



For Immediate Release

We're Seeing Just How Much Body Language Is A Game-Changer, Says Founder of Competitive Edge Communications

Portland, OR (October, 2012)— The Presidential debate Wednesday, gave a revealing look at how body language cues can be a game-changer. As such there will be intense focus on the VP debates.

“We should expect to see a Biden ready to command attention to counterbalance the lackluster Obama performance. His gestures will be large and his delivery style forceful, reminiscent of an old-time preacher,” says Sharon Sayler a behavioral communications specialist and author of *What Your Body Says (and how to master the message): Inspire, Influence, Build Trust, and Create Lasting Business Relationships* (Wiley, 2010, ISBN: 978-0-470-59916-7, \$22.95, www.SharonSayler.com). “We should see a Ryan ready to respond to a fiery delivery. For Ryan to match with equal persuasion, he must encapsulate his facts and figures into a compelling strategic vision, to counteract an argument that evokes strong emotion. Ryan should watch his habit of wrinkling his forehead, it diminishes the emotional strength of the verbal. Biden needs to be aware of how much he touches or scratches his face and head, especially the side of his nose. It is read as being uncomfortable on one side of the scale to a sign of deceit on the other.”

Sayler notes that interestingly, Biden and Ryan have similar body language, yet others read and respond distinctly different. They both:

- make good use of eye contact,
- have engaging energy,
- show expressions/gestures of approachability making a likeable first impression,
- prefer hand gestures that say 'You need to understand.'

However, the difference in the intensity of the expressions and gestures send entirely different unconscious messages.

“Aggressive body language can be read as a leader, not always a good leader, but leader, nonetheless. Ryan needs to use more intense gestures that say ‘leader’ and take care that he is not perceived to be too much like us,” advises Sayler. “Biden needs to be careful that too passionate of delivery, accompanied by pointing and pinching gestures don’t end up making the viewer feel scolded. Nobody likes to be scolded.”

To see a brief article describing in more detail what to expect from Biden and Ryan’s body language, go to www.SharonSayler.com/VPdebate. For additional information on behavioral communications and executive success, see her blog, free articles,

white papers and videos at: www.SharonSayler.com or contact Competitive Edge Communications at info@SharonSayler.com.

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Brian Tracy, CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations says about Sharon Sayler, “Sharon and her fascinating book show you how to become more influential and persuasive with every person you meet.”

About Competitive Edge Communications

Sharon Sayler, MBA, ACC, CEC is the founder and lead consultant for Competitive Edge Communications and author of *What Your Body Says (and how to master the message): Inspire, Influence, Build Trust, and Create Lasting Business Relationships*

As a certified executive coach and behavioral communications specialist, Ms. Sayler trains, counsels, and coaches professionals to become stronger, more influential communicators and leaders.

Ms. Sayler’s blog is full of interesting tips and tactics to enhance your leadership, relationship and sales success. She is an active contributor to CoxBlue.com and is host of Contact Talk Radio’s *Messages, Meaning and Money Radio*.

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