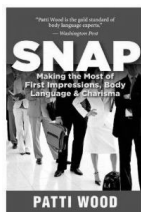


Body Language

Expert Patti A. Wood, MA

"The greatest gift you can give to another human being is to understand them." Patti Wood

"Patti Wood is the Babe Ruth of body language experts, the gold standard of body language experts, and the capo di tutti capi of body language experts." Washington Post. She is credited in the New York Times with bringing body language into the national consciousness.



You can get Patti's book, "SNAP Making the Most of First Impressions Body Language and Charisma."

Patti is a professional speaker, consultant, and coach in body language and human behavior, selling, customer service, and more for Fortune 100 companies. Her clients include AT&T, Price Waterhouse, Proctor and Gamble, Kroger, UPS, Porsche, Coca-Cola, and Deloitte as well as hundreds of National Associations and businesses like yours. Patti consults with businesses on their first impression and nonverbal behavior branding. You see her on TV shows like Today Show, Good Morning America, The History Channel, Inside Edition, Showbiz Tonight, The Discovery Channel, Steve Harvey, The Talk, and more.

- **The Power of Firsts and Lasts To Build Trust.**
- **Four First Impression Factors and What Creates Likeability and Charisma.**
- **True North Tool to Show Credibility and Detect Dishonesty and Danger.**
- **The Most Honest Part of the Body.**
- **Use Signals of Freeze Flight Fight Fall or Faint as your lie detector.**
- **The DANCE of Towards vs Away, Open vs Closed, Up vs Down.**
- **Comfort Cues and What the Eyes, Lips, Tongue, Palms, and Toes tell.**
- **Using Isopraxism to Make People Feel Safe, Open, Heard and Persuaded.**
- **Side by Side vs. Face to Face to Create More Rapport, Trust, and Honesty.**

THE DANCE



The posture groups combine to create four basic modes: responsive, reflective, combative, and fugitive.

In responsive mode, OPEN/FORWARD the person is actively accepting. This is the time to close the sale, ask for agreement, demand a concession



In reflective mode, OPEN/BACK, people are interested and receptive but not actively accepting. Trying to close the sale or asking for agreement now may drive them away into fugitive mode. This is the time to present further facts and incentives. It may also be a good time to keep quiet and let them think.

In fugitive mode, CLOSED/BACK, people are trying to escape physically through the door or mentally into boredom. This is the time to spark interest and have a rapport in any way you can, even irrelevant to the message.

Finally, in combative mode, CLOSED/FORWARD, there is active resistance. This is the time to defuse anger, avoid contradiction and outright argument, and steer them into reflective mode.

How these modes are expressed in posture and gestures varies from culture to culture. For some of the more common North American and European conventions of body language.

