



IN BUSINESS

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Thursday, December 9th
10 a.m. to 1:30 p.m.

Small Business Seminar Series:

"How to Work With Your Community Newspaper"
(PTC, 140 Kendrick Street, Corporate Visit Center, Needham, MA)

Thursday, December 16th
7:00 to 8:00 p.m.

6th Annual Holiday Party

Crowne Plaza Hotel
320 Washington Street
Newton, MA

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Millions of Dollars into Renovation

- By Steven A. Liberace -

The hospitality industry thrives on state-of-the-art facilities and services. Three hotels and Newton Needham Chamber of Commerce members – the Newton Marriott, Sheraton Needham, and Hotel Indigo – are all investing in million dollar renovation projects to create the very best amenities and venues

Newton Marriott

The Newton Marriott, at 2345 Commonwealth Avenue, is finishing 18 months of extensive renovations. The hotel, recently honored for 41 years of member membership, has made major improvements to its lobby, exterior, guest rooms, restaurant and lounge, and physical plant.

"The lobby is a dramatic change," says Tom McKenney, the hotel's General Manager and a Chamber board member. The old lobby was a late (19)80s renovation.

Body Language...

Everybody is Talking

- By Tim Kaelin -

Body language has an extensive vocabulary. Researchers estimate your body has around a million cues and gestures or words. Communication is much more than the words we speak, non-verbal words (cues and gestures) make up between 60-85 percent of the communication that we have with each other. Body language conveys a person's attitudes and real thoughts. We've all been in a restaurant and watched a couple a few tables away and, without hearing a single word of their conversation, make accurate assumptions such as:

"She's really mad at him!"

"I think their breaking up."

"They're on a first date."

How is that? By reading and interpreting their body language. Fact is, body language is instinctual, it is not a learned behavior. People are born knowing many body language gestures. For example, has anyone ever taught you to smile when you're happy? Smiling is a very powerful body language gesture that is instinctive, it is an unlearned reaction. Researchers established that body language is instinctive by observing people who were born blind. People who are born blind have never been able to see any body language gestures and yet researchers found that blind people used many of the same body language gestures, such as smiling, nodding the head for yes and shaking it for no.

There are also body language gestures that people can't control. Everyone knows Pinocchio, and how when he tells a lie. His nose grows. There is some truth to that. When a person tells a lie, the tissue in their nose gets flushed with blood and it caused their nose to swell. While this is not visible to the naked eye (if your spouse tells you a little white lie and then

their nose grows three feet, I wouldn't call them a liar, I would call them an ambulance. But when this does happen it usually causes the person to itch their nose.

Keep in mind that you want to consider the context of the gesture. If the person has a cold, maybe they really have an itch and they are telling you the truth. Much like the spoken word, you want to read body language in sentences. Some words have many meanings, and if you don't have the context in which they are used, you won't know the meaning. Same goes for body language. And as people get older, they get better at disguising and managing their body language.

If you have young children, think of a time when they told you a blatant lie. I bet after they told it, they immediately covered their mouth like they were trying to put the words and the lie back. The mouth cover is another strong signal that the person might be lying, but you will rarely see an adult make such an overt gesture as dramatically covering their mouth. An adult will make a small gesture, maybe a quick itch of the lip, or a touch on the chin.

Body language is a fascinating topic, but with over one million words, it is also a complex topic. Much like learning a foreign language, there are many subtleties in body language that are beyond the scope of this article. However, once you have an understanding of body language, it is an invaluable tool that is useful both personally and professionally. ■

Tim Kaelin is President and Founder of ProfitDriver. ProfitDriver provides Business Coaching and Business Consulting to a wide variety of clients across New England. For more information go to www.theprofitdriver.com or call 781-433-0500.



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