



Comprension y Lectura del Lenguaje no Verbal (NeuroNegociacion)

Pelayo Belay

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Son muchos los profesionales que afirman que el porcentaje que supone el lenguaje no verbal dentro de la comunicación oscila entre el 55% y el 91%. Lo importante, sea cual sea el caso, es que en todas las teorizaciones es superior al lenguaje no verbal. Albert Mehrabian, cuando en la década de los sesenta del siglo XX planteó este porcentaje, indicó que se cumplía en ciertas circunstancias, no que fuese una regla rígida. Por lo que esta superioridad no siempre la da. Pero, ¿por qué entonces es bueno comprender y saber leer el lenguaje no verbal? La respuesta es sencilla: por la naturaleza inconsciente que tiene, y que hace que sus patrones no se puedan controlar. Esto nos permite tener información sobre las posibles intenciones, cogniciones y emociones de los demás. no verbal no funciona igual que el lenguaje verbal, por lo que no se debe de estudiar ni aprender de la misma forma y manera. Es necesario una comprensión de su funcionamiento para poder hacer una lectura del mismo. Este manual está enfocado a que el alumno comprenda el funcionamiento de sus patrones y los ponga en práctica para desarrollar dicha lectura. Todo el mundo es capaz de escuchar el lenguaje verbal. Tú aprenderás a comprender el no verbal.

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