

## *The Right Body Language*

It is crucial for interviewees to exhibit confident and persuasive body language if they want to to maximize their chances of succeeding at interview.

### **1. First impressions really do count**

Studies show that an interviewer will make their mind up about you within 30 seconds – and that this initial impression is hard to budge later. So make sure you greet the interviewer effectively by offering them a firm handshake, good eye contact while shaking hands and a warm smile.

### **2. Don't be a space invader**

During an interview you come into close contact with the interviewer, but avoid encroaching into their physical space as it will make the interviewer feel uncomfortable. Research suggests that the average person's intimate personal space starts at about a 45 cm distance from them – so don't get any closer than this.

### **3. Catch their eye**

Eye contact can be seen as a sign of interest, recognition, honesty and credibility. Many studies have shown that when two candidates are equally qualified for a job, the one who maintains appropriate eye contact will be seen as more competitive and more employable. So make sure you maintain eye contact during the interview, but don't over do it, as a gaze lasting longer than 7 to 10 seconds can cause anxiety or discomfort.

### **4. Smile, like you mean it**

Your facial expressions should reflect the emotion behind what you are saying and convey the appropriate levels of enthusiasm, confidence and credibility. It is important that you alter your facial expression to match your message. No idea what your facial expressions look like? Try practicing in the mirror.

### **5. Strike a pose**

Even when still, your posture communicates a message. Confident applicants have a posture which appears more relaxed and balanced and they hold their bodies upright. Where possible, use hand and facial gestures to reflect emotion, passion, interest or the fact that you are engaging in a complex thought or answer. This should help you to appear much more engaging.

### **6. Dress To Impress**

Clothing is a crucial, non-verbal interview cue. By dressing appropriately for interview, you show respect for the values and conventions of your potential employer. There is also research to suggest that dressing appropriately can actually improve your psychological processes as well – helping you perform better at interview.

**For more advice and useful tips, please contact a member of Cuff Jones :**

Email: [info@cuffjones.com](mailto:info@cuffjones.com)  
LinkedIn: [LinkedIn](#)  
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Web: [www.cuffjones.com](http://www.cuffjones.com)