

**Soft Skills for Business Negotiations and Marketing Strategies**  
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**Lecture – 25**  
**Communications: Verbal and Non - Verbal (Contd.)**

Hello friends, we are now gradually stepping into our applications of whatever you have learnt. When I am talking about the communications skills I will be more elaborated on this issues in terms of applications. I would suggest that you learned the subject in this manner I will talk about individual items, I will give you some tips, some tricks, some dos and do nots. What I feel? What I have experienced? I have learnt or I have gathered from various researches I am going to share with you that.

See basic idea when I formalized this course it was not to give an idea about the whole subject in general. I thought that the best benefit of this particular subject would be if I can communicate to you what you should do what should not do so that you can try this in your professional life or in your personal life. So, these tips are always almost coming parallelly with it ok.

Now when I am talking with the communication language, I am focusing on verbal and non verbal communications in which I decided to start with non verbal first. Because the verbal communication you had been learning, you have been doing, you have been practicing, but non verbal communication is something which we need to imbibe, we need to understand more about it ok. So, I am focusing on the non verbal first.

Then I will go to various examples of you know what to do during interviews? How should you face an interview or in group discussions not all rather additionally group discussions. But one very interesting thing when I am talking to my friends on these issues you know off the classes they ask me one thing are you focusing this particular course or really for people who are going to go for interview or face GD or going for negotiations as a gainer I said no it is somebody which is who is taking an interview or who also this soft skills are equal important.

So, what I will do during my this course of discussion that I might sometime play different roles. So, I change my role play first I might discuss about the do's and do not's

for a person who is going to go for the interview or going for sales. Then by declaration I will change my role and I will say now I am trying to highlight the points which are to be followed or where we adopted by the people who are taking interview or the person who is facing a negotiation or doing a negotiation for his company's gain not for selling products, but for buying. That means, there is always you know both sides of it, if it is a communication then they has to be one side and the other side without which communication does not exist.

So, please follow this in that manner I do not know who you are sitting in front or may be sitting other side of the camera you put yourself in your position and then try to understand me, listen to me, focus on my points, and try to understand that what has to be gathered from my examples or the tips you make your own judgments, I do not I cannot guide. Because I am speaking to a host of people who belong to different categories think about it.

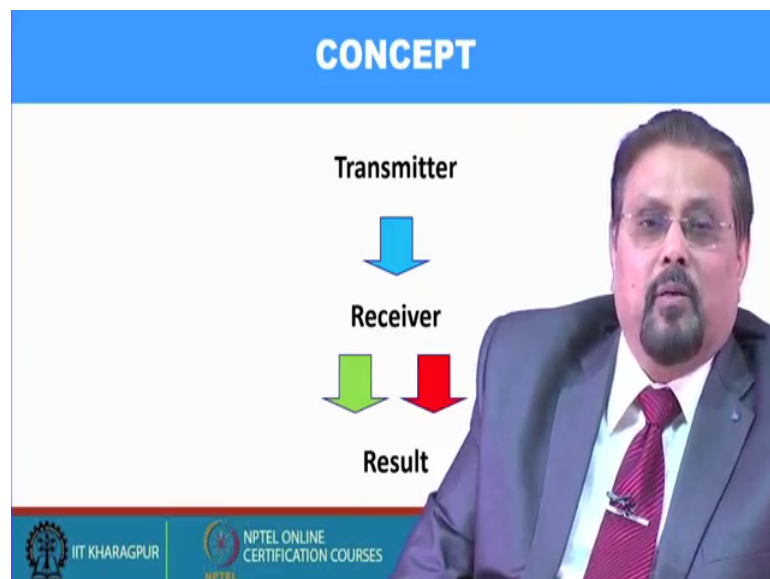
May be in front of me somebody who is other side of the camera is a student who is going to face an interview, may be there is another person sitting on the other side of the camera who is going to take the interview. So but I am saying once does it work. So, I will give such clues and in case you have any queries any clarifications or if you want to add something to it please use the forum. I am waiting for the forum to be answered because I am trying to gather more questions. So, that every time every questions short and then I answered I am I preferred not to do it I am waiting for more clarifications or say more queries so that I can answer in a gamut ok.

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Now I am now focusing on Non-Verbal communication. Verbal communication we will talk later I have no scopes to speak; I can only true gestures true postures I can communicate. That means, if somebody puts up you know lead on my lips not allowed to speak, but still I have to say, I have to express, I have to communicate this is what is the non verbal communication in which communicator is generally not present.

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If it is a transmitter there has to be then definitely a receiver. If there is no receiver then your transmission is absolutely meaningless. So, if there is no receiver, no

communication; and if there is a receiver, but there is nobody to transmitter no transmitter then the communication is again zero.

So, communication means there has to be somebody who is trying to transmit an information and another person who is receiving it. Now you put yourself in the position that are you going to transmit? Or are you going to receive? But a product has to be seen in this way.

When you are transmitting something and receiver is catching it then there may be a positive result that is why green or there may be negative result. So, there may be a positive or a negative result of transmission or reception. Now look at this let me go little deep into it, the result is going to be positive or negative it depends very much on the purpose, purpose of communication.

A very much on the clarity of transmission or the reception power of the receiver this is very critical, put yourself in the shoes of person who is going to transmit you have got a receiver, now it is ready for communication connect again.

What you want is the result is going to you fall in the green channel; that means, you are transmitting goes to the receiver and the result is positive, but you could not express yourself well then what happens is it follows a red channel, it goes through the receiver, receiver could not really decode it that what is your intension? What you want to say? And then result is negative there is some very much like radio, if you can tune it well you get a very nice sound. If you do not tune it well there will be lot of other noises.

So, basically if I take it scientific, scientific analogy with this your transmission should be very clear distinct received by the person who is ready to receive it and it should be noise free. Noise free means no other disturbances the points communicated to the receiver the result follows the green channel. That means now it is positive and if your transmission is poor or the receiver is poor then your whole communication follows the red channel. I hope this is clear.

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Non-Verbal Communication ???	
Communication	Non-Verbal ( Non-Speaking) ???
<ul style="list-style-type: none"><li>- Passive :</li><li>- Signage</li><li>- Banners</li><li>- LOGO</li><li>- Advertisements</li></ul>	Communicator is <b>ABSENT</b> ( Glow box ) ( Hoardings ) ( Symbolism ) ( Brand Message )
<ul style="list-style-type: none"><li>- Active :</li><li>- Signs</li><li>- Signals</li><li>- Gestures</li></ul>	Communicator is <b>PRESENT</b> ( Deaf and Dumb ) ( Normal ) ( Body Movement / Language )

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But what is that non verbal communication about? It is the communication where, non speaking that means you are no dialogues to speak. So, everything is communicated without using your lips or mouth ok.

Two kinds one is a passive one the list very clearly indicates the passive on where the communicator is absent. Now communicator is absent that is not mean the transmitter is absent. I am talking about that communicator means transmitter has transmitted and the receiver is receiving it, but it is not directly from the communicator or the transmitter. But it is coming through some media in such cases it is passive.

And another is active where the communicator is also present and he communicates the person, but without any words. Now look at this passive in that signage, glow box of an advertisement, of a restaurant, of a shop with the logo clearly communicates that what is this logo about, which brand it is, is it a restaurant, or is it a shoe shop, or is it a saloon; that means, a glow signage is going to communicate to you in the absence of the person staying over there standing over there and saying that this is a shop which is a saloon please come in that means, communicator is not required.

Banners big hoardings that we do see in the cities banner is very very thoughtfully designed and then tested in terms of design that in the absence of the transmitter or the communicator is it communicating to the receiver who is viewing it? And the actual message or the ideas are communicated.

You look at various hoardings of multi storey housing the condominiums in the cities you find there is somebody who is standing over this is a celebrity that is mainly for you know brand ambassadors and who is saying buy this flats if you do not buy it now then you lose your opportunity fine.

But basically are you really bothered about that celebrity probably no because what the celebrity is trying to point your draw your attention to the condominium drawings the maps or the plans of the building or the photograph of the building it may be digital, it may be virtual.

But the question is that why the celebrity who is not going to buy the flat; however, with you why his picture is there in the screen that is the first point to hook you to catch your attention. Look at hoarding in which one of the celebrities is saying that buy this property here is one of the finest property worth boning.

And then you look at the houses, look at the structures, look at the pictures, look at the ominous that is shown, but you first looked at the hoarding because of the face of the celebrity so that is for hooking or catching attention alright.

So, this is how it is being communicated without saying probably any word the logo or symbol if you are looking for a KFC restaurant for a food. Does somebody has to really standout and call for you? No, you find the KFC logo you enter, Dominos logo you enter. Now when you see such thing; that means, a logo speaks by itself then advertisements, the brand messages whatever. The point is all these are passive non verbal communicator.

Now, what is then active in this there are science like people who are you know who are unfortunately the afraid of you know speaking power or hearing power. They use different signages, whatever signages. Basically these are signs by which of thing has been communicated no sound uttered, but there are signs which are very very categorically worked out which speaks about various letters may be or some words. So, that very quickly the signs is communicated.

See I showed you this the sign of this is basically come and the sign of this is basically go away. The sign of this is turning outside the sign of this is trying to show somebody behind. The sign of this is trying to point out something; that means there are certain

kind of you know signs and signals which are moving on. Now signals are the normal signals which are accepted by literally everywhere that ok.

These are the signals of like what is the sign sometime may turn out to be a signal ok. Suppose you look at a friend suddenly you did not expect him to be there then your eyes get you know widened, the eyebrows rise, and then your eyes get widen, you give a smile basically you are giving a signal that you are welcoming him. You think about a situation that you saw a friend whom you do not want to meet him now.

Because you have a business to the run rush to and you are not being able to avoid this friend. Then in such cases your entire gestures or movements of the eyes, eye balls, eyebrows, lips, teeth everything the whole facial expression will change your signaling to him do not bother me now or you are signaling to him confrere welcome ok. And the gestures or body movements or the languages that we do use language may sign languages ok. So, gestures are movement by wish you are saying that ok.

Sometime what happens is if you look at something and then see experience yourself. You are walking on a footpath and you found that there is a somebody who is trying to you know beg for something from you and he is coming closer to you and you are walking you coming closer to you your first reaction is be away from him.

So, your first gesture move away, then next gesture try to give you indication please do not come and then your facial expression changes nothing spoken, not a single word, entire gestures all together gives me indication that he should not come forward any further should not disturb you then you goes to another person for requesting for some support this is how it is? So, when you are doing non verbal communication throughout your life not necessarily every time you have to speak.

But at the same time let me make one thing very very clear only non verbal communication does not make sense? Does not have any head way? Only verbal communication does not exist? When you speak your lip movements, your facial expression, your eyes, your eyebrows, your forehead, your forehead lines, everything works your hands, everything works together.

So, what happens literally is though I am trying to show you exactly explain to you. What is the non verbal communication? In reality non verbal communication does not

exist independently, neither verbal communications, these two almost come together. But if you can understand them individually separating separated from other then probably will be able to understand deeply with the essences of this.

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Now, so the Body Language in the attitude I have used the term attitude here for a reason. What happens is your body language gives a reflection of your attitude, if your attitude at that point of time this attitude is not your mental set up this attitude is at this point of time what is what is your mind set?.

If you are smiling, then the attitude is you are happy, if you are irritated and your other expressions in the face is showing that means, at this point your attitude is not liking irritated, hesitated, angry, fighting whatever or very happy or just relaxing you know. So, body language in the attitude almost comes as together. But there is also another coloration of the attitude which is the mental set up or mind set which I am not going into.



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GROOMING ( Appearance )	
■ Face	Dead face, Active face, Flat face, Inviting face, Frown, Thinker, 'Who the Hell are You' type, Face wash, Powder, Botox,
■ Hair	Style, Colour, Dye, Streaks, Cut, Hair-Do, Hair Gelled, Sprayed
■ Forehead	Plain, Lines, Wrinkles, Frowns
■ Eyebrows	Normal, Raised,
■ Eyes	Movements, Dilated, Rigid, Roving, With smile, Signalling
■ Look	Sleepy, Stern, Curious, Not interested, Irritated, Agitated, Elated, Amused, Happy
■ Nose	
■ Lips	
■ Beards & Moustache	
■ Fitness	

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But what is very important here is for the non verbal communication skills this is where my friends focus on this. I am almost taking you to the fields. So, far it was all theoretical discussions with some examples or cases, but now I am taking you to the feels I am suggesting you what to do? What not to do? First is important thing that is required for you is grooming, groom yourself. Whether it is for interview, for GD, for games, for meeting people, for public speaking, even for innovating or going for negotiations or for marketing groom yourself, in the whole grooming set I am going to come to multiple such kind of grooming things each one of them will have some points not detailed in text.

But I will try to give some idea this groom is required. If you groom yourself well then you will find that many of your body languages speak positively if you are going for an interview. What is your purpose? Purpose is get the job. There are 50 candidates applied for and there are 10 positions.

What is your purpose? Your purpose is to be within the 10, not among the rest 40. So, grooming is essential very interesting facts that I do observe for so many years being in my institute as a professor you know I had been handling. So, many students whether it is UG, PG, PHD or whatever.

In our institute we do not have something called dress code. There is not a fixed trouser color or trouser you know design or shirts whatever. Students are given freedom to wear

the dress of their choice, but as long as it follows a social norms it is fine, nobody objects to it we are not forcing anybody that you have to come in shoes to the to this class.

So, in the process what happens is when I was a student here I also did the same thing I when I think that when I was the student I used to go with this kind of dresses I could never imagine that in future I will be doing something different. But the institute run so well giving so much of freedom of your dresses that it does not put pressure on your social or socio economical conditions.

So, dress is not important your intellectual capital is important that is a basic idea of our institute. So, it does not ever try to restrict your dresses as long as it is you know complying with the social norms of dresses number one. So, when I enter the class I find students with different kind of dresses, different color, different pattern, different designs faded different likes a jeans or whatever.

Sometime during the month of December when the placement activity starts in the campus suddenly I find a sea change among my students. Why different it happened? That some students met me a very well dressed group of students met me on the road and said good evening sir I am not very sure where they my students in the class no.

Suddenly I find they are well dressed, very well dressed with the light color dress and a dark color trouser and very polished shoes and with the tie and with a nice hairdo and well made up I get surprised these are the same persons who were sitting in my class with the such kind of shabby looks.

The point is they could not afford to be what they were in my class, they could not afford to be there during the place when interviews. Because there is different decorum this is where the grooming is essential.

So, now I am going to the grooming first, if my grooming is well communicated to you many of your body languages will automatically get connected with this, see the first in the grooming is appearance. How do you look like overall? And the appearance is not simply you know whether you are beautiful, whether you are handsome, whether you are fair, whether you are dark complexion, whether you are tall, whether you are short, whether you are thin, whether you are fat, no overall see all these opposites which I have

said has no bearing with your personality really, because your intellectual capital is an essential thing.

So, if you are a very intelligent person with all such kind of opposites which people say less positive makes no difference so do not go by that. So, my first suggestion is never have any kind of complex related to your structure. No never, never think that you are not fair or you are not tall you are not thin or you are not you know same healthy whatever never have a complex first. Start with this positive note and then go to this appearance you will find that what really goes in your whole appearance you know actions that we talk about it.

Face. So, it has to deal with in the whole appearance if we such components of a body is going to play some roles and it happens. So, it is face, hairs, forehead, eyebrows, eyes, look. How do you look the look? How do you see I will detail it out?.

Then the nose, then the lips, beards or moustache, the way I have the fitness there may be some more, but the point is now let me first go into it. Have you noticed this is nothing called the back nothing called the back why? Because your first impression is created by how you look in the front?

So, everything in the front matters in this when I am talking about this appearance here essentially if you see that face and up to this beard is a first thing first. This plays the first role and you try to groom your face as much as best as you can, but for God sake do not go for those kind of those creams, you know some creams which are changing your complexion do not go into that do not have to. Because your complexion makes no difference there is no correlation between the success and the complexion no not at all.

Now, the face in face what is how you manifest? Basically see it is it can be you know what your face communicates? Or responses to like say dead face, you look at somebody the overall face is dead or it can be very active face. You know now if I see dead face and active face is also a plain not only of this profile but also of your eyes, your lips, your teeth everything together.

So, but there is something called a face this particular face were is you know in your profession you will find that everybody will have some opportunity of remembering the face opportunity.

But whether one remembers or not that depends on the purpose nobody will say I remember his physique, nobody will say I remember his shoulder nobody will say I remember the arms, length, or how tall he is everybody remembers the face. So, this is one of the very important thing you have to groom for and that is going to support in your non verbal communication. So, dead face, active face, flat face, inviting face is your face is going to give an indication that you are invited then frowning face.

Now, if you see all these things the frowning it depends on the lines that you do create over here thinker face of a thing as a thinker there is a face something like who the hell are you type somebody you enter a room and somebody looks at you and with the kind of look the face as if who the hell are you entering my room? It is that kind of attitude; that means, your face is going to speak he may not utter a single word.

But looks at you in such a manner that you feel as if you are trying to communicate who the hell are you? So, when you are thinking about the face the face is very very important few things which are very useful these sometime people change the facial profiles or say facial complexions or something like you know or maybe you know somebody is growing all there are wrinkles and all and they use Botox and many other techniques by which they do it ok.

But very simple ways of doing it your face should be always very very bright, very very smooth, smooth does not mean synthetic, it should not look like synthetic, it should be smooth for which I always suggest that if possible before going for any interaction use face wash.

Because throughout the day you are you are busy in something and you had been sweating and the sweat glance were emitting sweats over here or maybe you are exposed to dust or dirt you know that you are helpless about and those things have set on your body because of the on your face because of the sweat. Use face wash use that much which is very clearly visible wash it at least with the face wash and if possible or if necessary use powder to give a little bit of you know freshness to your look or use creams.

So, this is where you are going for grooming on the face take care take care never go for any kind of interview or anything you know without making your face looking soft and fresh I do not say that you have to go for some kind of chemical treatments.

But the thing is you should look always fresh quite often I have advised my many of my management students you know if you are going for negotiation you have if you are going to meet a client then when you land up there at that point of time you have 5 minutes time waiting in the waiting lounge from the receptionist or from the you know the door keeper you find out where the wash room is take that use that 5 minutes instead of sitting in the waiting lobby take that 5 minutes go to the wash room check your softness or freshness of your face and then you make proper arrangements.

So, that you know you carry with the towel, or hand kerchief or whatever you make a proper cleaning of your face and if necessary some people laughed at it, but many of our students let us say sir we do use it and as you have advised and we are getting the benefits.

My students have confirmed they said sir you said in the class that carry a small powder with you and then use it before you enter to an office and if possible before entering the actual person you are going to meet make some kind of treatments on your face which gives you a fresh look and many people have got benefits of it so try it.

But do not do it publically do not make it visible do it in a such a manner that you are not seen by anybody doing that that is a trick of doing that. So, every time everybody wants to look at a person who is entering the chamber as fresh nobody wants to see somebody who is coming in with sweats.

How about is to you try to explain that you had to catch a bus and the bus was delayed and then you have to walk so many you know few meters and then you have to climb up so, many stairs. So, that is why you are sweating nobody wants to see such people inside.

What they want inside is a fresh person you know why? The reason is the person whom they are interviewing now for selection they are going to be the face of the comedy; that means, this is the kind of nature a person should be in terms of appearance that he should always look fresh as if this company always sense fresh people. Otherwise this makes a lot of difference.

The next comes is the hair in hair what is important is style, color, dye, streaks, cut, hair-do, hair gelled or sprayed. When I am saying this basically I am saying for any person see men and women anybody could be using this everybody has to have the face

anybody could be getting interviewed or even sometime anybody could be taking interview. So, it is serious picture of the sex of the person.

So, the point is what kind treatments of the face or the hair will be done depending on our normal norms the woman person definitely should have a good hairdo. At the same time you know the main person or the men need not have that much of hairdo which looks very very synthetic, very very mechanical.

So, how much you are using gels? And how much you are spraying on your hair all these matters? But what matters very very important is, what is the color of your hair? You know here I am something to add color of your hair is natural, only people take note of it when you have used some other color from your naturals. Sometime I have found now today's days all youngsters you know with that doing all kind of dye or something. So, it is a very nice thing I enjoy seeing people excited about it.

But when it comes to the interview at that point of time nobody wants to see a person sitting in front who deliberately goes to a shop and spends some 1000 rupees just to have few streaks or other colors. And trying to be you know say following the fashion nobody wants everybody wants to see somebody in his natural form.

Because if your appearance of some streaks of colors and such things which you do not care whether somebody likes or not you like it and suppose you are going to go for an interview and ultimately you are sitting in front if that person who is interviewing you do not like it then you are not selected. Why you know the person who is responsible for selecting you if he or she does not like it then they will always think that they are having sending a wrong representatives to the clients by selecting you.

So, be very very conscious about it. See do all fashion because fashions are mainly for doing something. But this is where I find a see change among my students who are now going for campus interviews. The person who always in a very you know long hairs or un kept hairs and all that suddenly he is very nicely duct hairs or nicely combed hairs, a proper gel was sprayed hairs and somebody who always used to have beards you know un kept.

And all suddenly during that period from December to February I find that they are very well kept well creamed and well maintained. It is mainly because the person who is

selecting you it is it has to be to the choice of those persons also, a taste of those person also. So, your satisfaction by following the fashion that trend current trend is good as long as you are not going for interactions for your friends it does not matter that is why I will tell you even I have a suggestion.

If you have an interview very shortly then suddenly you do not go for haircut your hair should be looking like normal, but that does not mean it has to overgrow. So, my suggestion here is I suggest to many and they are followed it and follow good result out of it is I said never go for a haircut the day before your interview never.

Because the barber when he is using his scissor and trying to play with the hairs god knows what is going to be the final shape? It might turn out to you very funny and which is not your normal hair normal style. So, the thing is always go for at least 15 days before the interview for haircut.

So, that if that is anything goes wrong give 15 days time for the hair to grow. And another suggestion is before the day of the interview, at least do a some bit of trimming to see if there is any kind of you know say undesirable growth of the hairs or the beards so do that.

So, one suggestion is go for the haircuts or such kind of things at least 15 days before. So, that you give time for the hair to grow to a normal size and shape of your head and go for little bit of local trimming or very very localized trimming. So, that in unwanted things are trimmed off and for the woman for the ladies you do your hairdo you do the hair do in such a manner which looks very normal do not over do.

If it is not a marriage party you are going to go for people are not going to judge you based on hairdo and hair styles, people are going to judge by your intellects or your capabilities or qualities.

So, here is hair do is required essentially to show that you are very well kept in terms of hair. So, this makes a lot of difference I will tell you so appearance here, then comes forehead.

Forehead is a peculiar thing see your face, facial profile, your all resolution of lines, the nose shapes, eye shapes, eye color, eye ball colors, eyebrow thickness, hairs everything

is given by gods genetically ok. You have no control only thing is you can always do such activity. So, that this does not ever become negative.

I will tell you some examples I have seen people you know see forehead is the somebody has a plain forehead good, but somebody by virtue of the you know genetic situations you know there are some lines no harm, but never generate your lines yourself; that means, never you know create wrinkles on your forehead yourself.

Because if you do it regularly then at some time you find they become permanent. So, you are whether it is plain, whether there is lines, whether there are wrinkles, or whether a frowns; frowns are created by many just to drive away people by know you know body language.

I have seen many of the officers they frown; they frown to the new covers or they frown to the visitors. If suppose somebody who comes in with an appointment which is not expected at this movement, then the person automatically invites him with the frown.

The frown means no nonsense do not you know if you have any business tell me right now as if I am very very busy, I am mentally involved somewhere and gross somewhere do not waste my time. So, the frown I have seen many people by orientation create frowns over here two lines.

My suggestion is it does not have you do not have to be hesitated, do not have to be irritated looking, do not have to be disturb looking. If you want to give an idea to somebody that you are not required very politely with your flat face with the flat forehead you can always tell him dear you please do not waste my time you go even I have no time for you very easy to say.

But I have seen some organizations were more they grow in the positions they develop frowns and then after the retired the frowns remaining that does not vanish I have first an examples of such people.

So, frowning is a kind of idea looking down upon the others my request is or suggestion is that use your forehead keep it simple plain do not make any kind of you know unnatural lines and wrinkles or frowns by your forceful working. Then comes eyebrow



see I am coming from top down here eyebrows are two things which are you know it has its own activities own functions.

But some people use eyebrows very very you know strategically. Movement of eyebrows reflects different kind of expression when you are really surprised eyebrows go up when you really like somebody your eyebrows go up. If you do not want to if you are trying to you know focus on something eyebrows they come closure if you want to show somebody a very rugged or rough face your frown with the frowns your eyebrow becomes constricted.

So, eyebrow is basically work of yourself. What kind of expression you want to communicate with your eyebrows is your game plan ok. But the thing is here essentially it is normal or raised, normal eyebrows. I have seen many persons this is my personal experience I am sharing with you I have found that I want to meet a top boss somewhere and the boss is not very sure that whom who I am.

So, the movement I entered you know he had a eyebrow which is raised like this very much raised. As if I am watching you with full eyes open and the eyebrows you know totally this part opened up and watching you within half an hour of our interaction the whole eyebrow becomes normal and then originally when he was showing me a very very rough and tough face after half an hour he becomes my friend and after 14 or minutes he starts cracking jokes.

And then after that he starts laughing. The point is if I if I really measure the entire episode of the facial expression change it all dependent on communications initially he started with do not mess up or do not mess around with me because I am a very busy a top most person.

And then I found gradually the eyebrows came down it become normal, he never got a chance to really make it constricted because I never had any communication in which he is irritated or hesitated. Then he becomes friendly then eyebrow becomes absolutely normal then this resolution line starts spreading smiles comes in the mouth and then after sometime the laugh comes and he laughs out loud that means, the whole thing is a change a game plan you know in the whole communications through body language. So, everything matters.

Then comes the eyes you know people say that if you have met somebody at young age and you see at the later age you may not be able to recognize him or her with anything else other than eyes. People say eyes do not change unless you put some contact lenses. What do not change? The eyeball, the eyeball color, the profile it never changes, but the eyelids or the eyebrows the hair losses happen, but eyes do not change.

So, if you ever have recorded somebody's eyes in your memory then after 50, 60 years if you look at the person you are now doubtful you have must have met this person somewhere because eyes look very similar. It is because of which the eye is a very strong record of a person's identity and the fingerprints of course.

But what is the role of the eyes? Eyes gives lots of different kind of reactions or expressions. Look at the list here it is all depending on movement of the eyes. How you move your eyes? If the movement can be you know see you look straight your eyeball moves. Focus on look at my eyes, look at my eyes and then you see my eyeball is moving this is called roving eyes means anybody who watches me will have a communication that I am watching almost 120 degree. Because that is that is the angle which we can which I can see very clearly.

So, if I do not move your hand I will sit like this and I will keep on moving my eyes like this that means, my eyes is a roving this is one. Do you know you must have seen that the many of the celebrities or the political leaders or ministers and such other you know dignitaries they have their escorts and escorts generally or the bodyguards they stand behind them. Have you watch them? You will find the, they always wear a color glass.

The color glass why do they wear? Because what is the role of that to be a person? He is standing just straight like this behind the celebrity for his safety, but if you take out the glass then will find that he is constantly roving his eyes and where his eyes are roving that nobody should get a chance to see that is why a colored glass very interesting phenomena very interesting trick as well.

We will never see such bodyguards will stand behind the celebrities or the ministers or presidents or such dignitaries with the colored glass and they moving the heads like this we will never see them. Because they are trained to look straight and gave an idea that he is looking straight and others do not know that their eyes are roving. So, eyes roving is important ok.

Another thing is how the eyes look like? See when you see somebody and you like then your eyeball gets dilated. What is the dilution? It looks watery, soft, enlarged. Enlargement also comes when you are fearful your eyes when you are afraid your eyes ball eyeballs also become enlarged, but rigid.

But when you likes somebody you see a friend after so many years out of excitement if you look at him you will find just watch the eyeballs enlarged, soft dilated. As if moist you know soft this is what is dilution. But if you look at somebody whom you do not like and you are afraid of him, but you are not scared really you are skeptic then the eyeball contracts it becomes rigid less of humid or softness is there less of you know less amount of I would say the watery parts is in that it becomes rigid, contracted.

These are indicators by which you communicate you know when somebody does something to you or attempting to do something to you want to just an indication without saying that do not try it your eyeballs speaks first. Because your lips are not saying anything your eyeballs and the eyebrows these are the two things which we play with everything else comes later ok.

So, here when you are looking at somebody with a smile now it is a combination or sometimes signaling; that means, you know with your eyes, with your eyebrows you ask somebody to go out. What you do? We just with your eyeballs you show you move the eyeballs towards the direction of exit that means you indicate go out do not want to do anything sit like this and look at somebody and say; that means move.

There are so many things so many small activities that goes on within our face and that makes such a big difference when I will talk about the interviews when I will talk about the GD, when I will talk about the negotiations I will give more cases in this, but my at this point my suggestion is try to understand it. Here then comes the look.

Eyebrow, eyes and look they almost come as a bundle. Look means overall expression of your reactions or overall exposure of your reactions. In the look basically there are different kinds sleepy look somebody you know looks like this as if somebody is very very soft and sleepy look good or bad that I will say when I talk about the interviews. Sleepy look, stern look, curious look, not interested kind of look, irritated look, agitated look, elated look it is very happy, amused look happy look. There are so many kind of looks.

You know what happens is what is going to be a first reaction of your communication with somebody through body language in which if I look at the look part of it all together look does not come alone, look comes with your smile, your eyes, your eyebrows.

If I take the smile out but still eyes and eyebrows give a good idea of a look and your first reaction depending on the look that you have demonstrated you know it makes a hell on the difference. I know that the person who is trying to sell a product entering my room, first time not even taking a appointment somebody comes in and asks can I come in sir I said please do. Then he gives a visiting card or company card and then he is trying to say that I am here as a sales person for that particular program I said please sit down. You know that please sit down word sentence I will say it or not it all depends on his look.

So, the look matters a lot if be honest, be serious, if you ever think that you are going to for an interview and you gone to show that you are not that malleable and not that soft and you give a stern look then please take it from me that there will be interview. But very less chance less likely that you will be selected all these points further I will demonstrate some when I will come for the interview another things alright so so for today.

Thank you.