



The Nonverbal Advantage: Secrets and Science of Body Language at Work (Bk Business)

By Carol Kinsey Goman

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The workplace is a “blink” world: studies show that we form opinions of one another within seven seconds of meeting and that 93 percent of the message people receive from us has nothing to do with what we actually say. Good nonverbal communication skills are a huge professional advantage, but until now very little has been available to help people hone their ability to use and interpret body language on the job.

In *The Nonverbal Advantage*, Carol Kinsey Goman combines the latest research and her twenty-five years of practical experience as a consultant, coach, and therapist to offer a fun and practical guide to understanding what we and the people we work with are saying without speaking. While firmly grounded in recent discoveries in evolutionary psychology, neurobiology, sociology, criminology, anthropology, and communication studies, Goman writes in an informal, conversational tone and illustrates her points with cartoons, photos, and entertaining anecdotes. She includes dozens of simple and enlightening exercises readers can practice on and off the job to gain control over the message their body is sending.

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Editorial Review

From the Publisher

Praise for The Nonverbal Advantage

"Given today's technology-driven communication systems, people have fewer face-to-face interactions. As a result, it is crucial to maximize their impact. Dr. Goman provides a valuable guide for doing just that by helping the reader understand how the nonverbal aspects of a conversation often say much more than the verbal ones."

--Jon Peters, President, The Institute for Management Studies

"*The Nonverbal Advantage* takes a fresh look at body language as an essential executive management skill. This is a must-read for anyone who is responsible for negotiating or facilitating change in their professional association."

--Alan Sauer, CAE, IOM, Fellow, American Society of Association Executives, and former Chairman of the Board of Trustees, U.S. Chamber of Commerce Institute for Organization Management

"This book happens to hit on one of my hot buttons. I have made numerous speeches on communication, which I consider the common denominator of success or failure. Invariably, people do not reflect on body language as a means of communication until you bring it to their attention. *The Nonverbal Advantage* should be a great success!"

--Charles A. Lynch, Chairman, Market Value Partners Company

"Face-to-face communication takes on a new meaning in this much-needed and detailed treatise on nonverbal communication. Understanding how humans give silent clues--with eyes, hands, posture, and even feet--helps us become better speakers and better listeners."

--Wilma Mathews, ABC, IABC Fellow, Faculty Associate, Walter Cronkite School of Journalism and Mass Communication, and Communication Consultant

"Carol Kinsey Goman shows you how to use body language skills to build stronger professional relationships. *The Nonverbal Advantage* is a must- read for anyone wanting to move ahead and stand out from the crowd."

--Robert L. Dilenschneider, Founder and Principal, The Dilenschneider Group, and author of *Power and Influence: The Rules Have Changed*

"In my global business dealings, I've seen negotiations fall apart when people gave the wrong signals and didn't respect cultural differences. *The Nonverbal Advantage* should be required reading for anyone in sales or negotiations--especially if they work internationally."

--Kimberly Benson, Vice President, Cange International, Inc.

"In a brave new world brimming with discovery and invention, we must remember to update our existing human-insights skill set. Now is the time to renew your toolbox by including knowledge of the nonverbal cues that will take center stage in business and in life. Carol Kinsey Goman's book is a timely read indeed."

--Watts Wacker, futurist and coauthor of *What's Your Story? Storytelling to Move Markets, Audiences, People, and Brands*

"The Nonverbal Advantage is a fresh look at employee communications management and the more subtle, but nevertheless important, cues of body language. Goman's analysis of interpersonal communication techniques, signals, and behaviors suggests that nonverbal signals are more important in understanding human behavior than words alone--the nonverbal 'channels' seem to be more powerful than what people say. She is pointing the way for managers at all levels."

--Deborah Radman, APR, Fellow PRSA, Senior Vice President/Director, CKPR

"In the second half of my thirty-three year career in law enforcement, my interview ability and success took a definite upswing after taking training that addressed not only verbal deception but also nonverbal behavior. Carol's book takes many of the things I learned about body language and puts them in a form that any manager or business professional can use."

--Robert Baker, retired San Diego County District Attorney Investigator and San Diego County Sheriff Detective

From the Back Cover

To Really Connect in the Workplace, Learn to Speak Body Language

The workplace is a "blink" world: studies show that we form opinions of one another within seven seconds of meeting and that 93 percent of the messages people receive from us have nothing to do with what we actually say. So the ability to recognize and develop good nonverbal communication skills can be a huge professional advantage.

Carol Kinsey Goman combines the latest research and her twenty-five years of practical experience as a consultant, coach, and therapist in this fun and practical guide to understanding what you and the people you work with are saying without speaking. Cartoons, photos, entertaining anecdotes, and dozens of simple and enlightening exercises help readers gain control of the messages their bodies are sending so they can project a more accurate and compelling picture of who they really are to their colleagues, clients, and partners.

"Goman's book hits on an important aspect of what will define the next decade of productivity and innovation: collaboration and the technology tools that enable it. The ability to read and understand nonverbal communications--now possible virtually without regard to distance, thanks to the evolution of network technologies--will enrich that collaboration."

--John Chambers, Chairman and CEO, Cisco

"Carol Kinsey Goman's book reveals the power of body language to fully align your message and build trust and credibility in all your business interactions."

--Lee Hornick, President, Business Communications Worldwide, Inc., and Conference Program Director, The Conference Board

"For a global business, it's especially important to understand the nuances of cross-cultural communication. Carol's book provides some great tips on how to turn the understanding of nonverbal signals into a professional advantage."

--Shirley Gaufin, Chief Human Resources Officer, Black & Veatch

About the Author

Carol Kinsey Goman, Ph.D., is president of Kinsey Consulting Services and specialises in helping executives become more effective leaders, improving managers' communication skills and developing change-management strategies. Goman's clients include over 130 organisations in 19 countries including

Consolidated Edison, Royal Bank of Canada, PepsiCo, Hewlett-Packard and Lexis-Nexis. Her work has been featured on CNN, Bloomberg TV and NBC News. Goman lives in Berkeley, California.

Users Review

From reader reviews:

Lorraine Briggs:

Book is to be different for every grade. Book for children until adult are different content. As we know that book is very important for all of us. The book *The Nonverbal Advantage: Secrets and Science of Body Language at Work* (Bk Business) ended up being making you to know about other understanding and of course you can take more information. It is quite advantages for you. The reserve *The Nonverbal Advantage: Secrets and Science of Body Language at Work* (Bk Business) is not only giving you considerably more new information but also to be your friend when you sense bored. You can spend your personal spend time to read your publication. Try to make relationship using the book *The Nonverbal Advantage: Secrets and Science of Body Language at Work* (Bk Business). You never experience lose out for everything in case you read some books.

James Rutledge:

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Sandra Bland:

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