

Keynote Speaker · Nonverbal Communications · Sales Presentations

## IDENTIFYING DECEPTION

The ability to identify deception is critical in a world where things are not always what they seem. Deception is a conscious act that tends to create involuntary physiological responses on the part of the speaker, providing an opportunity to determine when we are being deceived. As a rule, the bigger the lie, the easier it is to detect through nonverbal communication. A review of research data shows that it is harder to lie successfully to a member of the opposite sex or to a person you perceive is more attractive than you.

Unskilled liars avoid direct eye contact, often looking downward while speaking. They fidget with their hands and feet, often covering their mouths while speaking. Their speech contains many “nonfluencies.” Liars often tense their muscles, blink noticeably, swallow hard, bite their lips, and in extreme cases may perspire or blush.

Skilled liars hold eye contact for “too long.” They tend to control their hand movements, often concealing their hands or holding one hand with the other. They use far fewer gestures than usual. Their speech is “too fluent,” sounding contrived or practiced. Skilled liars tend to conceal and release tension through their feet. They may also resort to using “truth talk.”

## About Bill Acheson

Bill Acheson is an expert in presentation skills, nonverbal communication, and the reading and interpreting of body language. Since 1985, he has taught communication at the University of Pittsburgh and during that time he has spoken to thousands of sales professionals about how to use presentations to sell more effectively. Today, he is a keynote speaker whose humor and insights into nonverbal business communications come together in a series of dynamic presentations.

