pan paniscus*)





# Part 1: Introduction:

## Today in our lab





# PRACTICAL EXERCISE

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Step1: Prepare a new attempt to persuade someone or wrap up your previous pitch including a maximum of techniques of persuasion that you have seen.

Step 2: By group of 2, each in turn, record a video of your pitch using your mobile phone for a maximum of 3 minutes where you try to convince the audience

Part 2: What did we learn from  
the science of non verbal communication?



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## WHAT DOES SCIENCE SAY?

We can't stop judging

The judgment process is largely consensual

Everyone has their own defense mechanisms in relatively stressful situations



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## HOW IS THE JUDGMENT MADE?

- Fast
- Automatic
- Unconsciously
- Sustainable



## **Social Attribution on interested people**

**Visual messages  
(Face +Voice+ Body)**

**62%**

**>**

**Oral messages  
(Content)**

**38%**



## **Social Attribution on NON interested people**

**Visual messages  
(Face +Voice+ Body)**

**87%**

**>**

**Oral messages  
(Content)**

**13%**

# Defense mechanisms

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# Facial expressions

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# Happiness



Contraction of the muscles around the eye

Raised cheeks

Contraction of the zygomatic muscles that open the mouth

# SADNESS

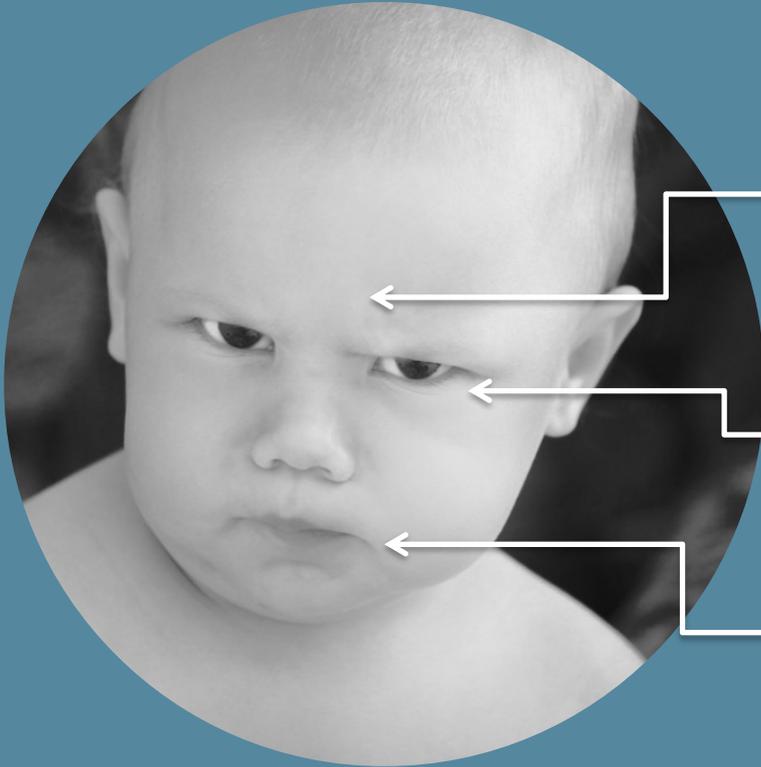


Falling upper eyelids

Blurry eyes, in the dark

Corners of the lips pulling down

# ANGER



Eyebrows lowered and gathered

Eyes staring

Lips twitched and gathered

# FEAR



Eyebrows raised and close together

Tight lower eyelids

Lips stretched slightly horizontally towards the ears

When expressions are distorted because of  
**STRESS...**

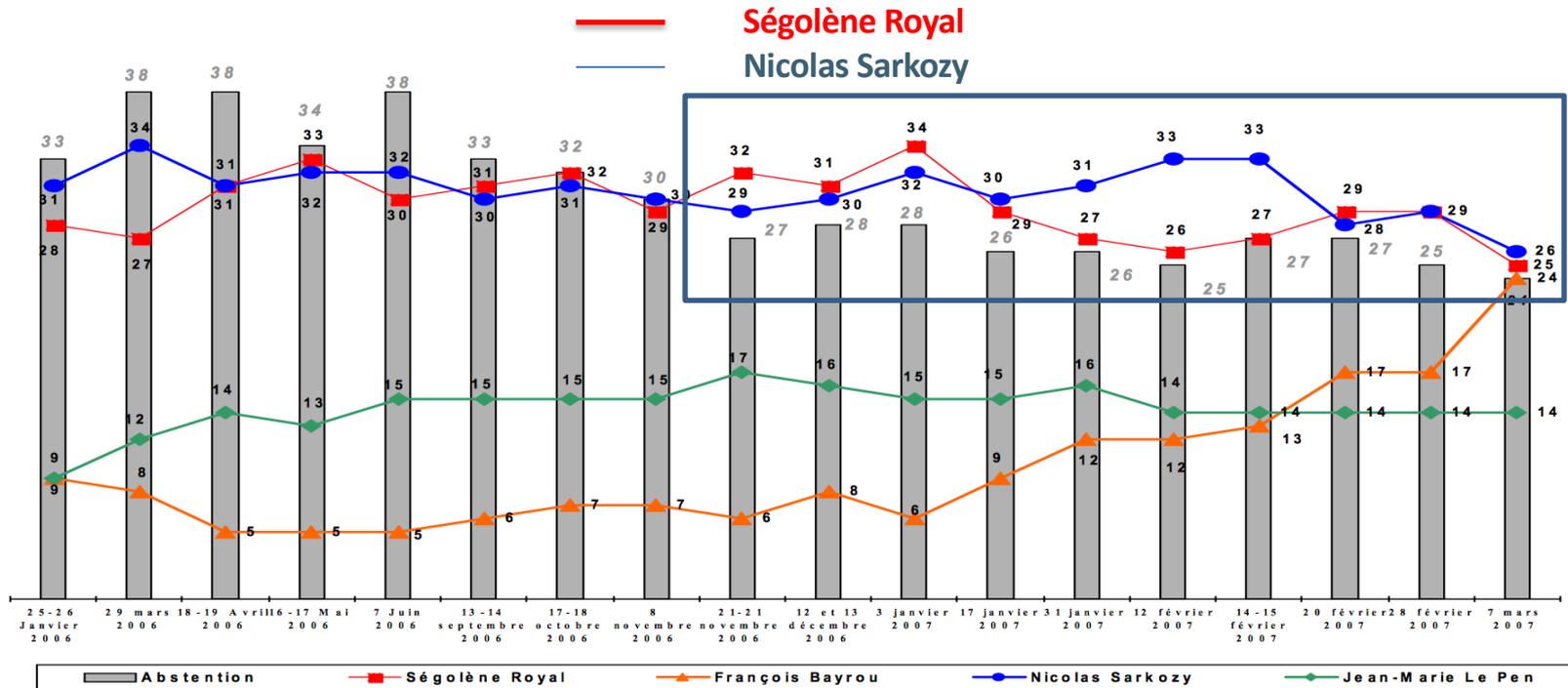
**→ DEFENSE MECHANISMS**



# 1. AGGRESSIVENESS



## Evolution of voting intentions and abstention in the first round





# 1. AGGRESSIVENESS



# 1. AGGRESSIVENESS



# 1. AGGRESSIVENESS

	<b>JUDGMENT BY A WOMAN</b>	<b>JUDGMENT BY A MAN</b>
<b>AGGRESSIVE MAN</b>	Dominant	Dominant
<b>AGGRESSIVE WOMAN</b>	Arrogant Aggressive	Aggressive Incompetent Not trustworthy

## 2. ANXIETY



## 2. ANXIETY



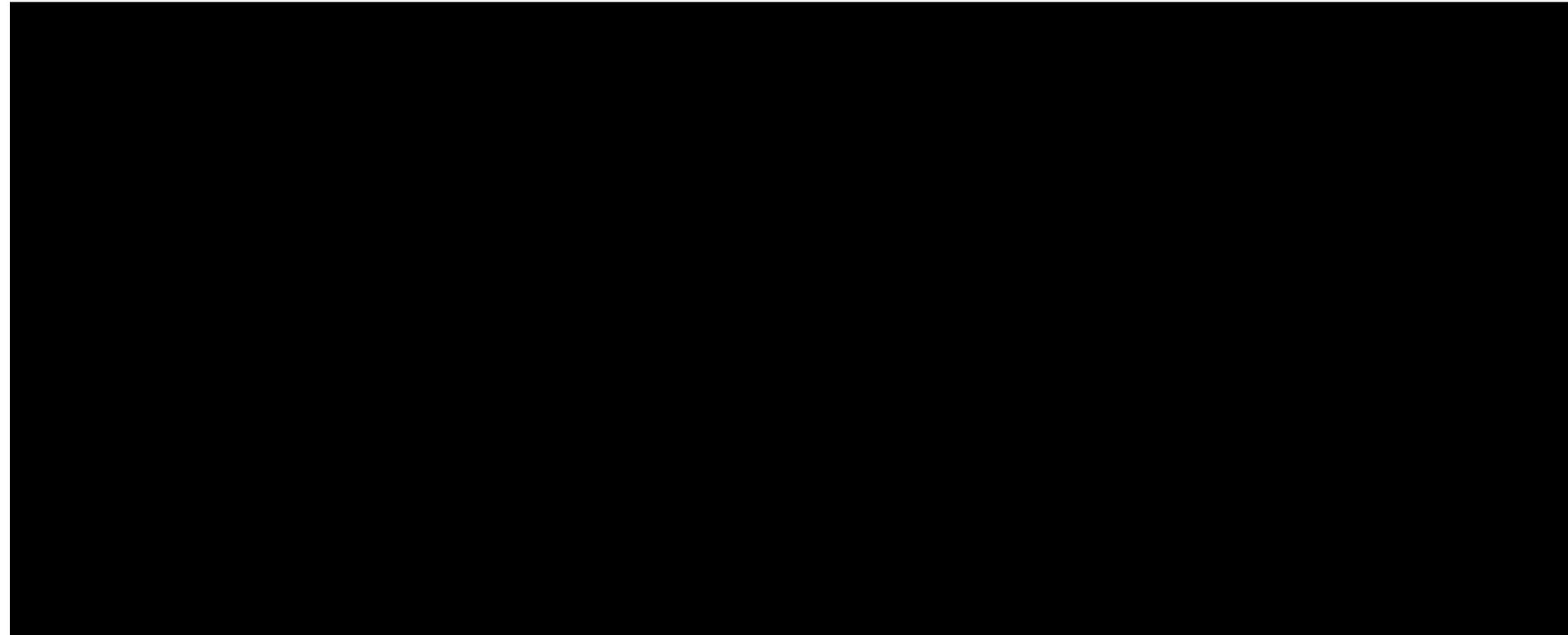
## 2. ANXIETY



## 2. ANXIETY

	<b>JUDGMENT BY A WOMAN</b>	<b>JUDGMENT BY A MAN</b>
<b>ANXIOUS MAN</b>	Empathy Reassurance	Problem solving oriented
<b>ANXIOUS WOMAN</b>	Empathy or Sarcastic	Stress Aggressiveness

# 3. DISCORDANCE



# 3. DISCORDANCE

**My main flaw is not having convinced you yet that I was  
charismatic**

### 3. DISCORDANCE

Schweizerische Eidgenossenschaft

Confédération suisse

Confederazione Svizzera

Confederaziun svizra



# 4. CONTEMPT

# 5. NEUTRALITY



## 6. THE FAKE SMILE



# THE VOICE

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# VOICE DEFENSE MECHANISMS

- 
- Hesitations, including repetitions and lengthening of vowels
  - Voice volume
  - Intonation
  - A specific word



# Hesitations - Repetitions

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# Ex: Obama

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# PRACTICAL EXERCISE

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We will analyze your videos together.

You will be placed in groups of 2.

Send your video to your team member for them to analyze it with the help of the analysis grid

- Image analysis without sound
- Sound-in-picture analysis

Take 10 min of preparation (video sending, analysis of your interlocutor's video) then 5 min each to present your analysis to your team member

20 minutes in total

## NON-VERBAL Analysis Guide - EXERCISE

*You will be placed in groups of (20 minutes in total)*

*Send your video to your interlocutor for them to analyze it with the help of the analysis grid*

*Take 10 min of preparation (video sending, analysis of your interlocutor's video) then 5 min each to present your analysis to the other*

- a) **IMAGE ANALYSIS** (without sound): Place a cross "X" on the line between the 2 adjectives in each dimension below according to your feelings about the performance of the person.
- b) **SOUND ANALYSIS** (without image): Place on the same diagram below a circle (O) on the line between the 2 adjectives of each dimension below according to your feelings. The circle may be placed in a different place than the cross or in the same place.



Assured ..... Anxious

Empathetic ..... Distant

Happy ..... Sad

Dominant ..... Not dominant

**Other comments?:**

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.....

# GESTURE

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# 1. GESTURES OF REASSURANCE



## 2. DOMINANCE GESTURES AND POSTURES

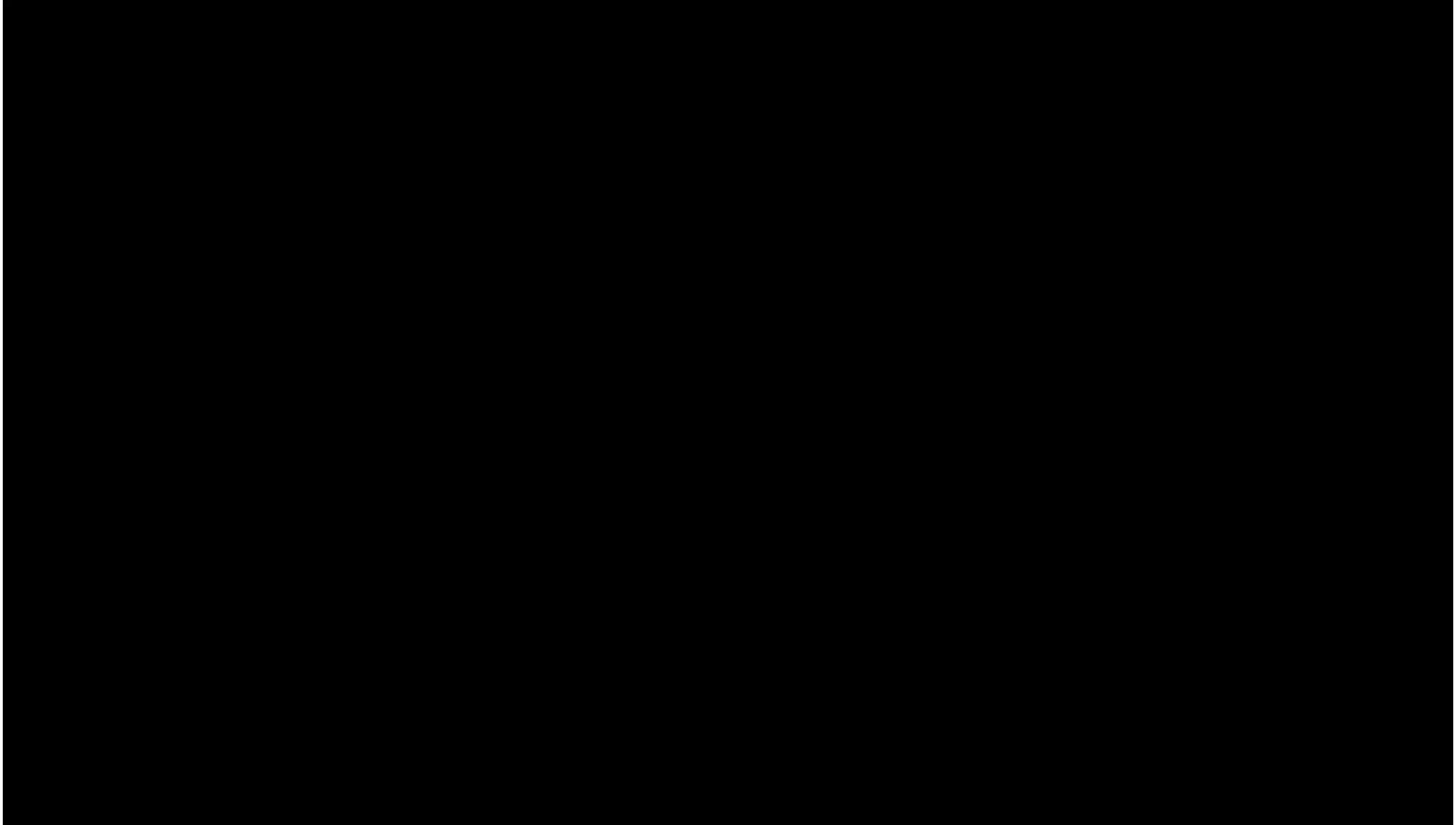


## 2. DOMINANCE GESTURES AND POSTURES





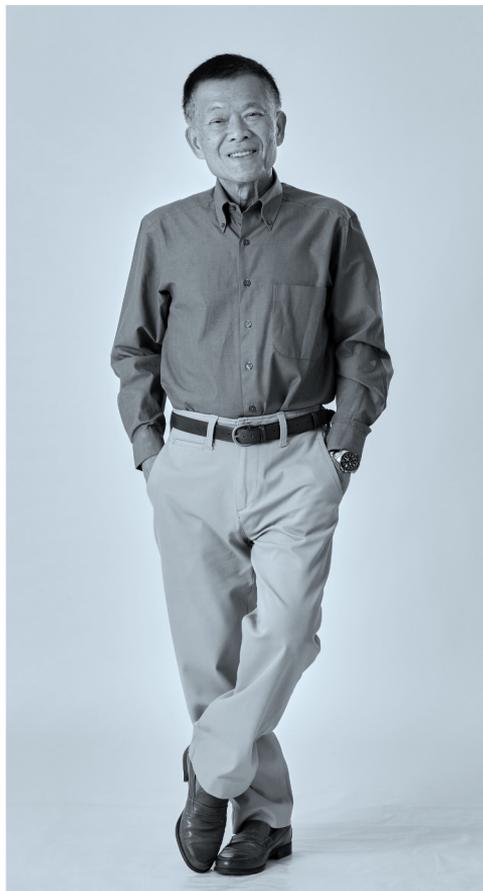
## 2. DOMINANCE GESTURES AND POSTURES



# POSTURES “HIGH POWER”



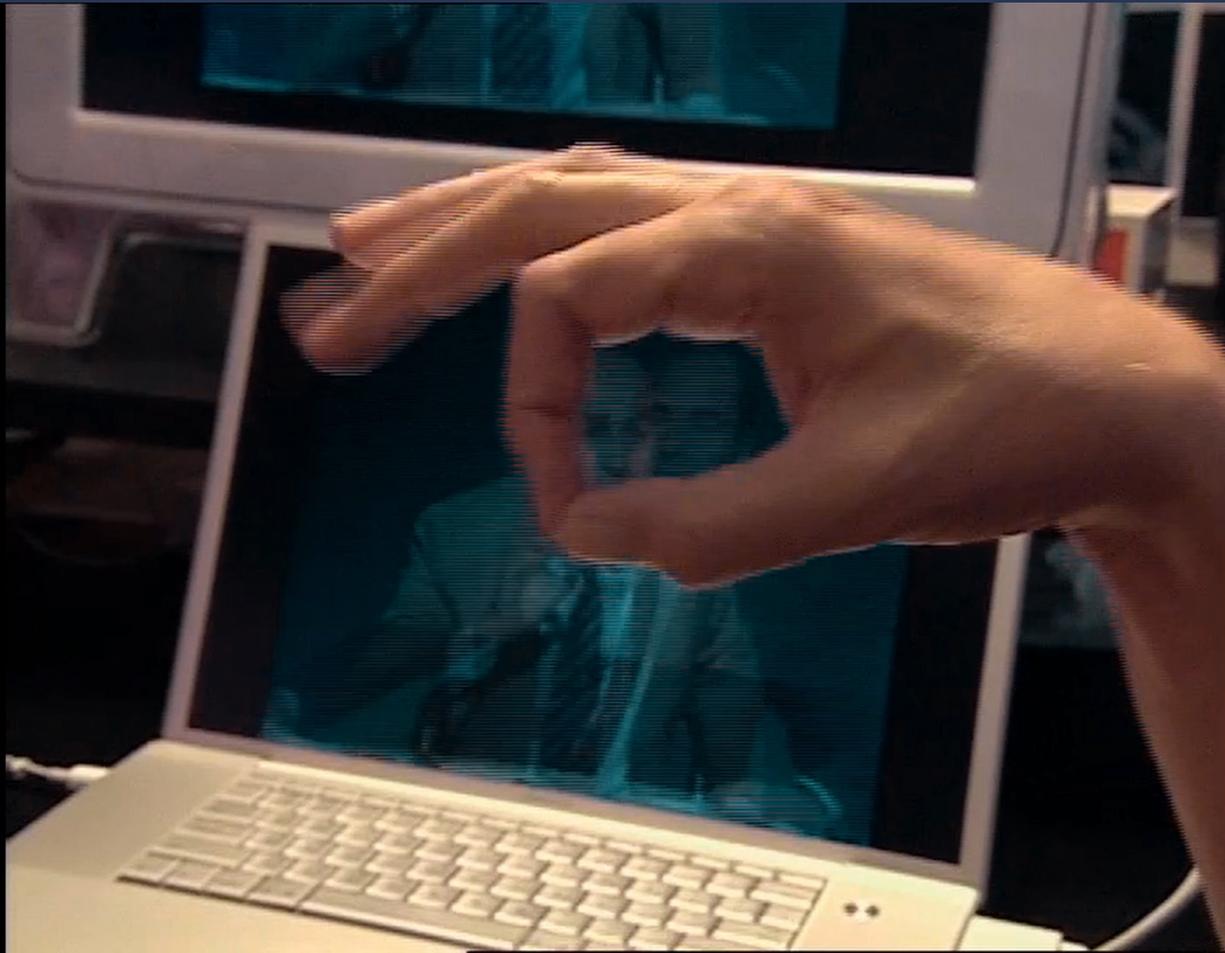
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### 3. ILLUSTRATING GESTURES



## 4. PRECISION ACTIONS



## 6. GESTURES OF ANXIETY

- Autocontact gestures
- Repetition gestures
- Neck protection gestures
- Back of head rubbing gestures



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# Main Components of Charisma

## **Dynamism** (body) and **Expressiveness**

Expressive gestures (positive feelings + illustrators)

Expressive face (positive emotions)

Expressive voice and vocal tempo

## **Concordant** Nonverbal messages

Face and Gestures

Face and Voice

Voice and Gestures

Face + Voice + Gestures and Body Postures

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## **Concordant** Verbal and Nonverbal messages

Optimal **speech rate** and pauses

Emotional and Factual content (**Text, Speech**)

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Physical appearance (+ Self-awareness)

Adequate dressing (+ Personal style)

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## **Adaptation** to communication **contexts**

## IMPACT OF OUR POSTURES ON OUR SPIRIT



## EXPERIENCE ON THE DOMINANT POSTURES

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# EXPERIENCE ON THE DOMINANT POSTURES

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# POSTURES AND **HORMONES**

**TESTOSTERONE:** HIGH POSTURE + **20 %** VERSUS START LEVEL  
, LOW POSTURE - **10 %** VERSUS START LEVEL

**CORTISOL:** HIGH POSTURE – **25%** LOW POSTURE **+15 %**

EXPERIENCE ON THE  
DOMINANT  
POSTURES

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# BE IMPACTFUL IN PRESENTATION

Support your speech with positive gestures:

- Reassuring
- Illustrating
- Precision



# PRACTICAL EXERCISE

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Go back to your original persuasion case.

2 by 2, rework the speech by

- **including 3 positive gestures** of your choice (reassuring / illustrating / precision)
- **Avoiding negative gestures** (auto-contact, repetition, neck protection, friction on the back of the head).

Gesture behavior analysis grid is available to you.

The person observing notes the gestures.

20 min.

A group of diverse people, including a woman with glasses and a man with a beard, are shown clapping and smiling. The image is overlaid with a blue semi-transparent filter. The word "QUESTIONS?" is centered in white, bold, uppercase letters, with a white horizontal line underneath it.

**QUESTIONS?**

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A group of diverse people, including men and women of various ethnicities, are shown from the chest up, smiling and clapping their hands. The image is overlaid with a semi-transparent blue filter. The word "THANKS" is centered in white, bold, uppercase letters.

**THANKS**