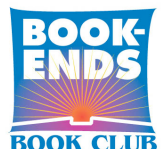


# The Nonverbal Advantage

Carol Kinsey Goman

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1. The major goal of this book is to help readers avoid letting their bodies get in the way of their most important messages. Discuss times when you have experienced this problem either as the sender or receiver of a message. What was the result?
2. Through most of the interview, Carol provides information and tips on body language that relate to informal encounters such as chance meetings in the hallway at work or interactions with a business colleague in a meeting. How much attention do you consciously give to body language in these situations? How important are they?
3. According to Carol, “professional success is linked to your ability to decode the messages that people are sending you with their bodies as well as with their words and to be able to project the body language that supports what you are saying”. How true has this been for you? Provide illustrations to support your view.
4. Body language is mostly a sub-conscious process. Carol provides a 5 C approach to bring it to a conscious level: Context, Clusters, Congruence, Consistency, and Culture. Provide an example for each.
5. In explaining business versus social gazing, Carol provides guidance on how to be more effective in business situations. Have a brief conversation with a partner and pay attention to each other’s gaze as you do so. What did you observe?
6. Greeting people with an “eyebrow flash” sends a positive message. After listening to this interview, have you been more aware of this? Try it now.
7. Carol provides tips on shaking hands. Shake hands with everyone in your group and provide feedback to each other on how effective each of you are.
8. Discuss ways you can apply the Nonverbal Advantage in your organization.



To listen to the Bookends interview go to: <http://www.bookendsbookclub.net>