



# Professional Presence: Understanding Non-Verbal Communication

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Professional presence is shaped as much by what is not said as by the words we use. Non-verbal communication—such as body language, facial expressions, posture, and tone—plays a critical role in how messages are received and how credibility, confidence, and trust are established. This workshop helps participants understand and leverage non-verbal communication to strengthen professional presence and effectiveness.

Participants learn how to interpret common non-verbal cues, recognize inconsistencies between verbal and non-verbal messages, and understand how their own body language is perceived by others. Through practical guidance and real-world application, individuals gain tools to communicate more intentionally, enhance clarity, and improve influence in both professional and personal interactions.

## Workshop Objectives:

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- Understand the role of non-verbal communication in shaping professional presence and credibility.
- Identify common non-verbal cues and recognize how they influence communication and relationships.
- Interpret body language more effectively to improve understanding and reduce miscommunication.
- Increase self-awareness of personal non-verbal behaviors and how they are perceived by others.
- Align verbal and non-verbal messages to communicate with greater clarity and authenticity.
- Apply non-verbal communication techniques to enhance confidence, engagement, and influence.
- Adjust communication behaviors intentionally across different professional and interpersonal situations.



## Course Outline:

Module One: Getting Started  
Module Two: Communicating with Professional Presence  
Module Three: Reading Body Language  
Module Four: Body Language Mistakes  
Module Five: Gender Differences  
Module Six: Non-Verbal Communication

Module Seven: Facial Expressions  
Module Eight: Professionalism in Business  
Module Nine: Lying and Body Language  
Module Ten: Improve Your Body Language  
Module Eleven: Matching Your Words to Your Movement  
Module Twelve: Wrapping Up