



BODY LANGUAGE DOES MOST OF THE TALKING

Assessing What's Being Said Without Words

85% of communication is non-verbal. The combination of how you stand and move, your appearance, and how you use your voice, all create a dramatic image of who you are and how others perceive you. You send messages to others with your posture, tone of voice and speed of speech. Even your hair creates a barrier if it shields some of your face. Here are some characteristics of different body language:

Welcoming		Unwelcoming	
Face	Smiling	Face	Unsmiling, unengaged
Eyes	Direct eye contact	Eyes	Avoids eye contact, downcast
Arms/Legs	Open, outstretched	Arms/Legs	Closed, arms and/or legs crossed
Gestures	Inclusive, non-threatening	Gestures	Hesitant, over-bearing, threatening
Voice	Clear enunciation, unrushed, volume set to meet conversation partners, warm	Voice	Mumbles, "er" "um," soft talker or no effort project and be heard, talks too fast as if guests are overstaying welcome, shrill
Other	Energetic comportment, focused behavior on guests, attentive, good listener	Other	Self-focused: Preening, adjusts own clothes or hair, looks away, low-energy, anger below the surface

Now that you know how body language is perceived by others, begin observing others' behavior as well as your own. Use feedback from others as a guide of what is or isn't working as well as you expect it to. Here are a few behaviors that may indicate your habits would benefit from some fine tuning. Make notes if any apply to you:

Personal Habits That May Trip You Up

1. Do guests ask you to repeat what you said? – Are you speaking too quietly? Too quickly? Or are you mumbling a bit? _____

2. Watch your body moves. – Are you fidgeting? Do you subconsciously twirl your hair or adjust your clothing? _____

3. Do you look down when speaking to guests? – Are you feeling a bit shy or nervous about what you're saying to them? _____

4. Do you have funky gesture habits, such as an abundance of arm waving to animate what you're saying? _____



5. Do you reach out to put a hand on a guest's shoulder? – This is often a big no-no to touch guests even when done innocuously. _____

6. Is your hair obscuring the visitor's view of your face, making it difficult for them to understand what you are conveying? – Consider hair tie-backs or a new style at work. _____

Making Changes

Use the video feature on your phone to record your own body language. If shot in a real life scenario working with winery guests, view the video both watching your own body language as well as that of your guests' reactions to your body language. Each provides valuable feedback.

PROS: What are all the things you are doing well with your body language?

CONS: What are all the things you want to improve with your body language?

Always focus on your habits and body language that are positive and serve you well. Don't dwell and focus on bad habits. Reinforce the body language that is positive, finding ways to do more of the good things.

Practice changing behaviors and body language you wish to shift one-at-a-time. It's difficult to break habits and even harder if you attempt to change several things at the same time. You will create improvement faster when you are able to change one behavior at a time efficiently.