

COMMUNICATION PART 3

Hello, again. Continuing where we left off at the end of July—we shall address space, colors, mood, and height as a way of communicating.

We shape our environment by determining our space, colors, mood, and given height. The physical management and existing environment help to shape the behavior of ourselves and other people. The environment also triggers conscious and unconscious perceptions, and our perceptions, in turn, determine our behavior.

Space—

Three factors determine the non-verbal areas created by people. They are—

1. The flow of traffic—The requirements of personal movement within buildings increase the possibility of interaction with others. Example: Studies have shown that people living near the stairwells are more likely to interact with others in an apartment house. (MIT 1950 Study)
2. The direction people face—When people meet each other, there is an increase in the possibility of interaction. Example: The family table usually requires people to face each other, which increases communication. The barstool, in comparison, does not face another person, thereby decreasing communication.
3. The location placement---The person in charge, is usually placed at the head of the table or in front of a group. Example: If this person is not at the head of the table, communication may be less than optimal. However, a central location of the involved persons sometimes works.

Colors---

All colors have meaning and influence a person's impressions and behaviors. When different colors are studied, colors are consistent in their interpretations and resulting behaviors. Even the brightness of color has a significant meaning. The white shade seems to impart a feeling of goodness, whereas black appears to impart a negative sense and is sometimes associated with a funeral in our culture (not all cultures). Bright colors seem to provide a feeling of intensity.

Red is a lucky color in Asia, with ovulating women often wearing red, and it is an attention-seeking color and a color of power. Some studies show that females wearing red attract a male's attention with the same effect on females when a male wears red.

Mood---

A nice warm cup of "something" or a hand warmer helps promote a personal feeling of warmth and trust toward another person. If you provide a cold drink or cold pack to another person, there is an increase in the recipient's feeling of loneliness—so says research.

Body Shapes—

Bodies and faces can send many different messages. Regarding the static features of the body and face, research tells us that:

Endomorph (heavier/fat body type) indicates that possibly the digestive system works slowly. This person often is relaxed and friendly.

Body Height---

Worldwide income shows that males earn two percent more per one inch of height than females, and females over 5'8" make about 15% more than shorter females.

In romantic relationships, women prefer taller men—especially if the woman lives in a dangerous neighborhood.

Men often lie about their height on dating and employment profiles—a tendency to exaggerate. Females tend to minimize (lie) about their weight on dating and employment profiles.

Why is height so important? Because in the animal kingdom, height is a dominant factor—resulting in bigger and possibly perception of strength. The dominant animals lead the pack, the herd, or the group.

Conclusion: Now—what does all this have to do with leadership? Making a leadership decision is not “cut and dried.” Leaders make daily decisions on unconscious covert intellectual awareness and never discount intelligent information no matter how or when it was acquired.

Next week—more of the same “stuff.” See you then!

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