CONCEPT

Body Language and Non-Verbal Communication: Reading Signals and Building Presence

31 January – 4 February 2027
Jeddah - Corniche four-star



Body Language and Non-Verbal Communication: Reading Signals and Building Presence

Ref: 688_18819 **Date:** 31 January – 4 February 2027 **Location:** Jeddah - Corniche four-star **Fees:** 19500 SAR

Introduction:

Managers, sales teams and interviewers make daily judgements from posture, facial expression, gaze and tone, yet much popular body language advice rests on single-signal myths and misquoted research. Misread cues distort hiring, negotiation and client decisions, while unmanaged nervous habits weaken credibility. This Core Concept course teaches an evidence-based method for reading non-verbal communication in clusters, against a baseline and for congruence with the spoken message, and for projecting calm, credible presence in person and on camera. Participants complete a video-reviewed Non-Verbal Presence Profile and a structured observation log.

Course Objectives:

- Identify the main non-verbal channels, including posture, gesture, face, gaze, voice, distance, touch and appearance, and the evidence behind them
- Interpret body language by establishing a baseline, confirming signal clusters and checking congruence between words, voice and face
- Project a credible first impression and steady presence through posture, gesture, gaze and vocal control
- Build rapport with clients, candidates and colleagues using mirroring, pacing and adapted distance and greeting norms
- Read and manage non-verbal signals in meetings, negotiations, interviews and video calls, including personal nervous habits
- Produce a video-reviewed Non-Verbal Presence Profile and a structured observation log for ongoing practice

Target Audience:

- Managers who lead meetings, deliver difficult messages and judge team reactions face to face
- Sales and business development professionals who open client relationships and read buying or resistance signals
- Client-facing and service managers who handle escalations and high-value client conversations
- HR and recruitment managers who conduct selection interviews and assess candidate behaviour
- Negotiation leads and account managers who represent the organisation in commercial discussions

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Course Outline:

Day 1: Non-Verbal Channels, Evidence and Myths

- Kinesics Map: Posture, Gesture, Facial Expression and Head Movement
- Oculesics and Paralanguage: Gaze Patterns, Pitch, Pace, Volume and Pauses
- Proxemic Zones, Haptics and Appearance Signals Inventory
- Mehrabian Rule Misquote and Lie-Detection Myths Evidence Review
- Baseline Self-Recording: Short Video Presence Snapshot

Day 2: Reading Models: Baselines, Clusters and Congruence

- Baseline-Deviation Method for Reading an Individual
- Signal Cluster Grid: Three-Cue Confirmation Before Interpretation
- Word-Voice-Face Congruence Check for Mixed Messages
- Universal Facial Emotion Set and Micro-Expression Recognition Limits
- Comfort-Discomfort and Engagement-Withdrawal Signal Catalogue

Day 3: First Impressions, Presence and Rapport

- Thin-Slice First Impression Factors: Warmth and Competence Cues
- Open Posture, Grounded Stance and Purposeful Gesture Routine
- Rapport Building Through Mirroring, Pacing and Leading
- Cultural Variation in Greetings, Gaze, Touch and Personal Distance
- Vocal Presence Drill: Breath Support, Pitch Range and Deliberate Pauses

Day 4: Meetings, Negotiations, Interviews and Camera Presence

- Meeting Room Reading: Turn-Taking Cues, Agreement and Dissent Signals
- Negotiation Table Signals: Interest, Resistance and Concession Readiness
- Interview Observation Protocol: Candidate Stress Versus Evasion Cues
- Video-Call Framing, Eye Line, Lighting and Gesture Zone Setup
- Nervous Signal Management: Self-Soothing Gestures, Fidgeting and Arousal Regulation

Day 5: Role-Play: Video-Reviewed Presence and Observation Exercise

- Role-Play: Client Meeting Opening with Rapport and Presence Scoring
- Role-Play: Negotiation Exchange with Observer Cluster Log
- Role-Play: Selection Interview with Congruence Observation Sheet
- Video Playback Review Using a Presence Feedback Rubric
- Non-Verbal Presence Profile and Observation Log Completion

Skills You Will Gain:

- Non-Verbal Signal Interpretation
- Baseline and Cluster Analysis
- Congruence Assessment
- Executive Presence
- Rapport Building
- Vocal Delivery Control
- On-Camera Presence
- Nervous Habit Regulation

Why Attend This Course:

- Leave with a video-reviewed Non-Verbal Presence Profile and an observation log built from your own recorded practice
- Stop relying on single-signal myths and read colleagues, clients and candidates with a tested cluster method
- Rehearse client openings, negotiations and interviews with observers scoring your posture, gaze and voice
- Compare your recorded presence at the start and end of the week and see which habits changed

Conclusion:

Reading body language well means observing patterns rather than isolated gestures and treating every interpretation as a hypothesis to test. The week moves from non-verbal channels and the evidence behind them, through baseline, cluster and congruence reading, to first impressions, presence and rapport, then to meetings, negotiations, interviews, video calls and nervous habits. The final day puts the methods into recorded role-play, and each participant completes a Non-Verbal Presence Profile and observation log to guide continued practice at work.