

# ACTIONS SPEAK LOUDER!

MASTER BODY LANGUAGE AND  
MAXIMIZE YOUR BUSINESS RESULTS!

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**I. HOW IMPORTANT IS BODY LANGUAGE?**

A. Visual, vocal, verbal:

\_\_\_\_\_ % visual-body language, clothes and grooming

\_\_\_\_\_ % vocal-how you say something

\_\_\_\_\_ % verbal-what you actually say

B. How long does it take you to form an impression of someone?

\_\_\_\_\_ seconds

C. What does body language do better and faster than words can do?

- Shows attitude
- Indicates motivation
- Reveals personality

D. Expert body language will enable you to:

- make perfect first impressions

\_\_\_\_\_

- know what a client really needs

\_\_\_\_\_

- learn how to sell to the four difficult character types

\_\_\_\_\_

**II. HOW DO YOU COMMUNICATE WITHOUT WORDS?**

A. See the other person's point of view

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B. Get in touch with and trust your own intuition

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C. Trust what you see

1. \_\_\_\_\_

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2. \_\_\_\_\_

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3. \_\_\_\_\_

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4. \_\_\_\_\_

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D. Become a student of body language (see the book list at the end of workbook)

*Payoff #1: You will communicate with others at a deeper level.*

### III. HOW BODY LANGUAGE SHOWS ATTITUDE

- A. Body energy is measured from one, the lowest, to five
  
- B. Body posture and attitude
  - *Deflated posture* shows you are not \_\_\_\_\_  
and makes \_\_\_\_\_ connections
  - *Ready posture* shows you are \_\_\_\_\_  
but does not \_\_\_\_\_
  - *Assertive posture* shows you are \_\_\_\_\_  
and \_\_\_\_\_ the conversation.
  
- C. Choosing the correct energy level with every new person:
  - When their energy is very high, yours is \_\_\_\_\_
  - When their energy is very low, yours is \_\_\_\_\_
  - When their energy is medium, yours is \_\_\_\_\_
  
- D. The best level for negotiation results is in the middle

*Payoff #2: You will make strong first impressions every time!*

**IV. HOW BODY LANGUAGE SHOWS MOTIVATION**

**A. THE INTELLECTUAL TYPE**

The Thinker, The Analyzer

Physical traits: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Examples: \_\_\_\_\_

\_\_\_\_\_

Most important to them: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



**B. THE SENSORY TYPE**

The Artist, The Creative Person

Physical traits: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Examples: \_\_\_\_\_

\_\_\_\_\_

Most important to them: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



C. THE EMOTIONAL TYPE

The Worrier, The Care-Giver

Physical traits: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Examples: \_\_\_\_\_

\_\_\_\_\_

Most important to them: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



D. THE PHYSICAL TYPE

The Athlete, The Sports Fan

Physical traits: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Most important to them: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



*Payoff #3: You will know what the person really wants.*

**V. HOW BODY LANGUAGE SHOWS PERSONALITY**

1. *The Percolator*

Demonstrates: \_\_\_\_\_

2. *The Tree*

Demonstrates: \_\_\_\_\_

3. *The Feather*

Demonstrates: \_\_\_\_\_

4. *The Shifter/Shuffler*

Demonstrates: \_\_\_\_\_

5. *The Slow Pacer*

Demonstrates: \_\_\_\_\_

Or \_\_\_\_\_

6. *The Fast Pacer*

Demonstrates: \_\_\_\_\_

Or \_\_\_\_\_

*Payoff #4: You will know how to make  
your body language correctly match your message.*

**VI. HOW DO YOU SEE YOURSELF?**

1. Day-to-day energy

1    2    3    4    5

2. High to low range of energy

1    2    3    4    5

3. Motivation (mark the most, 4, to 1, the least)

Intellectual \_\_\_    Sensory \_\_\_    Emotional \_\_\_    Physical \_\_\_

4. Personality (circle the ones that apply)

The Percolator

The Tree

The Feather

The Shifter/Shuffler

The Slow Pacer

The Fast Pacer

5. Best colors \_\_\_\_\_

\_\_\_\_\_

*Payoff #5: You will know how others see you.*

**VII. HOW TO MAKE YOUR ACTIONS SPEAK LOUDER**

- Best professional qualities you want to show others:

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- Good body language:

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- Poor body language:

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- The body language changes you will make are:

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*Payoff #6: You will know the right body language that will help you maximize your business results.*

BOOK LIST

1. *Blink-The Power of Thinking Without Thinking*-Malcolm Gladwell (Little, Brown-2005)
2. *Beyond Reason-Using Emotions as You Navigate*-Roger Fisher and Daniel Shapiro (Viking-2005)
3. *A Whole New Mind-Moving From the Information Age to the Conceptual Age*-Daniel H. Pink (Riverhead Books-2005)
4. *When Generations Collide*-David Stillman
5. *Instant Rapport*-NLP Trainer Michael Brooks (Warner Business Books-1989)
6. *The Complete Idiot's Guide to Body Language*, Peter A. Andersen, Ph.D. (Alpha-2004)
7. *Emotions Revealed-Recognizing Faces and Feelings to Improve Communication and Emotional Life*-Paul Ekman (Owl Books-2003)
8. *Signals-How to Use Body Language for Power, Success and Love*-Allen Pease (Bantam Books-1984)