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Lead Without Speaking – The Importance of Nonverbal Communication

1. Premise – In order to lead a life of significance, you must have the help of others. In order to gain buy-in from others you must be a master communicator.

2. Master human dynamics – Get to the point that what people do no longer surprises you. Do this by wielding influence through solid communication:

- A. The average person only speaks 11 minutes each day;
- B. The human body has the capability of displaying over 7 million unique nonverbal cues;
- C. 7% of communication are the words we speak;
- D. 38% of communication comes through tone and inflection of the voice;
- E. 55% of communications occurs through nonverbal cues;
- F. Two people will display over 800 nonverbal cues during a 30-minute conversation.

3. Body leaks are when a person’s intent leaks through body language or nonverbal cues:

- A. Detect levels of comfort;
- B. Detect levels of agreement;
- C. Detect levels of deception.

4. Become situationally aware when relating with others

- A. Learn to take the “temperature” of the room by assessing others’ mood and intent as you approach and engage with them;
- B. Understand your “vibe” and how you affect others when you introduce yourself;
- C. Read the book, “How The World Sees You”, by Sally Hogshead to gain a better understanding on how others perceive you.

5. There are five channels of body language:

- A. Face;
- B. Arms;



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- C. Trunk;
- D. Hands;
- E. Legs & Feet.

6. What do you do when you detect something is wrong, based on a person's body language?

- A. Ask the power question, "Besides that, is there anything else?"
- B. Use positive body language signals;
- C. Defer the conversation and reschedule it.