

Analyse of Managers Nonverbal Communication at YouTube Channel

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Abstract

The research part of the paper is based on the analysis of nonverbal communication of successful managers, Richard Branson, Mark Cuban, Steve Jobs, Jack Ma and Mark Zuckerberg, on the YouTube channel. In the research is used the observation method, and the primary aim is to notice positive and negative nonverbal signs, which managers whose nonverbal communication has been analysed have already adopted, in order to apply the positive and avoid the negative in everyday situations. The results indicate that managers are aware of the importance of synchronization of the verbal and nonverbal components of communication, which is evident in each of them, except at Zuckerberg on several occasions. They complete their speech with timely eye contact, smile, nodding their heads and gesturing, and thus raise their credibility to a higher level. The most noticeable gestures are open palms, positive gestures such as the OK or ring gesture and the thumbs-up gesture, illustrators and assessment gestures. They are also seen those gestures that arouse negative emotions, such as outstretched index finger, index finger pointing gesture, closed fist, and it is recommended to avoid them in everyday interaction. In situations that have brought them into a state of discomfort, they reach to various soothing forms of behaviour, such as touching the face/neck, hand rubbing, arm crossing and covert movements of arm crossing (barriers with the hands). Observed nonverbal signals, especially soothing forms of behaviour, allow the assessment of thoughts, feelings and intentions of other people in certain situations, which effect on making a quality communication atmosphere.

Keywords: nonverbal communication, efficiency, business environment

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