

7 38 55 communication model

Decoding the 7-38-55 Communication Model: Mastering Nonverbal Influence in Your Industry

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Introduction:

The 7-38-55 communication model is a cornerstone of effective communication understanding, asserting that only 7% of communication is based on words, 38% on tone of voice, and a staggering 55% on body language. While the exact percentages are debated, the core message remains potent: nonverbal communication significantly outweighs verbal communication in shaping our perceptions and influencing others. This article delves into the 7-38-55 communication model, exploring its implications across various industries and offering practical strategies for harnessing its power.

Understanding the 7-38-55 Communication Model:

The 7-38-55 rule, often attributed to Albert Mehrabian's research, highlights the disproportionate impact of nonverbal cues. While Mehrabian's original research focused on conveying liking and feelings, the model's application has expanded significantly. It suggests that even when the words themselves are positive, a negative tone of voice or body language can completely undermine the message. Conversely, positive nonverbal cues can reinforce a message, even if the words are somewhat ambiguous.

This model is particularly relevant in industries where face-to-face interaction is crucial. Let's examine this further.

Industry Implications of the 7-38-55 Communication Model:

Sales and Marketing: In sales, the 7-38-55 communication model is paramount. A confident posture, warm smile, and engaging tone can significantly boost sales conversion rates. Conversely, a slouched posture and hesitant tone can immediately create distrust. Marketing campaigns, therefore, should pay close attention to visual elements and the overall "tone" conveyed through visuals, music, and even the typeface used. Understanding the 7-38-55 communication model allows marketers to craft more persuasive and resonant campaigns.

Healthcare: In the healthcare industry, the 7-38-55 communication model can be life-changing. A doctor's nonverbal cues—their facial expressions, body language, and tone—can significantly impact a patient's perception of care

and trust. A compassionate and reassuring demeanor can ease anxiety and improve patient outcomes. Conversely, a dismissive attitude or impatient tone can erode trust and negatively affect the patient experience.

Customer Service: The impact of the 7-38-55 communication model is particularly crucial in customer service. A representative's body language and tone can drastically alter a customer's experience. A friendly tone, attentive posture, and empathetic expressions can turn a negative experience into a positive one. Conversely, impatient responses and dismissive body language can escalate conflicts and damage the brand's reputation.

Negotiation: In high-stakes negotiations, the 7-38-55 communication model plays a critical role. Confident body language, a calm tone, and clear verbal communication can enhance a negotiator's position. Conversely, nervous body language or an aggressive tone can undermine credibility and compromise the negotiation's success.

Education: Teachers and educators greatly benefit from understanding the 7-38-55 communication model. Their enthusiasm, tone, and body language significantly impact students' engagement and learning. A positive and encouraging demeanor can foster a supportive learning environment, whereas negative nonverbal cues can hinder learning and create a negative classroom atmosphere.

Harnessing the Power of Nonverbal Communication:

To effectively utilize the 7-38-55 communication model, one must focus on:

Conscious Awareness: Become acutely aware of your own nonverbal communication. Pay attention to your posture, facial expressions, and tone of voice. Record yourself to identify areas for improvement.

Mirroring and Matching (Ethically): Subtly mirroring the body language of the person you're communicating with can build rapport and trust. However, avoid blatant imitation, which can appear insincere.

Active Listening: Pay close attention to the nonverbal cues of the other person. Their body language and tone can often reveal more than their words.

Emotional Intelligence: Develop your emotional intelligence to understand and respond appropriately to the emotional cues of others.

Continuous Improvement: Regularly seek feedback on your communication style and actively work on improving your nonverbal skills.

Conclusion:

The 7-38-55 communication model, while debated in its exact proportions, offers an invaluable framework for understanding the critical role of nonverbal communication. Across numerous industries, mastering nonverbal communication is crucial for effective leadership, building strong relationships, and achieving desired outcomes. By consciously cultivating positive nonverbal cues and attentively interpreting those of others, individuals and organizations can significantly enhance their communication effectiveness and achieve greater success. The 7-38-55 communication model remains a vital tool for anyone seeking to master the art of communication.

FAQs:

1. Is the 7-38-55 rule universally applicable? While the percentages are debatable and context-dependent, the core principle - that nonverbal communication significantly impacts perception - holds true across cultures. However, specific nonverbal cues and interpretations can vary.
1. How can I improve my nonverbal communication skills? Practice active listening, record yourself, seek feedback, and consciously work on your posture, facial expressions, and tone of voice.
1. Does the 7-38-55 model apply to written communication? Less directly, but the principle of conveying tone and emotion still applies. Word choice, sentence structure, and formatting all contribute to the overall message's impact.
1. How can I detect deception using the 7-38-55 model? Inconsistencies between verbal and nonverbal cues can be a sign of deception. However, it's crucial to avoid jumping to conclusions; further investigation may be necessary.
1. Is the 7-38-55 model culturally relevant? The model's principles are universal, but the specific nonverbal cues and their interpretations vary significantly across cultures.
1. Can I use the 7-38-55 model to improve my public speaking skills? Absolutely! Focusing on confident posture, clear articulation, and engaging tone will significantly enhance your public speaking impact.
1. How can I apply the 7-38-55 model in virtual communication? Pay close attention to your tone of voice, use clear and concise language, and ensure your background and lighting are professional.
1. Are there any alternative models to the 7-38-55 rule? Yes, several models exist focusing on different aspects of communication, but the emphasis on nonverbal cues remains consistent.

1. What are the limitations of the 7-38-55 model? The original research was limited in scope, and the exact percentages are often debated. Context and cultural differences also need to be considered.

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7 38 55 communication model: Silent Messages Albert Mehrabian, 1971

7 38 55 communication model: Nonverbal Communication Albert Mehrabian, 2017-07-28

Even though our society subtly discourages the verbal expression of emotions, most of us, in ostensibly conforming to our roles, nevertheless manage to express likes, dislikes, status differences, personalities, as well as weaknesses in nonverbal ways. Using vocal expressions; gestures, postures, and movements, we amplify, restrict, or deny what our words say to one another, and even say some things with greater facility and efficiency than with words. In this new, multidimensional approach to the subject of nonverbal communication Albert Mehrabian brings together a great deal of original work which includes descriptions of new experimental methods that are especially suited to this field, detailed findings of studies scattered throughout the literature, and most importantly, the integration of these findings within a compact framework. The framework starts with the analysis of the meanings of various nonverbal behaviors and is based on the fact that more than half of the variance in the significance of nonverbal signals can be described in terms of the three orthogonal dimensions of positiveness, potency or status, and responsiveness. These three dimensions not only constitute the semantic space for nonverbal communication, but also help to identify groups of behaviors relating to each, to describe characteristic differences in nonverbal communication, to analyze and generate rules for the understanding of inconsistent messages, and to provide researchers with new and comprehensive measures for description of social behavior. This volume will be particularly valuable for both the professional psychologist and the graduate student in psychology. It will also be of great interest to professionals in the fields of speech and communication, sociology, anthropology, and psychiatry.

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and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

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7 38 55 communication model: *Quiet Girls Can Run the World* Rebecca Holman, 2018-09-04

This Lean In for introverts empowers women who may not be the loudest and most assertive people in the room to lead on their own terms. Our culture tells us that in order to succeed at work and in life, we need to be vocal, assertive leaders; but a strong team requires multiple perspectives and personality types--even, or especially, the ones that often go under the radar. In this deeply relatable book, Rebecca Holman shares research and her own hard-won experiences to empower other introvert women to harness their strengths, rather than conform to a one-size-fits-all template of success. Quiet Girls Can Run the World shows introverts how to lead in ways that come naturally--by nurturing the talents of others, taking the time to reflect before making a decision, exercising emotional intelligence, and leaving egos at the door. In highlighting the power of quiet qualities, Holman also encourages us to push outside our comfort zones so we can stand our ground in expressing our views, work well with those who have different personalities, and bring our A game to each public speaking opportunity.

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book in, and an introduction to, the De Gruyter Mouton multi-volume Handbooks of Communication Science.

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make you a better all-round communicator. With chapters on body language, emotional intelligence, neuro-linguistic programming (NLP), presentations, mimicry, groupthink and the latest neuroscience, *Communication Genius* explodes some myths and gives you the best that science has to offer on communication. Quick to read and intensely practical, this book will bring a little communication genius into your day. 'A must read if you want to communicate better' Professor Sir Cary Cooper, Manchester Business School, University of Manchester 'Required reading for anyone seeking to better their communication skills in the workplace and otherwise' Dr Anastasia P. Rush, Clinical Psychologist, CEO HELLAS EAP (Greece) 'Calls into question accepted 'beliefs' (Maslow's hierarchy) and introduces the reader to an array of new theories from IQ racism to the Obama effect' Kate Nowlan, Chief Executive, CiC Employee Assistance, Fellow Royal Society of Arts (FRSA) 'Tony has done a fantastic job in pulling together an amazing number of articles and scientific studies and making them understandable to the lay person' Andrew Kinder, Chartered Counselling & Chartered Occupational Psychologist, Employee Assistance Professionals Association (EAPA -UK) Chair

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7 38 55 communication model: Nonviolent Communication: A Language of Life Marshall B. Rosenberg, Deepak Chopra, 2015-09-01 5,000,000 COPIES SOLD WORLDWIDE • TRANSLATED IN MORE THAN 35 LANGUAGES What is Violent Communication? If violent means acting in ways that result in hurt or harm, then much of how we communicate—judging others, bullying, having racial bias, blaming, finger pointing, discriminating, speaking without listening, criticizing others or ourselves, name-calling, reacting when angry, using political rhetoric, being defensive or judging who's good/bad or what's right/wrong with people—could indeed be called violent communication. What is Nonviolent Communication? Nonviolent Communication is the integration of four things: • Consciousness: a set of principles that support living a life of compassion, collaboration, courage, and authenticity • Language: understanding how words contribute to connection or distance • Communication: knowing how to ask for what we want, how to hear others even in disagreement, and how to move toward solutions that work for all • Means of influence: sharing power with others rather than using power over others Nonviolent Communication serves our desire to do three things: • Increase our ability to live with choice, meaning, and connection • Connect empathically with self and others to have more satisfying relationships • Sharing of resources so everyone is able to benefit

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7 38 55 communication model: *The Mathematical Theory of Communication* Claude Elwood Shannon, Warren Weaver, 1962

7 38 55 communication model: Coaching James Flaherty, 2006-08-11 Praise for the first edition: "As interest in coaching grows, I think Flaherty's book will come to stand out as a definitive work." - Peter M. Senge Coaching: Evoking Excellence in Others proposes rigorous methods of practice and self-observation in a relationship of mutual trust, respect and freedom of expression. It will probe you to rethink and possibly undo how you relate to your clients, your partner, your staff, your friends, and how you produce long-term excellent performance in yourself. This 2nd edition includes new chapters on working with the body and what to do when we find ourselves stuck in our coaching efforts. These chapters, have been included to expand the coaches repertory and readiness to step into wider areas of engagement with clients. As with the previous edition these chapters have annotated bibliographies at their conclusion that will assist the reader in continuing their study. The appendix also has expanded list of self-observation exercises and practices as well as additional material that can be used in assessment. This book will act as a learning guide for new coaches and master coaches who want to challenge their methods of partnering with clients. It is also applicable to managers intending to include coaching in their developmental roles with team members. The author has led workshops in coaching, communication, leadership, and project management for more than 12,000 people. These have included participants from many Fortune 500 companies such as AT&T, FMC, Chrysler, Ernst & Young, Cargill, Levi Strauss and Coopers & Lybrand.

7 38 55 communication model: So Smart But... Allen N. Weiner, 2006-10-27 This fascinating book demonstrates that to be a good communicator and therefore an effective manager, a person must have five qualities in order to be viewed as totally credible-competence, character, composure, sociability, and extroversion. While some executives seem to possess all these qualities and be born with savvy communication skills, Weiner shows how anyone can find ways to make measurable improvements in how they present themselves that will enhance their credibility.

7 38 55 communication model: Laudato Si Pope Francis, 2015-07-18 "In the heart of this world, the Lord of life, who loves us so much, is always present. He does not abandon us, he does not leave us alone, for he has united himself definitively to our earth, and his love constantly impels us to find new ways forward. Praise be to him!" - Pope Francis, *Laudato Si'* In his second encyclical, *Laudato Si': On the Care of Our Common Home*, Pope Francis draws all Christians into a dialogue with every person on the planet about our common home. We as human beings are united by the concern for our planet, and every living thing that dwells on it, especially the poorest and most vulnerable. Pope Francis' letter joins the body of the Church's social and moral teaching, draws on the best scientific research, providing the foundation for "the ethical and spiritual itinerary that follows." *Laudato Si'* outlines: The current state of our "common home" The Gospel message as seen through creation The human causes of the ecological crisis Ecology and the common good Pope

Francis' call to action for each of us Our Sunday Visitor has included discussion questions, making it perfect for individual or group study, leading all Catholics and Christians into a deeper understanding of the importance of this teaching.

7 38 55 communication model: Nonverbal Communication Judee K Burgoon, Valerie Manusov, Laura K. Guerrero, 2021-09-06 The newly revised edition of this groundbreaking textbook provides a comprehensive overview of the theory, research, and applications of nonverbal communication. Authored by three of the foremost scholars in the field and drawing on multidisciplinary research from communication studies, psychology, linguistics, and family studies, *Nonverbal Communication* speaks to today's students with modern examples that illustrate nonverbal communication in their lived experiences. It emphasizes nonverbal codes as well as the functions they perform to help students see how nonverbal cues work with one another and with the verbal system through which we create and understand messages and shows how consequential nonverbal means of communicating are in people's lives. Chapters cover the social and biological foundations of nonverbal communication as well as the expression of emotions, interpersonal conversation, deception, power, and influence. This edition includes new content on "Influencing Others," as well as a revised chapter on "Displaying Identities, Managing Images, and Forming Impressions" that combines identity, impression management, and person perception. *Nonverbal Communication* serves as a core textbook for undergraduate and graduate courses in communication and psychology. Online resources for instructors, including an extensive instructor's manual with sample exercises and a test bank, are available at www.routledge.com/9780367557386

7 38 55 communication model: *The Psychology of Interpersonal Behaviour* Michael Argyle, 1994-08-25 The first edition of this book outlined what amounted to a breakthrough in the analysis of social behaviour. Since then it has become widely used as an introductory textbook of social psychology. It is invaluable to anyone interested in the subject or whose work involves dealing with people, as well as anyone who wants to know how to make friends and influence people. For this new, fifth edition, Michael Argyle includes the latest research on non-verbal communication, social skills and happiness.

7 38 55 communication model: *The Smartest Person in the Room* Christian Espinosa, 2021-01-15 Cyberattack-an ominous word that strikes fear in the hearts of nearly everyone, especially business owners, CEOs, and executives. With cyberattacks resulting in often devastating results, it's no wonder executives hire the best and brightest of the IT world for protection. But are you doing enough? Do you understand your risks? What if the brightest aren't always the best choice for your company? In *The Smartest Person in the Room*, Christian Espinosa shows you how to leverage your company's smartest minds to your benefit and theirs. Learn from Christian's own journey from cybersecurity engineer to company CEO. He describes why a high IQ is a lost superpower when effective communication, true intelligence, and self-confidence are not embraced. With his seven-step methodology and stories from the field, Christian helps you develop your team's technical minds so they become better humans and strong leaders who excel in every role. This book provides you with an enlightening perspective of how to turn your biggest unknown weakness into your strongest defense.

7 38 55 communication model: *Interpersonal Communication Book* Joseph A. DeVito, 2013-07-27 Updated in its 13th edition, Joseph DeVito's *The Interpersonal Communication Book* provides a highly interactive presentation of the theory, research, and skills of interpersonal communication with integrated discussions of diversity, ethics, workplace issues, face-to-face and computer-mediated communication and a new focus on the concept of choice in communication. This thirteenth edition presents a comprehensive view of the theory and research in interpersonal communication and, at the same time, guides readers to improve a wide range of interpersonal skills. The text emphasizes how to choose among those skills and make effective communication choices in a variety of personal, social, and workplace relationships

7 38 55 communication model: *A Guide to Effective Communication for Conflict Resolution* Alan Sharland, 2018-11-27 *A Guide to Effective Communication for Conflict Resolution* enables the

reader, first of all, to just notice their present approach to communication. It introduces 9 Principles of Effective Communication, explains them through examples and then encourages the reader to practise the Principles in their own communication. In essence the Principles are simple, but they are personally challenging because they cause us to reassess what may be common practices in our everyday communication. It is important to notice these common practices in ourselves and others first of all, to see how prevalent and unconscious they are. Once we have become more conscious or 'mindful' about our communication we can apply the Principles to our day-to-day interactions and see the difference in others' responses to us, as well as in our own contributions to communication. We then see how practising the Principles can lead to a greater sense of connection and more creative responses to the inevitable conflicts we experience with others. Alan Sharland has been a Mediator since 1994, starting as a volunteer Mediator for Camden Mediation Service in London, UK. Prior to this he was a Teacher of Mathematics in a Secondary School in Camden. His involvement in mediation arose from trying to understand more about conflict as a result of a pupil from the school he worked in being murdered by a group of youths. Many of his pupils had been involved in violence either as victims or perpetrators and sometimes both. Working with people involved in destructive conflicts in his role as a Mediator enabled Alan to recognise common behaviours and approaches that typify ineffective responses to conflict. Mediation seeks to enable more effective responses to be created by those involved in a dispute, complaint or other difficulty. Observing how participants in the mediation process moved on to create more effective ways forward for themselves gave the material for the content in this book and evolved into the Principles that inform how Alan practises as a Mediator and Conflict Coach and how he trains others to be Mediators and Conflict Coaches.

7 38 55 communication model: Quiet Success Tomas Kucera, 2022-01-30 This book will help you find the right path and have a successful career. You will learn about your strengths and values, discover what is critical for a successful career, explore what options are available to you and how to get there.

7 38 55 communication model: How to Resolve Bullying in the Workplace Alan Sharland, 2016-04-19 Bullying in the workplace is an increasingly present phenomenon within relationships at work. However, the need to prove that bullying has occurred before action can be taken is an immediate obstacle to moving forward in difficult workplace relationships. The ambiguity and subjectivity associated with the concept of bullying becomes an obstacle to creating more effective responses to their situation for all involved in difficult workplace relationships. Those who feel bullied, those who are accused of bullying and those who manage such situations can be distracted from attempts to resolve the situation by the subjectivity and confusion associated with the need for 'proof'. As a result a circle of blame will often arise that leaves all involved dissatisfied with the outcome - if a clear outcome is even possible. This book recounts the experiences of the author, who works as a mediator and conflict coach, in which he has seen work colleagues involved in bullying allegations find ways of resolving their difficulties through a focus on discussing the detail of the behaviours involved in the situation rather than simply focus on proving bullying has or has not occurred. The 'one size fits all' concept of bullying is usually inadequate as a description of the experiences of those involved in broken working relationships and the accusations and counter-accusations tend to maintain the broken relationship rather than mend it. The book gives examples of dialogues that can occur, distilled from real-life discussions, that focus on creating more effective working relationships instead of allocation of blame, seeking retribution and retaliation. The hypocrisy and ultimate ineffectiveness of traditional approaches to allegations of bullying is addressed from the start and the combative and retaliatory language associated with most literature about the topic is highlighted as an indication of how the phenomenon of bullying is self-perpetuating when it is responded to and discussed in this way.

Additional Resources

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