



TERRY EARTHWIND NICHOLS

Author of **“PROFILING FOR PROFIT What crossed arms don’t tell you...Mastering the Art of Observation.”** Amb. Terry is the Chairman of Evolutionary Healer, a global transformational performance improvement company. When he’s not training sales teams on the ‘art’ of observation, Terry can be found doing intriguing interviews, planning his next vacation, or having dinner at his favorite restaurant in a suit he designed himself.

CONTACT

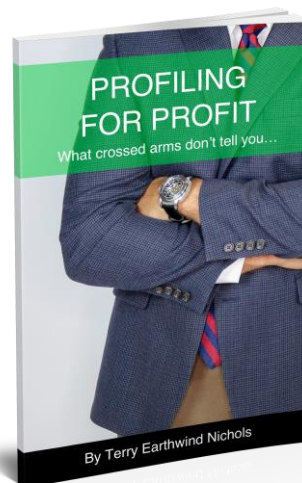
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WHAT CROSSED ARMS DON'T TELL YOU...

Profiling is the art of observation and is one of the most valuable tools in a business conversation. In this book you will be looking at a number of elements of profiling so you will know how to apply them to leadership, the workplace, and even in the boardroom. Profiling unconscious muscle movements is not about reading body language. Observing the nuances of these movements gives leaders instant feedback around the message they are communicating to their staff and/or audience.

SUGGESTED QUESTIONS

Terry, you said in your book how you’ve always been a *people watcher*. Can you tell us more about that?

How do you interpret the physical behavior of people as you observe and engage prospective clients in conversation, even on the phone?

Your book debunks the myth that a person crossing their arms is always sending a negative message. How does that work?

How did you figure out that the left side of the body represents love, family, nurture, trust and the right side represents distrust?

From the feedback you have received, what is the overarching impact of your book?

What’s the best way for people to get a copy of your book?

TOPICS FOR LEADERS

The Art of Observation for Leaders
Tools for Better Business Communication
Profiling for Profit What Crossed Arms Don’t Tell You