**Body Language**

What factors controls the 55% body language?

**Dress** – Very informal to Very formal

Grooming of clothes

Context of clothes

Colours (80/20 principle)

Accessories, tie, watch, earrings, Glasses

**Posture – The most important element**

**Hair grooming (every 2-3 weeks)**

**Stance – ‘American military stance’ is a good neutral position**

**Eye contact**

**Facial Expressions 20,000 or more**

**Gestures**

**Speed of movement-slow and controlled**