



Curb Appeal: Optimizing Personal Communication in a Professional Setting

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Non-Verbal Communication

- Face to face
- Meaning expressed without language

Significance of Non-Verbal

- 60-90% of face-to-face communication is nonverbal
- Rather than communicating specific information, nonverbal...
 - Focuses on feelings
 - Signals state of relationships

Types of Non-Verbal Communication

1. Facial Expressions/Body Language
2. Proximity – Use of space
3. Touch/tactile communication
4. Time – Controlling “when”
5. Objectics - clothing, jewelry
6. Physical appearance
7. Paralinguistics – Vocal cues
8. Silence

Curb Appeal Don'ts

1. Don't have your nonverbal communication be inconsistent with verbal
2. Don't tune out the feedback loop
3. Don't be totally focused on yourself! What you need to say is not necessarily what they want/need to hear

Improving Your Curb Appeal

1. Identify your goals in interpersonal interactions and prepare accordingly
2. Keep in mind the context of your interaction
3. Focus on the receiver rather than your transmission
4. Consider the verbal/nonverbal overall package—how do all your communication channels intersect?