



Stand Out, Win Trust and Gain Credibility



Speaker Name: Mark Bowden

Date: 9th September 2016

Venue: Telepresence Room

About the speaker:

Mr. Mark Bowden is recognized as one of the world's foremost authorities on nonverbal communication, voted the **#1 Body Language Professional** in the world by Global Gurus in 2014 and 2015. A sought after keynote speaker and trainer globally, Mark helps groups and individuals use their body language to stand out, win trust and gain credibility every time they communicate. As the founder of communication training company TRUTHPLANE®, his business and political clients include Presidents and CEOs of Fortune 500 companies and Prime Ministers of G8 powers. Mark is also a bestselling author of 3 books on the subject of body language and human behavior, with his first book Winning Body Language translated into five different languages.

Excerpt from the talk:

Mr. Mark Bowden began the talk by describing the importance of body language in our day-to-day communication with people. According to him, all of us judge other people when we encounter them for the first time. Based on this judgment, we categorize people into four different categories, namely- friend, enemy, mate and indifferent. A person is categorized as friend when we are more prone to trust and so we assume his information to be more credible. Mark laid great emphasis on two qualities: trust and credibility. We always want the other person to find us trustworthy and to find our information credible. This is where body language, or in other words, non-verbal communication comes into play. To explain this theory from a scientific point of view, he described three major parts of the brain: the reptilian brain, the neo-cortex and limbic system.

The reptilian brain is the oldest in an evolutionary point of view. It is the part of our brain that makes judgments and decides what may be beneficial to us and what may not. This area is directly related to the way we judge people based on our encounters with them. The neo-cortex is the smarter part of our brain – this is where the assumptions made by the reptilian brain are confirmed. Body language plays a major role in the impression we make in other peoples' minds. The way our content is viewed depends on our body language. Good body language can incite confidence and categorizes us as a friend- making our content appear more credible. Hence it can be a display of power.

After explaining the importance of body language, he talked about the ways in which we can improve ours. The first way is to smile. There are two components to a smile: firstly, the smile itself- and

secondly, wrinkling of the eyes. Both these have to be done properly for the smile to be perceived by other people as a sincere one. The second way is the use of 'open palm gestures at naval height' so as to have the correct response. This makes us seem more calm, assertive, credible, friendly and welcoming. After this there was a Question-Answer session. The talk was culminated after all the queries of the students were cleared in a satisfactory manner.



By Nirvan Anjirbag & Ashuthosh