

Jonathan Choufany  
Body Language Master  
Mobile: +96170072577  
Email: [jonathan@humansdecoded.club](mailto:jonathan@humansdecoded.club)  
Website: [www.humansdecoded.club](http://www.humansdecoded.club)



Title of the training:  
**Body Language Complete Certification Program**

### Course Overview

While You're Talking, what is your body saying?

A lot of people ask this question: "Why is body language so important?" Studies have shown that in the process of communication, non-verbal expression has 65% to 93% more influence than actual text. This means that "how to say" is more important than "what to say".

How do we stand? How aggressive or non-threatening are our gestures? How do our eyes, skin, hair, clothes and shoes look? Do we look happy or sad, clean or untidy, confident or nervous, tired or awake?

Body Language is all the non-verbal communication we make – both conscious and unconscious.

The tricky thing about body language is that you are usually unaware of the messages you're conveying nonverbally. When presenters see themselves on videotape, they're often surprised to see that their body language conveyed an entirely different message from the one they had intended. For example, some people actually shake their heads "no" when they say "yes."

### Objectives and Benefits

1. Connect with people better
  2. Prevent Conflict
  3. Improve Your Presence
  4. Understand how you come across to other people and be able to send the right message
  5. Read the signals that another person is sending back.
- Use nonverbal communication to increase your income and influence as a business owner/manager. Master body language for success.

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## Training outline

### Day 1 (7 Hours)

Foundation of Body Language

5 Types of gestures detailed

How to read people like open books with minimum bias

How to detect hidden emotions

Handshakes

Smiles

Body language in business, social & intimate settings

Body language for women

Body language for men

Build credibility and rapport

Emotions and Their Physical Expressions

The BETA model

The Body Language Congruency Model

The brain in action

The face in motion

Stance and its implications

Body Language Challenge (Practice Exercises)

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Day: 2 (7 Hours)

Proxemics  
Haptics

Read:  
The head  
The face  
Arms and Hands  
Torso  
Legs and Feet  
Principles of Persuasion  
Rapport Building Tactics  
Connectivity  
Breathing  
Attitude Flags  
Real or Fake?

Day: 3 (7 Hours)

101 Body Language interpretations  
The Body Language Interactive Game

Day: 4 (7 Hours)

The hidden secrets Of Body Language Revealed  
(30 situational interpretations)  
Practice drills  
Questions and answers

Day: 5 (7 Hours)

The hidden secrets Of Body Language Revealed  
(30 situational interpretations)  
Practice drills

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Day: 6 (7 Hours)  
The hidden secrets Of Body Language Revealed  
(30 situational interpretations)  
Practice drills

Day: 7 (7 Hours)  
The hidden secrets Of Body Language Revealed  
(30 situational interpretations)  
Practice drills  
Summary and wrapping up

Training Methods and Techniques

Interactive training that includes role play, visuals, live exercises and demonstrations.

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## Brief about the Trainer

Jonathan Choufany  
Founder of Humans Decoded  
Communication Skills Trainer,  
Award-winning Coach, TEDx Speaker,  
TV Show Expert, Personality Profiler,  
Body Language Master & Human Lie Detector.



As a certified Body Language master, "BLAST® Deception Expert", instructor in deception detection and a company representative for "Whetstone Security Group (USA)" in Lebanon, he coaches people how to project more power with fewer words, build better rapport, assess truthfulness and restore credibility using the powerful skills of non-verbal communications.

In addition, he provides presentation empowerment programs using the "Body Language code for success" for better interaction and public speaking. Also he's a TEDx public speaker and taught in AUST, NDU, LIU, USJ, USEK & Antonine Universities, American Center Beirut, Lebanon Career Expo (UNESCO Palace), NRC international NGO, MASAR (NGO), METLIFE insurance, Standard Chartered bank, IESEG School of business (Paris), Lebanese Development Network (NGO) along with many public and private corporate training sessions.

Also he's done 70+ TV (Including SKY NEWS Arabia, Al Jadeed, AL ARABY TV, OTV, Lebanese National TV & Al Hadath TV...) & radio interviews (Including the national Lebanese radio station...) and was a regular guest on a TV show assessing politicians' and other famous guests' body language.

## Languages

English + Arabic

## Duration of the Course

This training is to be completed within 50 hours.