

WAKEFIELD & WAKEFIELD

B u s i n e s s E t i q u e t t e

set yourself apart ♦ get an edge

FOUR ESSENTIAL BUSINESS BODY LANGUAGE AND ETIQUETTE TIPS:

PART I - THE HANDSHAKE

How can candidates, employees and managers show respect and leadership in the workplace? I have partnered with Vanessa Van Edwards, body language expert, to bring you the best body language and etiquette you can use in the workplace.

Both your nonverbal communication and your manners speak volumes about who you are. Great body language and impeccable etiquette can give you an edge in the business world.

Vanessa Van Edwards and I have broken down four of the essential areas of business to explain how you can use body language and etiquette to get ahead. Let's begin with the handshake...

Mastering the Art of the Handshake:

The Science, Vanessa Van Edwards

I cannot overemphasize the importance of a handshake. Studies have shown that the amount of rapport you get from a handshake is equivalent to three hours of face to face time. Our brain likes to see and feel another person's hand because from an evolutionary perspective this was the best way to make sure the other person was a friend, not a foe. If we could see they were not carrying a weapon, we could trust them. Still today, our brains like to see and feel the other person's hands.

For women especially, it is important to offer your hand when first meeting someone. Men in my seminars have shared with me that they sometimes are unsure if they should shake a woman's hand and wait for the woman to offer hers. You do not want to miss the opportunity. As Libby will mention, offer them a straight on, firm, warm shake.

Be sure to keep the handshake straight up and down. Research has shown that if you tip the person's hand up, it makes you seem submissive and if you tip their hand down it makes you seem aggressive.

The Etiquette, Libby Van Vleet

I recently heard a story about a firm in the hiring process. They had narrowed the applicant pool down to two equally qualified candidates. What was it that broke the tie between the two applicants? Their handshakes. The person with the firm, warm shake who looked the interviewers in the eyes got the job. The runner-up had a limp grip delivered with cold, clammy hands. The employer was looking for a confident, enthusiastic worker and the job winner communicated those qualities in the very quick exchange of a handshake.

Evaluate your own handshake. It must be neither too limp or bone crushing, but firm. Execute a brief shake, not excessively pumping the other person's arm. If you suffer from cold and clammy hands, subtly wipe your hand on your pant leg to present a dry hand. Be sure to look into the person's eyes directly as you shake.

Handshaking is appropriate in all kinds of situations: hellos, goodbyes, new acquaintances, congratulations, consolation, and thanking a host at a social event. So be sure your handshake sends the right message to make a great impression.

Communicating your sense of self through body language and manners is an incredibly powerful tool that can set you apart from co-workers and competitors. These easy actions can have impact on your influence and bottom line.

*For more body language tips, see Vanessa Van Edward's course *Secrets of Body Language*. We are currently offering a special discount for readers of: 40% off. (<https://www.udemy.com/the-secrets-of-body-language-webinar/?couponCode=40%25+off>)*