



Checklist 9: Working Through the Body

This checklist will help you assess and expand your skills in physically navigating conversations:

Working Through the Body in a Conversation:

- Arrange seating not directly across but alongside or at a right angle to a conversation partner, especially if the topic is sensitive.
- In challenging discussions, opt to sit side by side.
- Begin by sharing a casual drink, like coffee or tea, to set a relaxed tone.
- Use brief, respectful touches (such as a pat on the arm) to strengthen connection.
- Avoid physical or psychological barriers by considering running buffets, changing table settings, changing subgroups.

Implementing Neuromarketing Techniques in an Interview:

- For important conversations, ensure the environment includes soft seating, a warm beverage, and an absence of harsh objects to create a comfortable atmosphere.
- Schedule meetings in elevated spaces, high floors, or special locations to enhance the experience.
- Opt for casual attire to maintain a personal and relaxed atmosphere.
- Offer proposals that include subtly guided choices to steer decisions effectively.

Incorporating Nudging Techniques:

- Employ creativity in developing and applying nudging strategies that naturally encourage preferred behaviors, like opting for standing meetings to promote engagement and energy.