



A guide to ace your non-verbal communications

# Body Language 101

**INVICTUS**

PR Team, Division O

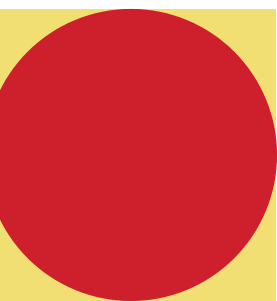
District 41, Toastmasters International

The most important thing in  
communications is hearing what isn't  
said.

— Peter F. Drucker

Imagine you are giving a speech on a topic you are familiar with. You are equally nervous and excited to face the audience and speak your heart out. You are confident in what you will be saying, but then you start looking straight into one person only, and your body becomes very stiff. Your hands are inside your pocket, and in full confidence, you give the speech. However, in just a few minutes, you start noticing that the **audience is getting bored.**

Despite your confidence level, you can see that they **have lost interest in hearing what you have to say.** After completing your speech, you start wondering what went wrong in the speech. The issue here is your body language, which was not aligning with your verbal communication or your speech. **Even though you were confident in what you said, your body language could not communicate that to the audience.**



# What is Body Language?

## A Brief Introduction

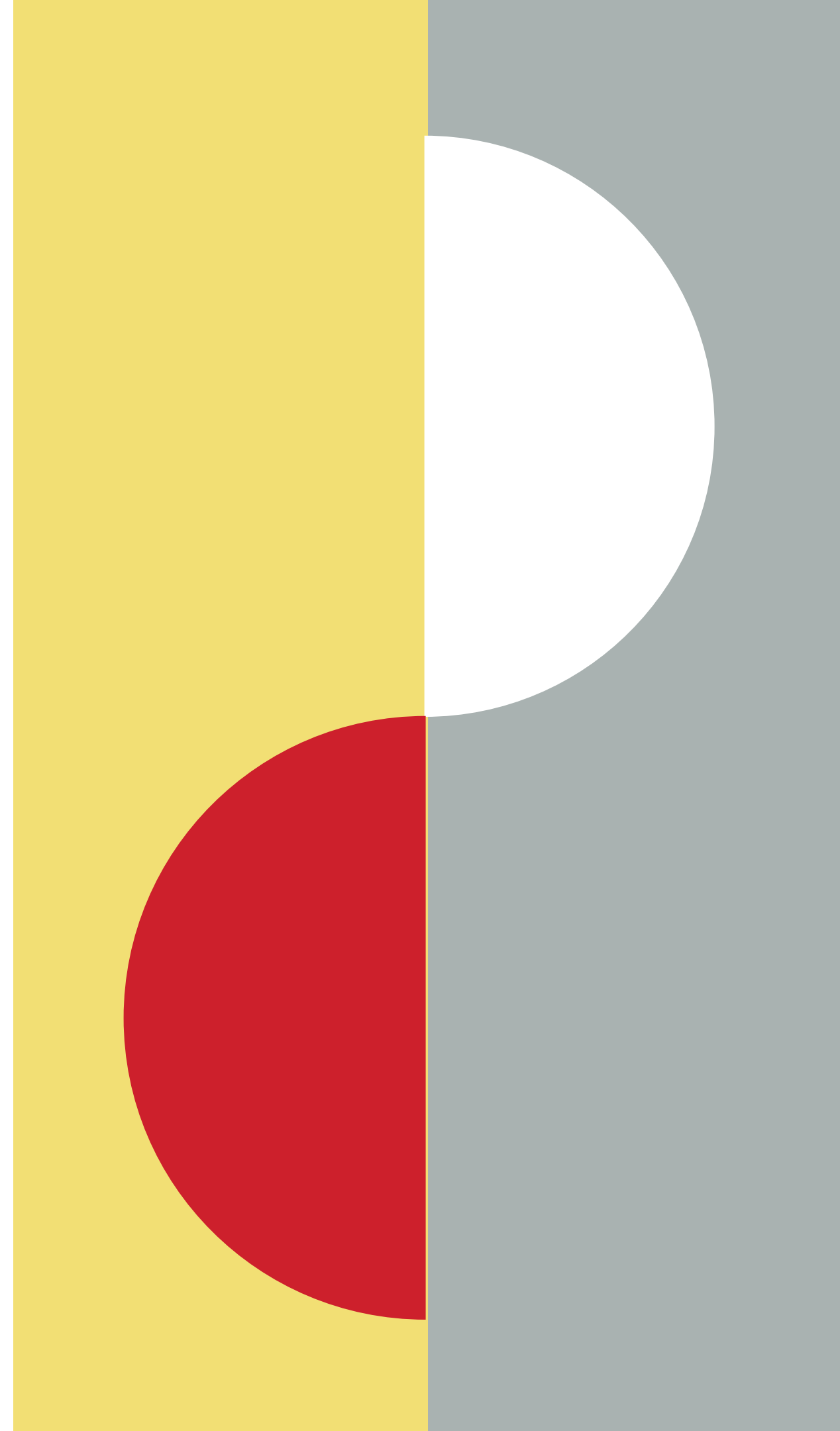
Body language refers to all the forms of non-verbal communications which convey a lot about our mood, emotion, and attitude. These are mainly body posture, handshakes, eye contact, facial expressions, hand movements, etc., which come naturally while you are communicating verbally.



Did you know?

60-70%

Eye contact keeps your audience engaged





# Why does it matter?

- Demonstrates your confidence
- Enhances & emphasizes your message
- Increases your credibility as a speaker

# Effective Body Language

Elements that enhance your speech



**Caution!**



# Eye Contact

No contact at all



Monotonous eye contact



**Fails to grab attention of the audience**

# Posture

## Slouching



## Rigid



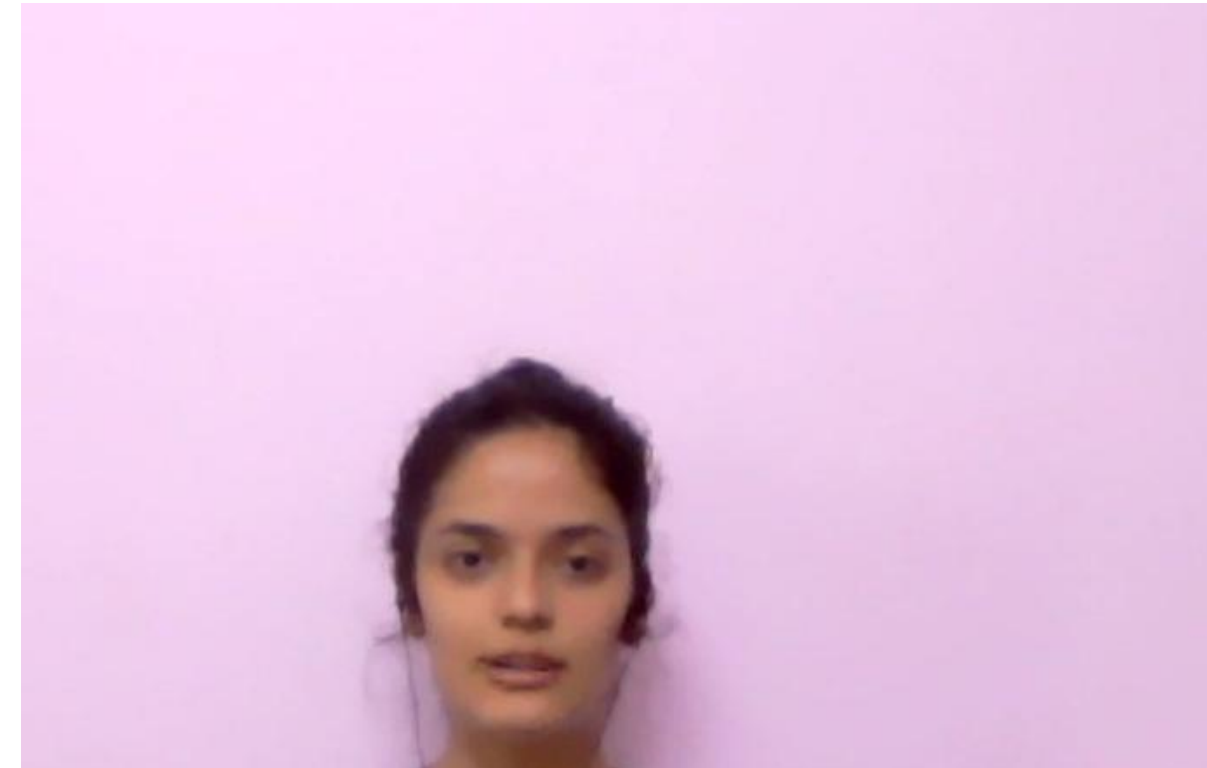
**Shows nervousness, might distract your audience**

# Distance from the screen

Too close



Too far



**Disconnects between your expression and delivery**

# How to make a lasting impression





# Make sure you have the right body posture while speaking

Always sit up taller and lean your shoulders slightly more to the camera. If you prefer to stand up while speaking, make sure your body is straight and your head and hand gesture is visible. This helps set professional tone when you are presenting yourself on the screen.

# Look directly into the camera while speaking.



If you start looking directly into the camera, it shows a lot about your confidence and honesty. In addition, it helps build connection with your audience.



**Ensure you  
have room for  
hand  
gestures**

The positioning and distance from your camera affects your ability to use gestures to a great extent. Since your position will be fixed, try to use gestures only when they enhance your delivery.



**Words convey your message, but body language help them sink in to the HEARTS.**

**LET YOUR BODY SPEAK!**

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