• Consider integrating blue and green into your outfit, which can help in negotiations.

It isn't just the way we move that impacts other people's emotion. Studies have even found that informal clothing can have a significant impact on your overall success.

The business of body language

Whether you're going to a one-on-one meeting with a client or presenting a pitch, you want to make the best first impression, without saying a word.

1.5 to 4 feet: This is the personal zone. It's a smaller space where you can have a more intimate conversation. It's often used in business interactions.

4 to 12 feet: This is the social distance. It's a little larger than the personal zone and is often used when you're interacting with friends or close acquaintances.

12 to 25 feet: This is the public distance. It's the largest space and is often used in larger lecture settings. You will often see people using this distance to ensure their distance falls outside of others' comfort zones.

Body language is a powerful tool for communication. It can convey your feelings, intentions, and even your personality. However, it can also be misinterpreted. Here are some tips on how to use it effectively:

• Positive body language includes:
  - Leaning in
  - Affirmative movements like head nods
  - Eye contact

• Negative body language includes:
  - Poor eye contact
  - Clumsy use of objects

POSITIVE BODY LANGUAGE INCLUDES:

- When you're speaking, make sure you're facing the person you're talking to.
- Use open body posture and facial expressions.
- Make direct eye contact to establish trust and honesty.

NEGATIVE BODY LANGUAGE INCLUDES:

- Avoid crossing your arms or legs as these can come across as closed and defensive.
- Don't let them take control of objects, but rather, don't be afraid to use them.

KINÉSICS

Kinesics is the study of body movement. It includes:

- Proxemics
- Kinesics
- Oculesics

COMANY COLOURS AND CREATIVE CLOTHING

- Colour can have a significant impact on how you're perceived. For example, blue and green are often associated with trust and security, while red can convey passion and energy.

To find out more about how you can set quality brand perceptions to ensure your distance falls outside of others' comfort zones, visit our website.