

Grow your confidence

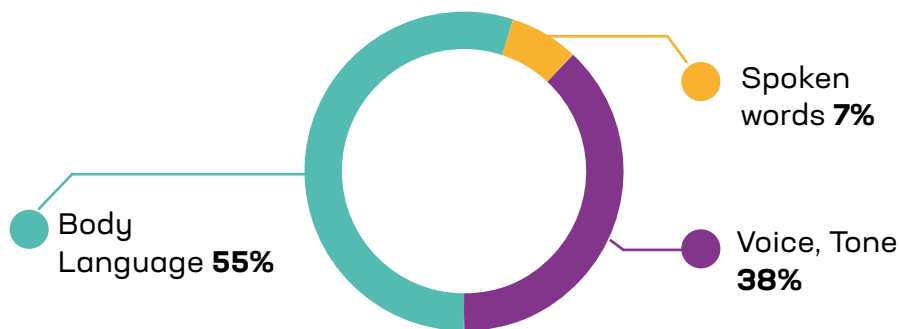
The 7-38-55 Rule

When we talk, the words we say are only a small part of the overall communication. The way we say it is very important. That includes the pitch and tone of our voice and our body language. These can give the listener clues about our thoughts and feelings that are being the words.



Albert Mehrabian discovered the 7-38-55 rule from his research on communication. His studies suggested that we understand feelings, attitudes, and beliefs about what someone says by the speaker's body language and tone of voice. Of course, the words that are said are important too, but body language and tone of voice play a bigger part than we realised.

Elements of Personal Communication



Mehrabian's studies showed that only 7% of a message is communicated through the words, but 38% is from the tone and a huge 55% is from body language.

Example

Try saying the phrase "I can't wait" in a few different tones. What message does it give the listener? Now change your body language and say it again. What difference has it made to the meaning behind the words?

When you're next having a conversation, pay attention to your tone and body language. Consider what message you're sending to the other person.

Top tip

If you're in an interview or speaking to a potential employer, sit or stand up straight and relax your shoulders. Your confident body language will make a huge difference to what you're saying, even if you're speaking to them on the phone!