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Leadership Communication Skills Development

Nonverbal communication

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Curriculum Development
of Master's Degree Program in
Industrial Engineering for Thailand Sustainable Smart Industry



*“Our bodies change our minds
and
Our minds change our behavior
and
Our behavior changes our outcomes”*

Amy Cuddy

Professor and researcher
at Harvard Business School

The image shows a video player interface for a TED talk. At the top left, the TED logo is followed by the tagline "Ideas worth spreading". At the top right, there are two buttons: "WATCH" and "DISCOVER". The main video area shows a woman, Amy Cuddy, speaking on a stage. A large white play button is overlaid in the center of the video. On the right side of the video, there is a vertical menu of interaction icons: a share icon, a plus icon, a heart icon, and a speech bubble icon. Below these icons are the labels "Share", "Add to list", "Like", and "Recommend". At the bottom left of the video, the text "Amy Cuddy | TEDGlobal 2012" is displayed. Below that, the title "Your body language may shape who you are" is shown in large white font. At the bottom of the video player, there is a progress bar, a play button, a volume icon, a speech bubble icon, a settings gear icon, and a full screen icon. The time "20:48" is displayed next to the volume icon.

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are



How other see you

Fake it 'til you become it: Amy Cuddy's power poses, visualized



PROTECTIVE

Placing your hand on your face or neck is a low-power pose that communicates a need for protection from other people.



HAND-HIDING

Hiding your hands in your pockets is another example of a low-power pose; it hints that you may lack self-confidence.



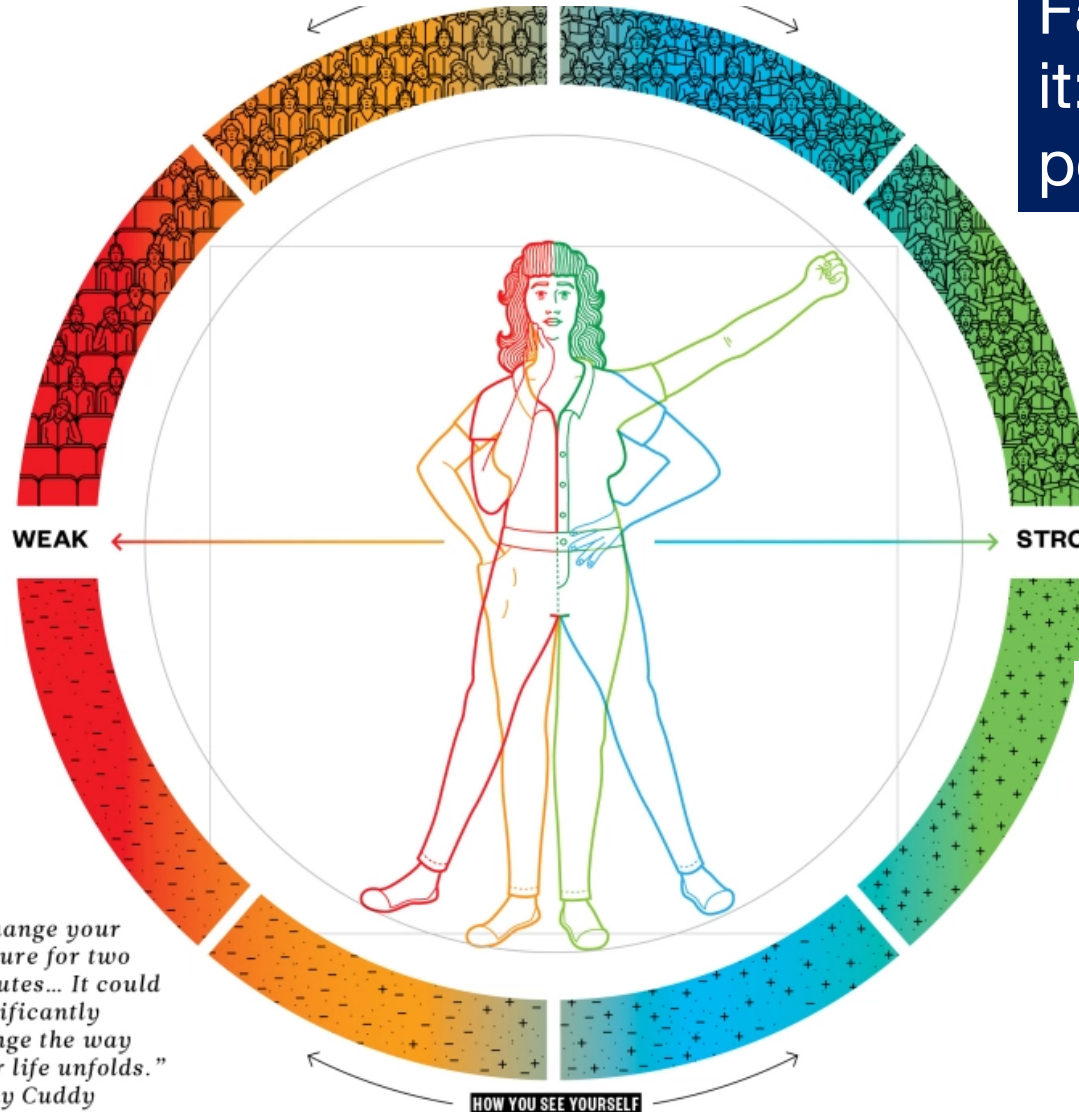
WONDER WOMAN

Shift your pose to make yourself appear bigger. That can take you from looking meek to seeming assertive.



TALL AND PROUD

Take a private moment to hold your arms up in a V-shape and lift your chin. That can make you feel (and seem) powerful.



"...Change your posture for two minutes... It could significantly change the way your life unfolds."
- Amy Cuddy

<https://blog.ted.com/fake-it-til-you-become-it-amy-cuddys-power-poses-visualized/>



5 Ways Body Language Impacts Leadership Results

1. You make an impression in less than seven seconds
 - Adjust your attitude.
 - Smile.
 - Make eye contact.
 - Lean in slightly.
 - Watch your posture.
 - Shake hands.
2. Building trust depends on your verbal-nonverbal alignment
3. What you say when you talk with your hands
 - Hidden hands.
 - Finger pointing.
 - Enthusiastic gestures.
 - Grounded gestures.
4. Your most influential communication medium is (still) face-to-face
5. If you can't read body language, you are missing half the conversation

<https://www.forbes.com/sites/carolkinseygoman/2018/08/26/5-ways-body-language-impacts-leadership-results/#5861ea6536af>





https://www.youtube.com/watch?v=ZZZ7k8cMA-4&feature=emb_title



The power is in the palm of your hands

How About a Nice Hand?



Palm Up: 84%

: Welcome, trustworthy, and friendly
Highest retention and cooperation



Palm Down: 52%

: Authority, and dominance
Medium retention and cooperation



Pointing: 28%

: Direct, beating the listener into submission
Lowest retention and cooperation

<http://www.resource-media.org/body-language-the-power-is-in-the-palm-of-your-hands/>



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Thank You

Together We Will Make Our Education Stronger



<https://msie4.ait.ac.th/>



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