

THE TRUTH



Hear Dr. Lillie Ann Piosalan at the upcoming HSCPA 47th Annual Conference on June 29 at the Hilton Hawaiian Village. She will tell you what your body language is really communicating . . . she may even tell you what kind of a car you drive!

WHEN WE COMMUNICATE, TWO THINGS HAPPEN. Words come out of our mouths, and our body language may or may not agree with our words. Have you ever noticed or realized what your body parts are conveying to others? Learning to be more observant will enable you to use your powers of observation to interpret others' body signals, increase rapport and sales, and intimidate others in self defense!

Why is it so important to learning about nonverbal communication?

WHY ME? Anyone who interacts with other human beings should be aware of what body signals are being sent by others and what you are communicating with your own body signals. Once you are able to "read" body signals, you will be able to temper your own actions and reactions—depending on your intentions.

For those who are not gifted "mind readers," learn how to read "body signals" to interpret people's emotions which are conveyed through body shifts.

WHY SHOULD I CARE? Nonverbal signals project more accurate meaning than words. In fact, your body motions constitute more than half of your communicated messages in face-to-face interactions.

HOW CAN I APPLY THIS KNOWLEDGE? The principles and insights of nonverbal communication apply almost everywhere in American society.

If you are...

- A partner in a CPA firm, you will be able to "appeal" to your clients and potential clients and project a positive image.
- A sales person (which we all are in some form or another), you will be able to "read" your clients' and prospective clients' buying and non-buying signals.
- A professional, you will be able to "read" your clients and determine if they are telling the truth or simply being creative with their responses.
- An employee, you will be able to "read" your supervisor and determine if the time is right to ask for that raise you deserve.
- A person looking for the right mate, you will be able to detect the other person's true feelings towards you.

WHEN COULD I APPLY THIS NEW KNOWLEDGE! Every waking moment of your life.

NOW WHAT? You can find a wealth of information in Dr. Piosalan's book, *No-Nonsense Nonverbal Communications*. See details for her guest appearance at the HSCPA 47th Annual Conference on June 29, 2007.