MAINTAIN GREAT EYE CONTACT

"Eye contact: how souls catch fire." – **Yahia Lababidi**

Express It

SPEAK IT

Speak what's below *out loud*, with enthusiasm, certainty, and belief. **Improvise** what you say as *much* as you want (actually, this is preferred). **Visualize** what you say - see it in your head before the words leave your lips. **Brackets** contain instructions that explain something specific to do.

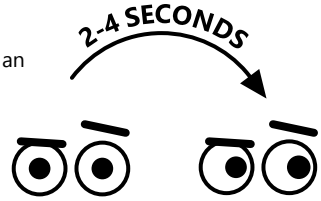
What, Why, and How

- You look at others in the eye when you talk or listen to them.
- Great eye contact is a trait shared by some of the best communicators in the world.
- Eyes are one of the most powerful elements of human expression. They communicate attitudes and emotions, such as surprise, fear, love, compassion, doubt, and grief - *a lot* of which can be lost without eye contact (see graphic).
- Looking people in the eye allows you to gauge their interest, agreement, curiosity, confusion, anger, or impatience, which helps you adapt your approach when teaching, influencing and motivating them.

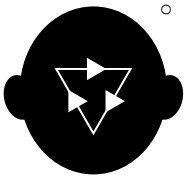
- Nothing tells another person (your spouse, your kids, your friends) that they matter to you more than when you look them in the eyes when they talk with you.
- Your great eye contact conveys **confidence** that what you say is true and that you believe in it yourself. What you say has more power and force because of this!
- Your great eye contact tells others that you're **trustworthy** - you look at them because what you say is true, and you have nothing to hide!
- ***When you:***
    - Talk to a group

  Then you will:
    - Make eye contact with, or focus on, one person for each sentence, or fragment of a sentence, then move on
- ***When you:***
    - **Talk or listen to an individual:** While eating, having coffee, during an interview

  Then you will:
    - **Keep your eyes normal:** Relaxed and blinking occasionally
    - **Maintain great eye contact without staring (which can appear aggressive):** Every 2-4 seconds you will move your eyes to the side (not down) as if you're thinking about what you want to say next, or reflecting on what they just said (see graphic)
- When you talk or listen to others, they will know and feel with absolute certainty that they are the most important person/people in your universe at that moment.



- You put down your cellphone, tablet, and other digital devices when you find myself in situations where there's an opportunity to talk to others, especially people you really care about. This includes:
    - When you eat together
    - When you're in the car together
- To get comfortable with maintaining great eye contact, you:



    - **Use the triangle method:** Instead of looking directly into someone's eyes, you rotate my gaze every 5-10 seconds from one eye, to the other eye, then to the mouth, and back to the first eye (see graphic)
    - **Use a mirror:** Practice looking into your own eyes in the mirror