

# THE SILENT ADVANTAGE

How Nonverbal Cues  
Drive Business Success



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The single most important thing you  
can do in a conversation  
**IS TO CONNECT WITH SOMEONE...**

*...and we do this initially by making eye contact and smiling.*





## **WHY IS THIS IMPORTANT?**

several reasons, but here's the top 3

- **In caveman days, smiling signaled “I won’t kill you.”**
- **According to Harvard, the #1 factor of you living a happy life is the quality and depth of your relationships.**
- **And we also know that how we communicate with others leads to the quality and depth piece.**



# What impact do strong nonverbal communication skills have on business growth?

- *Effective nonverbal communication builds trust and credibility. This leads to stronger networks and deeper connections that can open doors for new opportunities and support growth.*
- *Research from the University of California (2012) shows that teams with strong nonverbal communication are more cohesive and effective in decision-making, boosting collaboration, innovation, and productivity, which drives business growth.*
- *When your clients feel seen, heard and understood, this drives business growth and deal closures.*



before  
**WE GO FURTHER**

**CONNECT WITH  
ME ON**

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# agenda



**Three-Step Framework for Nonverbal Communication**



**Common Nonverbal Mistakes to Avoid**



**Actionable Strategies for Immediate Impact**



# three-step framework for **nonverbal communication**



## **Read the Room:**

Pick up on energy and unspoken signals.

## **Adapt Your Communication Style:**

Tailor interactions based on the audience.

## **Align Your Body Language with Your Message:**

Avoid mixed signals.



# READ THE ROOM

*pick up on energy &  
unspoken signals*



❖ **All business?**  
Get straight to the point.

❖ **Chatty?**  
Mirror their energy before diving into details.

❖ **Hesitant?**  
Use strategic silence, give space & prompt a question.



# Using DiSC to understand non-verbal signals

## OVERVIEW OF THE DiSC MODEL

### Dominance

- Direct
- Firm
- Strong-willed
- Forceful
- Results-oriented

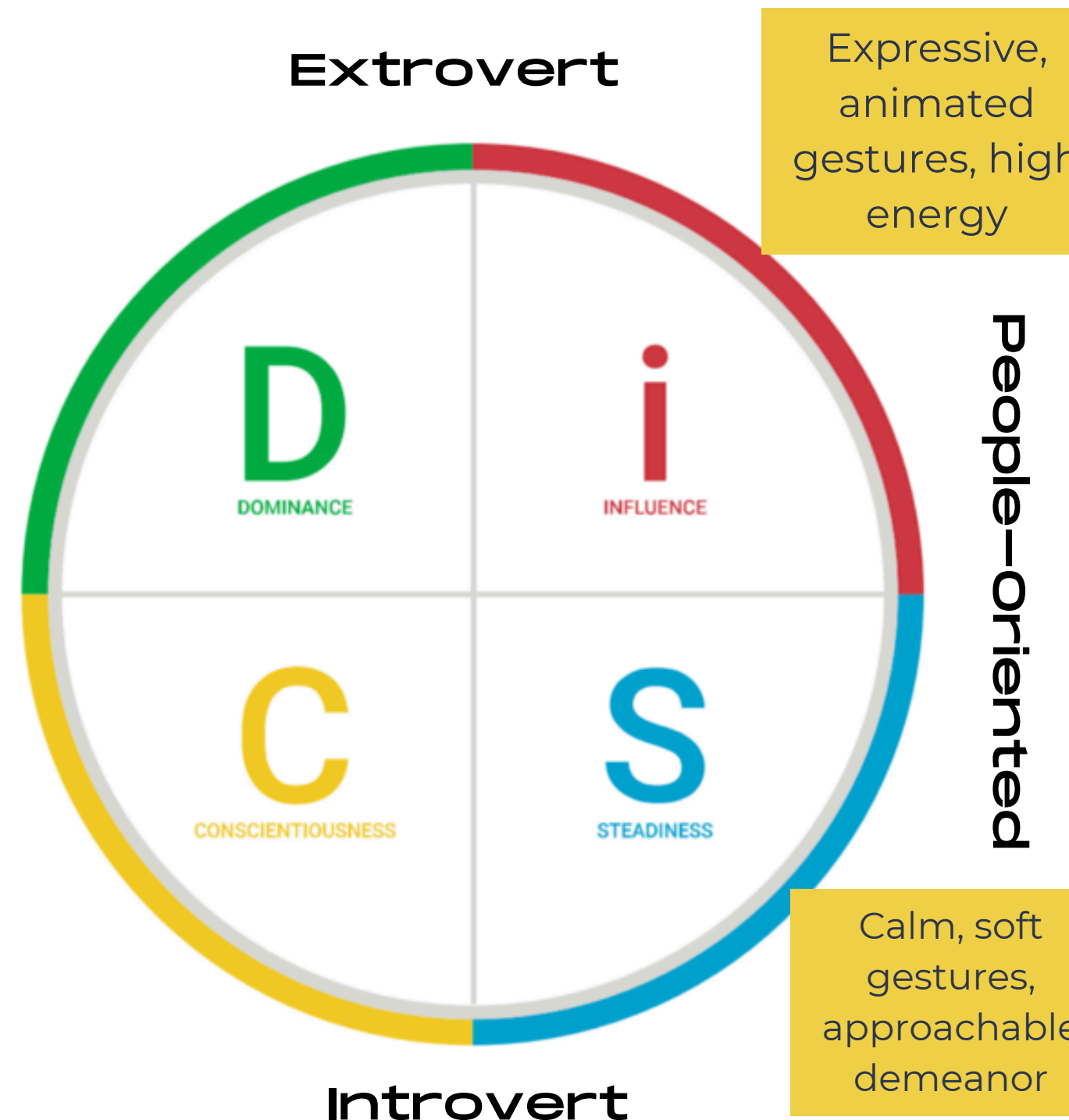
Direct, strong posture, results-driven gestures

### Conscientiousness

- Analytical
- Reserved
- Precise
- Private
- Systematic

Reserved, precise movements, controlled expressions.

Task-Oriented



Extrovert

Expressive, animated gestures, high energy

### Influence

- Outgoing
- Enthusiastic
- Optimistic
- High-spirited
- Lively

People-Oriented

### Steadiness

- Even-tempered
- Accommodating
- Patient
- Humble
- Tactful

Calm, soft gestures, approachable demeanor

Introvert



# Align Your Body Language With Your Message



- ✓ **Eye Contact** → Builds trust (hold for 3-5 seconds).
- ✓ **Posture** → Stand/sit tall for confidence. Shoulder back - chin up to appear “bigger.”
- ✓ **Gestures** → Use purposeful hand movements, but not overly done (i.e., no jazz hands).
- ✓ **Tone** → Lower pitch at the end of sentences to sound authoritative. Don't end with a question mark in your tone.

# COMMON NON-VERBAL mistakes to avoid



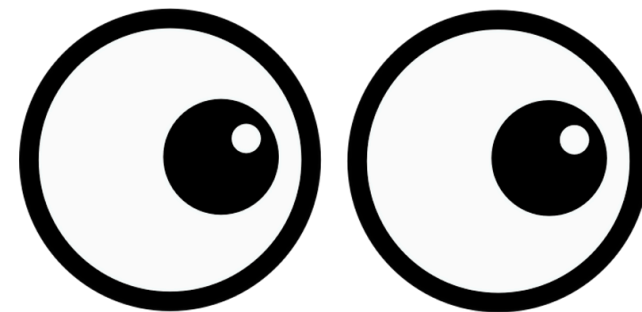
## **CROSSED ARMS:**

Although so many people say this is comfortable for them, this signals “closed off” to others.



## **LACK OF EYE CONTACT:**

This signals disengagement and lack of interest.



## **FIDGETING:**

This signals nervousness. Incorporate breathing exercises to help keep your nerves at bay.



## **MONOTONE or SOFT VOICE:**

This signals low confidence. Be mindful of vocal volume and tone.

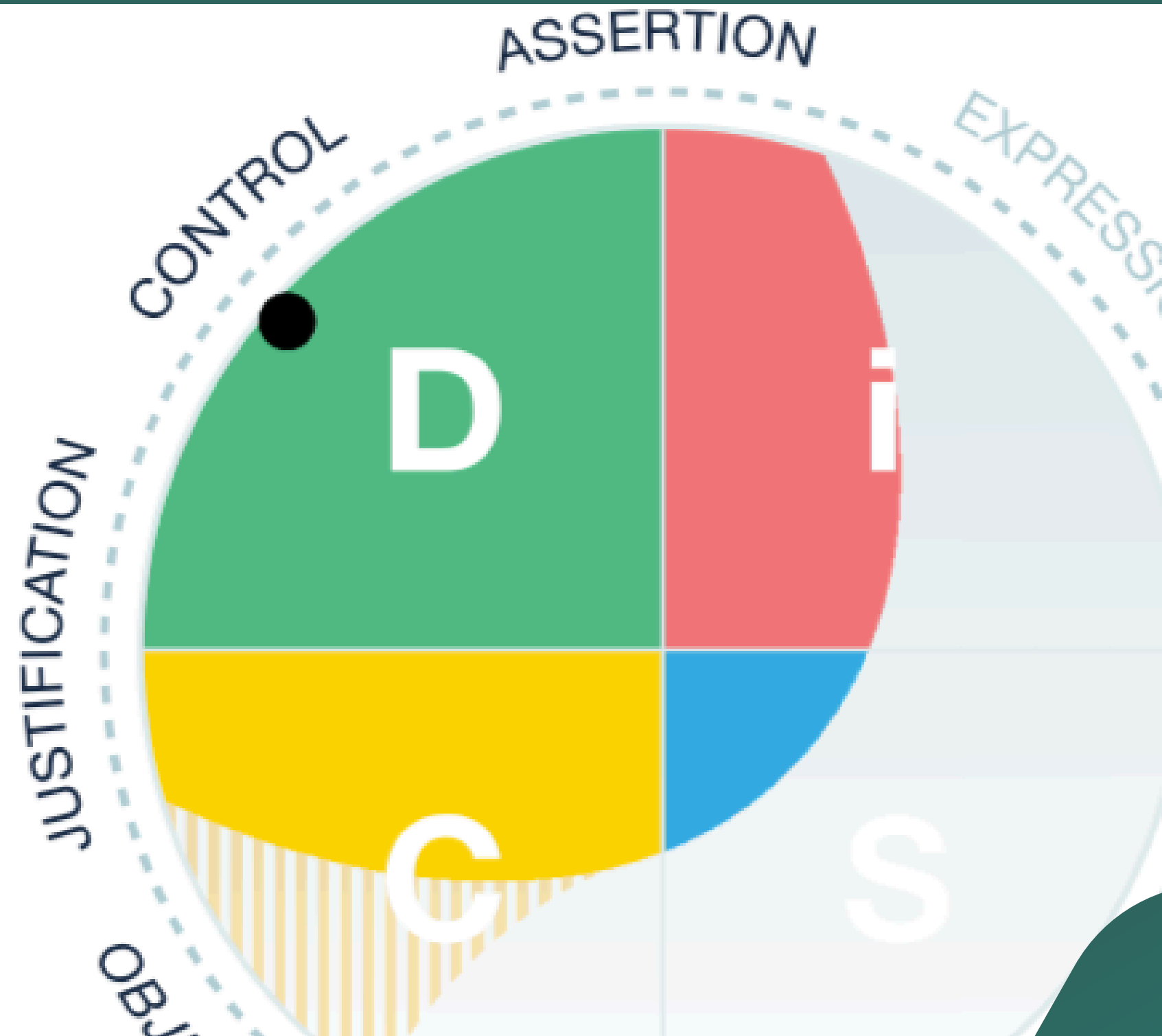






# Actionable Strategies

## **DOMINANT Style**



### **Dominant (D) Style Overview:**

These types tend to use assertive body language: strong, purposeful gestures, maintain direct eye contact, and adopt an upright posture that conveys confidence and control.

### **D Style Blind Spots:**

Ds may unintentionally come across as intimidating or aggressive. Their strong body language can be perceived as domineering. This can alienate others, especially those who value collaboration over competition.

### **What D Styles Can Do:**

Soften facial expressions and avoid crossing arms. Smile and use gentle head nods.



# Actionable Strategies

## **INFLUENCER Style**



### **Influencer (I) Style Overview:**

These types are expressive and enthusiastic. They frequently use animated gestures, smiles, and lively facial expressions.

Eye contact is warm and engaging, reflecting their desire to connect and inspire others.

### **I Style Blind Spots:**

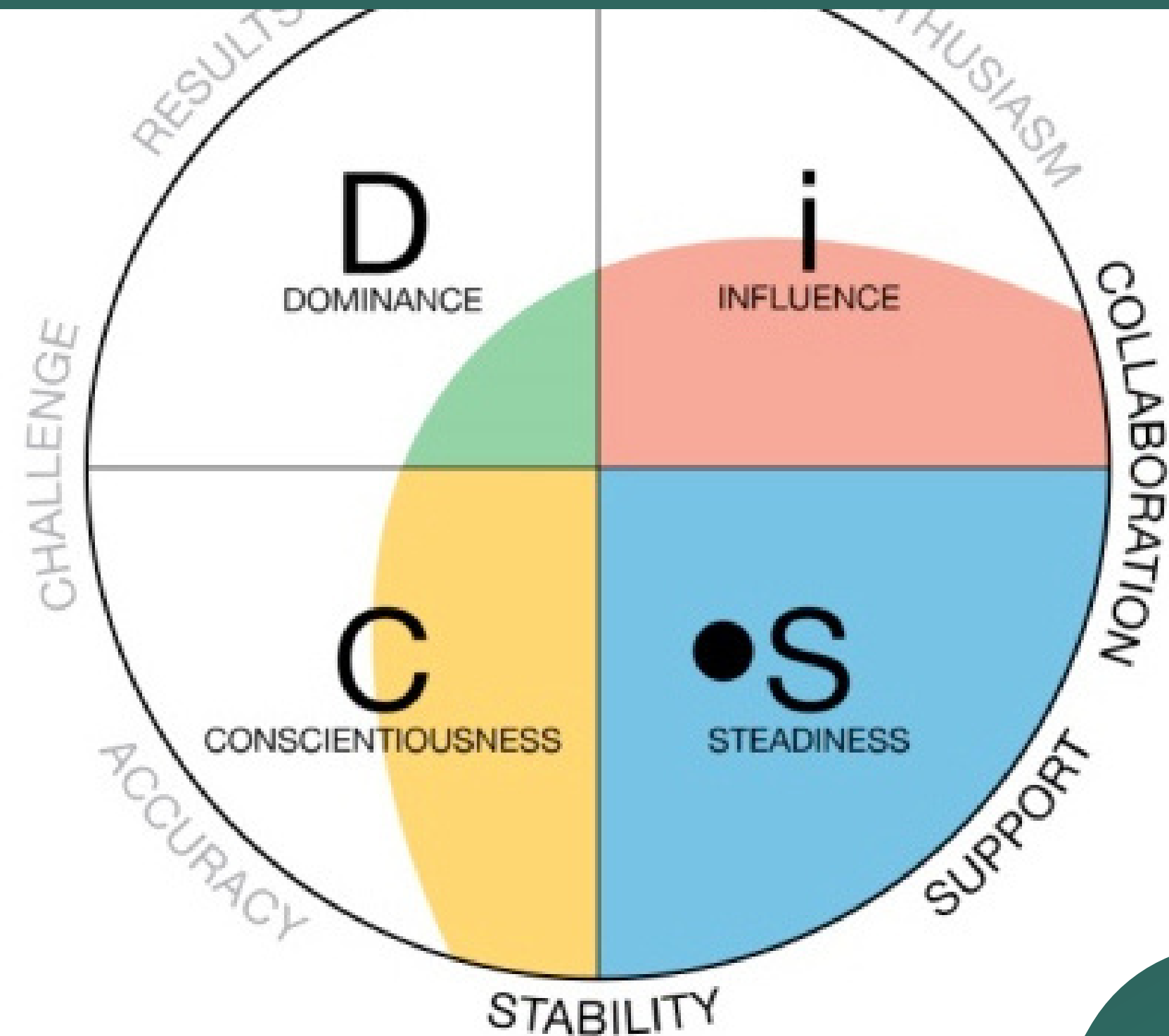
They can sometimes overwhelm or distract others with their animated behavior. Their constant enthusiasm and exaggerated gestures might be misinterpreted as insincerity or lack of focus.

### **What I Styles Can Do:**

Control hand gestures. Pace your speech and movement. Focus on listening.

# Actionable Strategies

## **STEADY-RELATOR Style**



### **Steady-Relator (S) Style Overview:**

This type tends to exhibit calm and composed body language. They often have a relaxed posture, gentle gestures, and soft facial expressions.

Their nonverbal cues convey patience and support, highlighting their preference for stability and cooperation.

### **S Style Blind Spots:**

Nonverbal cues can be too subtle. Their reserved gestures and soft expressions might be perceived as disinterest or lack of confidence.

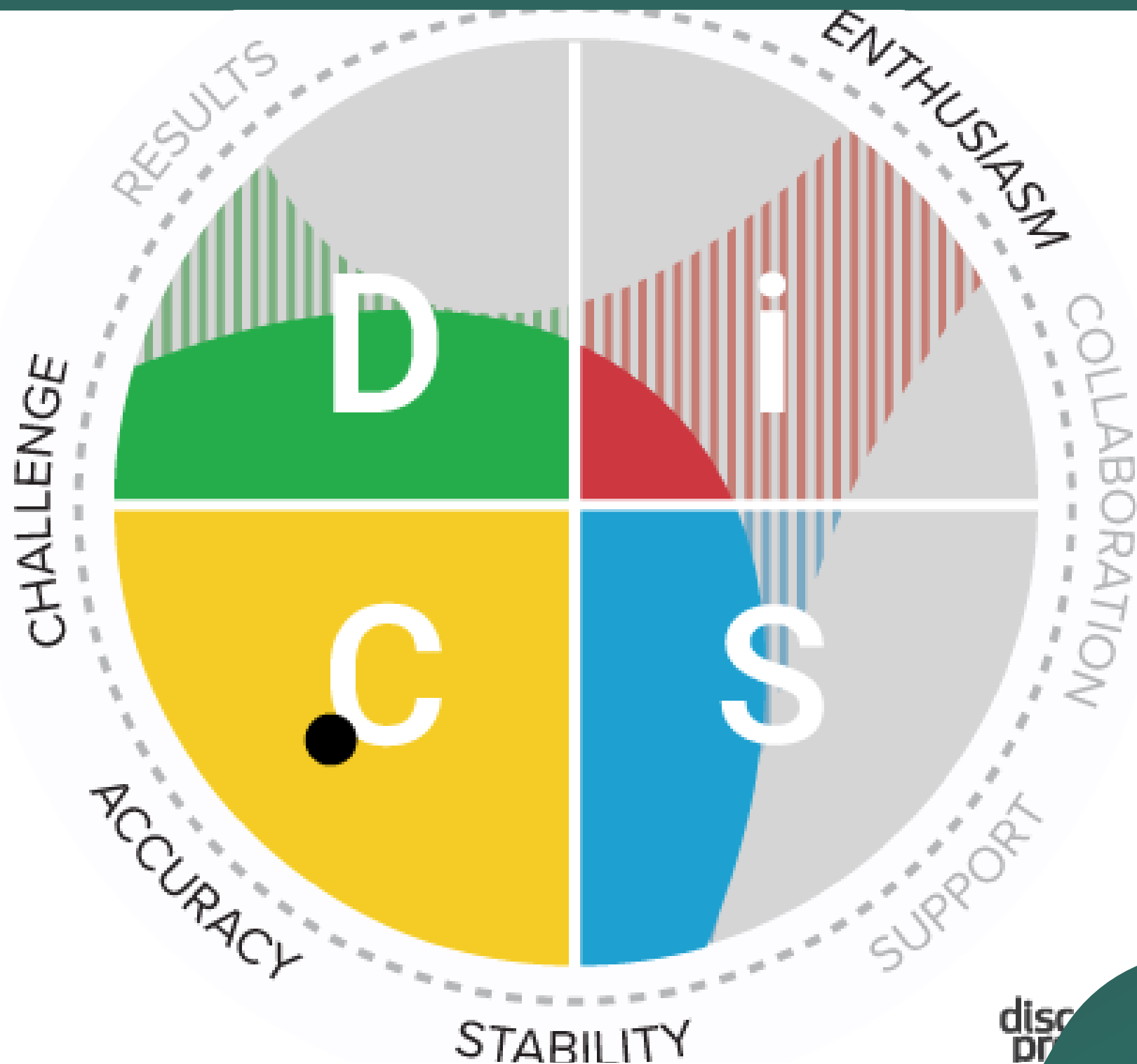
### **What S Styles Can Do:**

Maintain upright posture (look “big”) and use subtle gestures such as a head nod. Increase eye contact.



# Actionable Strategies

## CONSCIENTIOUS Style



### Conscientious (C) Style Overview:

These types are often reserved. They use precise, controlled gestures, maintain focused eye contact, and have subtle facial expressions.

Their nonverbal signals reflect their need for accuracy and order.

### C Style Blind Spots:

This type can come across as distant or unapproachable. Their precise, minimalistic gestures may be misinterpreted as coldness or aloofness, especially by those who value emotional expressiveness.

### What C Styles Can Do:

Smile and make eye contact. Lean in when listening and nod to affirm. Avoid crossing arms.



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# Q&A time!

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SCAN ME