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“Quality, Key to Success”

Dear All,

Welcome to our 15th monthly newsletter and the last one in 2013...

This month, we will be covering the importance of **Body language** in communication.

If I told you that 55% of face-to-face communication comes from what you see, 38% comes from tone of the voice and ONLY 7% comes from the words you use, what would you think?

This really shows this is your attitude more than anything else in the beginning of an encounter that determines the results of this encounter i.e. a success or a failure. Indeed, your attitude determines how the message is received; when we meet a person for the first time, we respond to what we see; that is why when you meet a person for the first time, look at him in the eyes, smile and open your body language in order to settle strong foundations into the conversation.

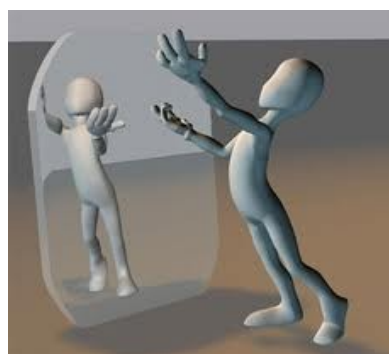
Next month, we will come back to our search business with the challenges we have to overcome. We will give you an insight of what is going on behind the scene when we run a search on our client's behalf.

Best Regards and Season's Greetings,

Zoran Marinkovic
Managing Partner – Blue Marin Management Consultancies

The Nonverbal Message can Speak Louder than the Verbal Message you're Sending

First of all, what is **Body language**? **Body language** is a form of mental and physical ability of human non-verbal communication which consists of body posture, gestures, facial expressions, and eye movements. Humans send and interpret such signals almost entirely subconsciously.



That is why **Body language** may provide clues as to the attitude or state of mind of a person. For example, it may indicate aggression, attentiveness, boredom, relaxed state, pleasure, amusement, and intoxication, among many other clues. This explains the importance of it!

From now on, just check your handshake, your posture, your eye movements, your facial expressions, your hands movement and position, your feet and legs movement and position...

If this is so important to determine the success or the failure of a first meeting, we would like to share some tips with you. Basically, there are 3 great tips.

First of all, as **eye contact** says “trust is in the air notice”, just figure out what colour of their eyes are to make eye contact.

Secondly, as real and candid smile sends a signal that a person is happy and confident if it is a **smile of enjoyment** and not a masking smile you use at the dentist, just keep on saying deep inside the word “great” at several times.



Thirdly, as opening your body language welcomes the person in front of you, it is very important that **you expose your heart for an open body language** even though your arms are slack and your stance is vulnerable while closed body language protects it so open your arms.



As a conclusion, **Body language** is a powerful concept which successful people tend to understand well. So can you. It is not just about how we hold and move our bodies; it is more an overall attitude or state of mind that encompass our body posture, gestures, facial expressions, and eye movements. **Body language** is partly genetic and partly environmental.

Understanding body language enables better self-awareness and self-control too which is relevant to management and leadership in business, and it involves the interpretation of several consistent signals to support or indicate a particular conclusion.

NB: Body Language is only part of the picture and be aware of the different cultures.

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Our help will be to understand Middle East culture, especially in the Gulf to avoid any misunderstanding that can hurt the success of your project to export in the region.

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