

26<sup>th</sup> Edition of International Conference on **Clinical Psychology and Neuroscience**  
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### **The importance of body language for clinicians**

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Did you know that within the first seven seconds of meeting clients, they have already formulated their first impressions of you? Did you know that when your body language is out of alignment with your verbal message, people believe what they see and not what you say? Did you know that your clients and colleagues are constantly telling you what they think and feel -but that it often has nothing to do with the words they use? Nonverbal communication is more powerful and primitive than verbal expression. The tiniest gesture, like the way people stand or enter a room, speaks volumes about their confidence, self-worth, and credibility. And the way you sit, stand or look at others reveals more about your true intent than you may realize. Evidence from psychology, neurobiology, medicine, sociology, criminology, anthropology, and communication studies has given new credence to nonverbal communication. Our brains are hard-wired to respond to nonverbal signals-but that response is almost always subconscious. This visual, entertaining, and interactive session shows how to take an innate (but latent) talent and turn it into a powerful professional skill. Here you will learn how to gain the seven second advantages and make a positive first impression. The two sets of nonverbal signals that clients need to see; How to make sure your body language is in sync with your message: the role of body language in projecting trust and credibility; How to decode the silent signals of resistance, interest, and deception: the impact of body language in cross-cultural communication; How to project confidence and credibility and How to use body language to build or break rapport. Five tips to more accurately read body language.

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