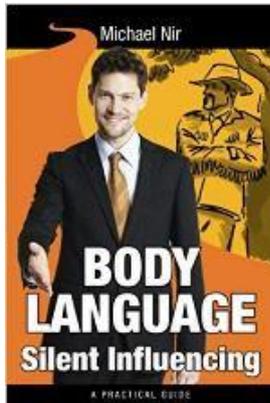


---

## PM WORLD BOOK REVIEW



Book Title: ***Body Language Silent Influencing: Employing Powerful Techniques for Influence and Leadership***

Author: **Michael Nir**

Publisher: Sapir Publishing, Boston, MA

List Price: \$19.99                      Format: Paperback, 210 pages

Publication Date: 3<sup>rd</sup> Ed, 2016                      ISBN: 978-1499339567

Reviewer: **Bettina T. McGriggler, PMP**

Review Date:                      September 2019

---

### Introduction

*Body Language, Silent Influencing*, is valuable reading for leaders or anyone involved in managing teams and projects. The author, Michael Nir, successfully weaves behavioral concepts with real-world scenarios to demonstrate the role body language plays in identifying, gaining and retaining influence. Our behavior and gestures are constantly sending signals about our thoughts, understanding, agreement and disapproval of verbal communications. Leaders who develop expertise in analyzing the differences between verbal and non-verbal communications can gain influence and increase their opportunities for success in any situation.

### Overview of Book's Structure

The book is divided into six main lessons with reader exercises for each section. Areas of concentration include: 1) Silent Influencing and Leadership; 2) Body Language Arts – 101; 3) Influencing with Your Hands; 4) Recognizing and Utilizing Stress, Resentment and Inconsistent Behavior; 5) Influencing Silently, Integrating for Powerful Results; and 6) Ready, Set, Go – Creating Change.

The exercises illustrate key concepts discussed in each section through practical application scenarios. In addition to the exercises, there are (4) reader tools that spotlight key information for reflection and quick reference. These include:

- 1) Remember Scrolls that summarize key concepts
- 2) Thinking Alerts displayed as shaded boxes containing real world take-aways
- 3) Case Study stories that bring concepts to life; and
- 4) Reflection Clouds that target thoughts on specific ideas and insights.

Michael Nir bases his analysis on a combination of Gestalt theory, neuro-linguistic programming and behavioral economics. The appendix contains additional information on these topics for those who desire further study into the psychological foundation.

## Highlights

*Body Language* provides a wealth of valuable information. Some areas that will be of interest to readers include:

- Silent influencing is a “not-so-learned” art. Traditionally education focused on teaching hard skills, not soft skills. This trend left many leaders unequipped to silently influence others.
- The ability to understand and control non-verbal “language” is critical for leaders who lack position authority or power, but are responsible for key deliverables. These leaders achieve their goals only if they can influence others to follow their lead.
- The power and importance of non-verbal communication has increased with the emergence and growth of virtual communications like email, text messages, chat, conference calls, etc. Project managers and other leaders must lead teams that vary culturally and logistically.
- Hands and fingers play an important role in first impressions. Hand movements and gestures reveal how we feel about ourselves and interactions with others. Stress, resentment, lying and fear can be observed from this behavior.
- The Gestalt concepts of projecting (assigning your beliefs to others), introjecting (filtering according to your norms and beliefs) and retroreflecting (doing to ourselves what we want to do to others).

## Highlights: What I liked!

This book is easy to read in its entirety in one sitting or in sections based on the skills and needs of the reader. I enjoyed each section, but there are several features that I found particularly beneficial. These include:

- 1) The “5 Seconds Awareness” approach which focuses on 3 questions:
  - a. How I am?
  - b. How you are in relation to me?
  - c. How we can collaborate?

This approach is easy to remember when you need to quickly assess your environment, the actors and their communication styles. This technique can

be applied to rapidly determine how to effectively communicate and gain influence.

- 2) Case studies focus on scenarios you are likely to encounter at work, but can also be applied to family life, school, volunteer activities or any other event where communication and influencing is critical to success.
- 3) I found the illustrations and reader tools helpful in reinforcing the textual information; and
- 4) There are reflective questions with space and lines to write your answers for real-time retention and future reference.

### **Who might benefit from the Book?**

This book is beneficial for everyone since we are all communicators who depend upon sending and receiving verbal and non-verbal messages. The book is time well spent for aspiring or current leaders who need to learn new techniques or refresh existing skills.

This book is a must read for project managers, team leaders, interviewers, job seekers and trainers. How often do we find ourselves misunderstood – our words (verbal) don't match our actions (non-verbal) leaving our audience confused, disinterested or assuming more control of the situation than we planned? *Body Language, Silent Influencing* will help you develop good habits, spot warning signs and learn how to change course as needed to gain influence.

### **Conclusion**

If you are looking for tools to improve your communication and influencing ability, reading Michael Nir's *Body Language, Silent Influencing* may be a beneficial next step. The concepts presented will help you understand your own non-verbal communication style and the signals you receive from others.

---

For more about this book, go to: <https://michaelnir.com/>  
[Or find it on Amazon here.](#)

*Editor's note: This book review was the result of a partnership between the publisher, PM World and the [PMI Alamo Chapter](#). Authors and publishers provide the books to PM World; books are delivered to the PMI Alamo Chapter, where they are offered free to PMI members to review; book reviews are published in the PM World Journal and PM World Library. PMI Alamo Chapter members can keep the books as well as claim PDUs for PMP recertification when their reviews are published. If you are an author or publisher of a project management-related book, and would like the book reviewed through this program, please contact [editor@pmworldjournal.com](mailto:editor@pmworldjournal.com).*

## About the Reviewer



**Bettina T. McGriggler**

Texas, USA



**Bettina T. McGriggler's** career includes portfolio, project and functional management in financial services, retail, health care, contact centers and manufacturing. She is a Project Management Professional and holds a JD/MBA from the University of Kansas and a BA in International Relations from Drake University. She is currently the Franchise Owner of SYNERGY HomeCare in San Antonio, TX.

Bettina can be reached at [linkedin.com/in/bettina-mcgriggler-5842a511/](https://www.linkedin.com/in/bettina-mcgriggler-5842a511/)