



m i s s i o n



body language

activate 100% of your communication skills



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With the spoken word only accounting for 5% of verbal communication there is so much we need to be aware of if we want to make the right impression and avoid misunderstandings. In a growing global market, cultural misunderstanding or misinterpretation could equal lost business.

This one day workshop is designed to give delegates a clear understanding of how body language works. It highlights the awareness required for effective communication; concentrating on how each individual can moderate their own body language and the effects that body language can have on interpersonal interactions.

Who should attend?

Relationship or account managers, leaders and managers at any level and sales professionals.

Duration:

One day programme

Delegates:

Minimum of 12 and up to large conference group sizes

Objectives:

- To learn about body language and investigate how some of this can be used to benefit the individual and your brand
- To increase self awareness and as a result allow individuals to be more relaxed and communicate with less misunderstanding
- To increase cultural awareness in a growing global market place

Topics/Content:

- First impressions and assumptions - you and me perceptions
- Genetic, environmental, cultural, physiological and professional factors
- Investigating poor body language and resulting misunderstandings
- The science of facial body language using computer simulation
- The uncontrollable pupils - the eyes have it
- Reading body language - revealing deceit
- Mirror images
- Greetings across the globe and the infamous business kiss
- Cultural diversity in the growing global market place
- Image - portrayal and perception
- Conversation and name retention
- Introduction or presentation - impressing your client
- Mind games - how our brain recalls information
- Creating credibility for the brand
- Trust - the glue in relationships
- Corporate and team body language - is it right?

Outcomes:

- An increased self awareness and increased self confidence
- An appreciation of cultural differences and sensitivities
- More effective relationship management
- Less misunderstanding between colleagues and with clients and partners
- An improved brand reflecting image

Investment:

Investment either per delegate or total investment for the course

“This programme was as usual, well delivered and will be of great use to me in every aspect of my professional sales role...”

Relationship Manager
- Major International Bank

mission

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