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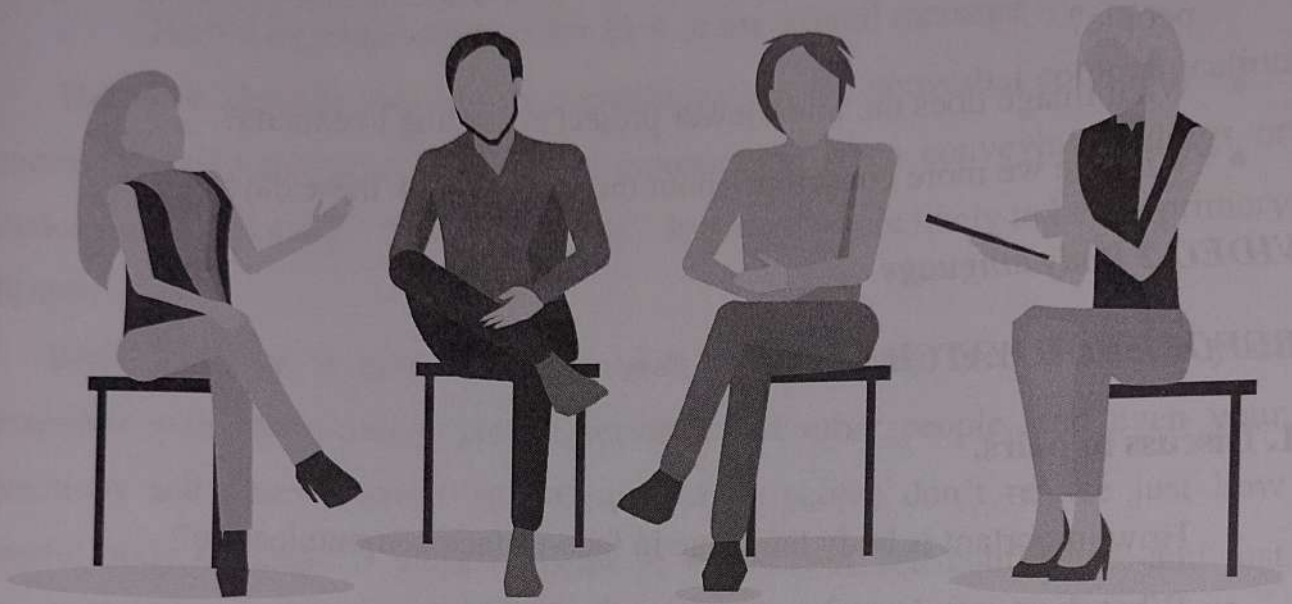
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UNIT 1 B

NON-VERBAL COMMUNICATION



VIDEO 1 How to improve your personal brand

BEFORE YOU WATCH

1. Discuss in pairs.

- How often do you meet new people, and in what situations?
- Which factors influence you most when you meet a person for the first time?

Look at the ideas in the box below and discuss with a partner.

appearance	clothes
body language	other factors

- How can the way you look influence your performance?

WHILE YOU WATCH

2. Watch the video and answer the questions. Use the words and word combinations below.

Subconsciously transmit • utter a word • turn up to a meeting • classic mistakes • authenticity • get caught out • floppy hair • undo the top button • match the suit with