



## **Non-Verbal Strategy Analysis with the Goodfield Method**



**Supplemental information for the viewers of the televised interview with  
Prof. Barry A. Goodfield, Ph.D, on the Rick Nieman RTL Z TV broadcast of  
October 2009**

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## Acknowledgement

Special thanks is given to Leon Linnartz, Certified Non-Verbal Strategy Analyst, The Goodfield Institute, for his invaluable assistance in the preparation of this supplemental document.

Both Hillary Clinton, United States Secretary of State and Wouter Bos, Dutch Minister of Finance and Deputy Prime Minister of The Netherlands have been interviewed by Rick Nieman on his RTL Z TV program. Some still frame pictures where taken from those interviews to illustrate the NVL findings.

## Introduction

This document is written to clarify and support Prof. Dr. Goodfield's interviews on television. As such it is for educational purposes only.

It is intended for those who have seen the interviews and are interested in knowing more.

The document contains a short introduction into the Goodfield Method and non-verbal strategy analysis using the Goodfield Method. However we do not claim this document to be accurate and complete on this subject.

Included also are the non-verbal strategy analyses of Hillary Clinton (United States Secretary of State) and Wouter Bos (Dutch Minister of Finance). These were used in the interviews as examples to clarify the Goodfield Method.

If you want to know more on the subject or about courses, therapy or personal coaching, we urge you to read the "Contact" section.

We hope you enjoy reading this material.

Maybe we will be able to read each other's NVL in the future!

Barry Goodfield  
Leon Linnartz  
October 2009

## The Goodfield Method

### *A short description of the Goodfield Method*

The Goodfield Method teaches us how the unconscious mind can be seen and understood on all levels of human experience.

Unconscious messages from the body can, in fact, be seen through uncontrollable Non-Verbal Leak (explained in detail in next section), which manifest in a person's facial expressions or mannerisms. Because this "leak" comes from the unconscious, there is absolutely no way an individual can control, modify or prevent its appearance. Accordingly, these signs are consistent, repeatable, and predictable.

Whether in the boardroom or through personal interactions, our lives are profoundly influenced by the unconscious messages we send through our nonverbal behavior. The Goodfield Method explains:

- How to recognize the Non-Verbal Leak,
- How to analyze the meaning and significance of the Leak, and
- The appropriate actions to take regarding this information.

Some practical examples include:

- In therapy, a practitioner would utilize The Goodfield Method to quickly determine a specific problem area that needs work.
- In business, an executive would utilize The Goodfield Method to better understand and deal with employee and productivity issues, or use the insights gained from an adversary's leak during a difficult negotiation.
- In personnel selection, the interviewer gets a clearer understanding of the candidate and, therefore, significantly increases the probability of getting the right person for the right job.
- In law enforcement, The Goodfield Method can be used to tell if a suspect is lying or withholding information.

## ***The Non-Verbal Leak***

The Non-Verbal Leak is one of the key concepts of the Goodfield Method

The NVL is a repetitive, patterned movement from the shoulders up, reflecting one or more unresolved Perceived Traumatic Events and manifesting one or more old decisions and strategies.

It is a way of looking at the strategies that the individual presents in his total non-verbal behavior.

(See "Premises regarding the structure of personality in the Goodfield Method" at the end of this paper for an explanation of Perceived Traumatic Event (PTE) or more information on NVL.)

The sequence of the NVL is established from video. Remember that it is observable, testable and verifiable. A video can be rewound and played over and over again. If needed in slow motion or even frame by frame.

The sequence of the NVL almost never lasts more than 5 seconds. Because it is a repetitive pattern it is essential that we see the same NVL two or three times. Therefore a 15 second video can be enough to derive the NVL. What is also worth mentioning is that changes in the face (or steps in the NVL) can take place very rapidly. Typically change can take place between one frame and the next one. One frame takes about 1/24 of a second or 50 milliseconds!

Experienced Non-Verbal Strategy Analysts and Goodfield Therapists are able to derive the NVL in real time during a conversation.

Ability to read the NVL makes it possible to:

- read the earlier unconscious database
- profile the personality type
- infer the basic response to major events
- predict what will happen

## ***How The Goodfield Method Works***

A Goodfield analyst or therapist produces a video for individual and group analysis of the Non-Verbal Leak. After completing a series of on-camera responses to a set of standardized questions, a unique pattern of nonverbal responses emerges and is captured on videotape. These responses are categorized into one of twelve personality types, which reflect unique perceptions and responses to patterns regarding decision making and leadership styles.

Once the individual personality type is determined for all members of a particular group they are compared and contrasted to show the unique pattern of interaction. This information provides an in-depth picture of the individual within an organization, and the strengths and weaknesses that person brings to this particular workplace. The data reflects deep, unconscious referential information that is testable and verifiable, and it provides a unique picture of the unconscious strategies of the people in an organization.

The value of having this video data supports the strength of the predictions regarding past actions and future behavior. The human error factor becomes clear and ultimately predictable, giving the leadership of an organization an opportunity to anticipate future plans and prevent mistakes.

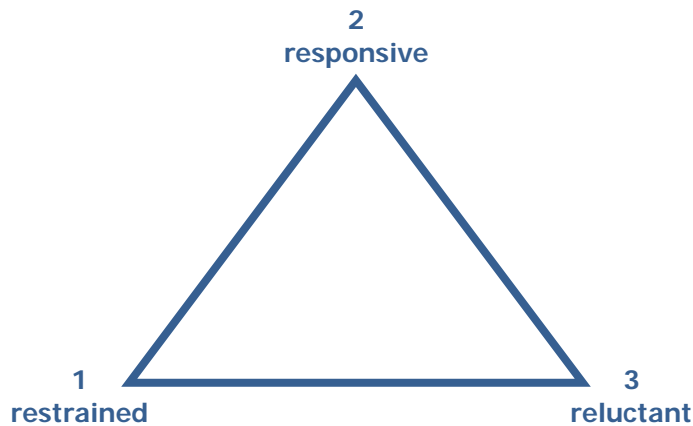
### ***The three basic responses and strategies***

As stated above an individual's way of doing business can be seen. As we say "with stress comes regression". This means that people fall back to their basic response to their surroundings when stress is high enough.

In the Goodfield Method we distinguish 3 primary response types:

1. restrained response
2. responsive response
3. reluctant response

A triangle is used to illustrate this concept:



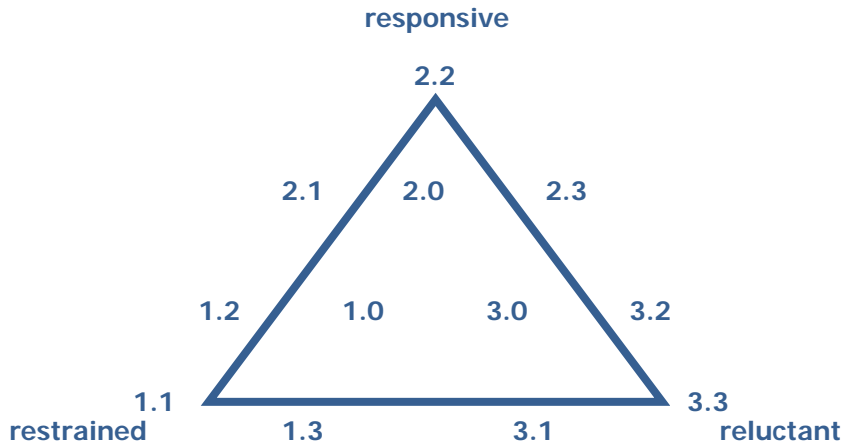
The Non-Verbal Leak is our entry point to reveal these basic responses. Because stress is an essential factor in unconscious behaviour, the NVL is an indicator and predictor of a person's behavior *under stress*.

In general it might be said that the higher the level of stress is, the clearer the NVL shows. There are various factors that have influence on the level of stress that someone experiences and thus on the level of difficulty of establishing NVL:

- degree of perspective for the individual
- degree of understanding
- degree of maturation
- education
- power
- experience

## Personality types

In the Goodfield Method we put more detail in these responses or strategies. We distinguish 12 personality types. This can be illustrated as follows:



The archetypes have been given a name that closely reflects their general way of doing business:

- |     |     |                    |
|-----|-----|--------------------|
| 1.  | 1.1 | "the Planner"      |
| 2.  | 1.2 | "the Plotter"      |
| 3.  | 1.3 | "the Detailer"     |
| 4.  | 1.0 | "the Influencer"   |
| 5.  | 2.2 | "the Doer"         |
| 6.  | 2.1 | "the Thinker"      |
| 7.  | 2.3 | "the Pouncer"      |
| 8.  | 2.0 | "the Prevailer"    |
| 9.  | 3.3 | "the Doubter"      |
| 10. | 3.1 | "the Analyst"      |
| 11. | 3.2 | "the Inquisitor"   |
| 12. | 3.0 | "the Determinator" |

Each of these archetypes have been described in detail in the Goodfield Method documentation. We won't go into detail here. It will do for now to state that with the help of these archetypes, we can accurately predict human behavior and interpersonal interaction. If you want to know more we suggest you contact the Goodfield Institute.

# Non-Verbal Strategy Analysis

## Steps of the Non-Verbal Strategy Analysis

The steps to take in the analysis are straightforward:

1. first impression
2. report level analysis
3. Non-Verbal Leak (NVL) sequence
4. Symbolic Level of the NVL
5. statement of basic strategies on a Symbolic Level
6. personality type
7. in-depth analysis

### 1. First impression

The first impression is a very essential first step to take. It says more about you than the subject! If the observer has any unresolved issues that manifest themselves on an unconscious level, the observer sees the world through a filter. One has “blind spots” that limit him in observing what is really going on.

It may well be that you have experienced this when you bought your new car, and subsequently became consciously aware of the enormous number of cars in existence of your particular brand and type. Or at the time that you or your partner became pregnant, you had the sensation that much more women than usual were pregnant as well.

In the same way you may perceive “anger” or miss it all the way if you have an issue with anger.

To report the first impression helps to bring this to a conscious level.

### 2. Report level analysis

This stage focuses solely on observable, testable and referential facts.

It is essential to deprive yourself from using any inferences. So e.g. you would not write down “sad”, but instead you would say “shiny eyes”

Some examples:

You do not write down: (inference)	but: (fact)
distancing	head tilts slightly to VR
tears in eyes	shiny eyes (does not wear contact lenses)
disbelief	eyes close while eyebrows raise

This is difficult to do. It takes some practice to master this.

### 3. Non-Verbal Leak (NVL) sequence

To establish the Non-Verbal Leak is the next step.

See section “The Non-Verbal Leak” at the beginning of this paper for more information.

The NVL typically starts and ends with “Eyes open”. E.g.:

- Eyes open
- Eyes wider
- Eyes close but not completely
- Tongue out
- Mouth close
- Biting lip
- Swallow down
- Eyes open

### 4. Symbolic Level of the NVL

This stage is the translation from report level and NVL to Symbolic Level.

The Symbolic Levels of the NVL (visually) reflect a learning process (see “Premises...” at the end of the document):

SL1: impact	how the person first perceives an event
SL2: primary emotion	the basic emotion he wants to express
SL3: coping strategy	what a person really does not necessarily what he wants to do

Learning changes our programming rules and takes place as follows:

1. (sensory) impulse (e.g. PTE, PORT, ORT, PTE but also any non-traumatic event)
2. thought process (the thoughts are based on perception of the environment and on the existing programming, which in turn is based on earlier learning)
3. decision
4. action

Thus the NVL shows what we have experienced, decided and done (all behavior is motivated!) in an earlier time and place. And because it is on an unconscious level, we will experience, decide and act in the same way over and over again.

### 5. Statement of basic strategies on a Symbolic Level

From the Symbolic Level a statement is derived. To put the 3 steps of the Symbolic Level in a sentence, makes the subject more “alive” and gives deeper insight in his non-verbal behavior and interaction with the world around him. It clarifies his unresolved issues, his needs and his strategies.

This is the other half of a person’s message.

### 6. Personality type

The next step is establishing the personality type. By using the descriptions of the archetypes, you can get an exceptional deep insight.

And remember, the fact that it is possible to do this with only a 15 second video of the subject is absolutely unprecedented and astounding!

## 7. In-depth analysis

After you have pinned down the personality type of the subject, it is easier to do an in-depth analysis. A profound profile can be that has valuable information on:

- Intrapyschic processes
- Psychophysiological process
- Interpersonal interacting
- Decision making
- Leadership style

As this profile is based on unconscious behavior, we have a means to predict future behavior.

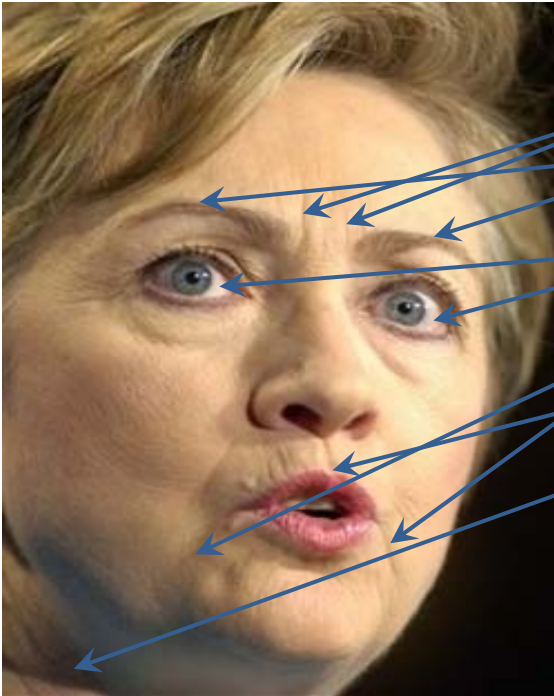
## Example 1: Hillary Clinton

Hillary Clinton (1947), female, 61 years, United States Secretary of State



### 1. First Impression

- Strong
- Determined
- Focused
- Able
- Powerful
- Says a small percent of what she thinks
- Says even less of what she really feels
- A survivor
- Smart



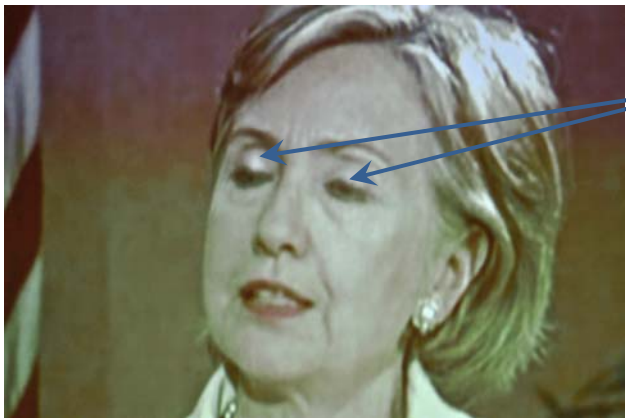
### 2. Report level analysis

- Vertical lines between eyebrows
- Eyebrows symmetrical, slight bow up in middle
- Eyes wide open, white visible
- Lines from mouth down to chin
- Mouth thin line
- Horizontal line neck



### 3. Non-Verbal Leak (NVL) sequence

- Eyes open
- Eyes larger
- Eyes closed, but not completely
- Eyes open
- Mouth shuts firmly
- Massitor muscles contract
- Swallow down
- Mouth open
- Eyes open



Part of the NVL:

- Eyes closed, but not completely



### 4. Symbolic Level of the NVL

- |                          |             |
|--------------------------|-------------|
| • SL-1 (impact)          | Shock       |
| • SL-2 (primary emotion) | Anger out   |
| • SL-3 (coping strategy) | Control/CER |

## 5. Statement of basic strategies on a Symbolic Level

...confidential...



## 6. Personality type

2.3 ("The Pouncer")



## 7. In-depth analysis

### *Strategy*

- Intense anger out
- Focused and distrusting
- CER
- Hidden agenda control
- Control
- Denial of inner needs
- Reluctant/Responsive

### *General*

- An American "Margaret Thatcher" Type
- Determined
- Strong ego
- A true leader
- Ready to "pay" the price for victory - and she has
- A better friend than enemy

## 7. In-depth analysis (continued)

...confidential...

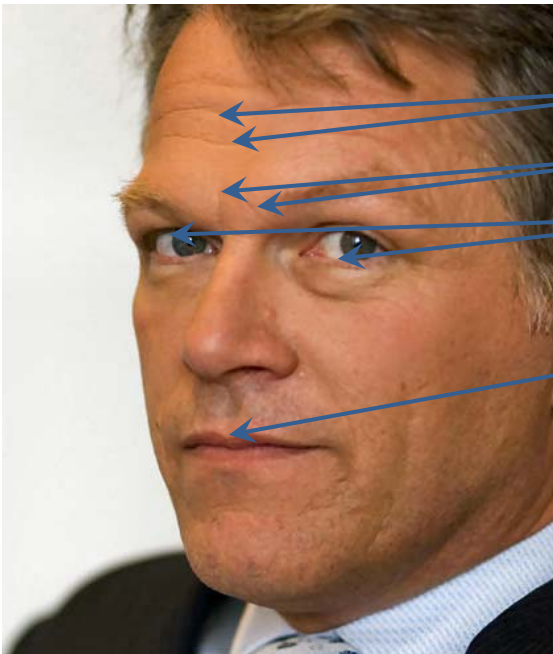
## Example 2: Wouter Bos

Wouter Bos (1963), male, 47 years, Dutch Minister of Finance and Deputy Prime Minister



### 1. First Impression

- Bright
- Determined
- Charming
- Clever
- Manipulative
- Focused
- Old Sickness
- Tension in shoulders
- Blocked anger



### 2. Report level analysis

- Horizontal lines in forehead
- Vertical lines between eyebrows
- Eyes wide open, white visible and squinting
- Mouth thin line

### 3. Non-Verbal Leak (NVL) sequence



Eyes open

Eyes tighten

Pointed tongue out

Eyes closed

Swallow down

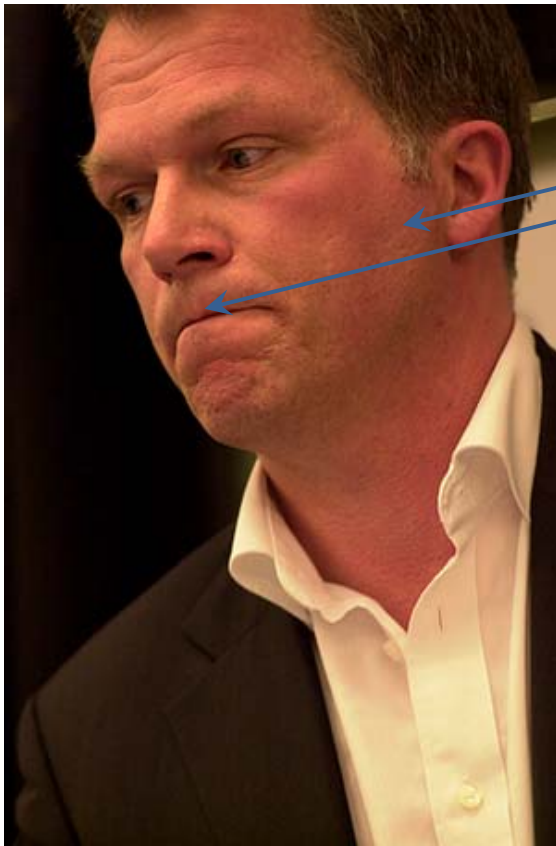
Eyes open





### Relation between report level observations and Symbolic Level

- SL-1 shock  
pain  
some trance  
Is shown mostly in the eyes and region around the eyes
- SL-2 anger  
Is mostly seen as blocked (SL-3!) anger in masseter muscles
- SL-3 control by biting down/swallowing down  
seduction by CER  
Is mostly seen in region around mouth and throat



### 4. Symbolic Level of the NVL

- SL-1 shock/pain
- SL-2 anger
- SL-3 control by biting down/swallowing down  
and seduction by CER

## 5. Statement of basic strategies on a Symbolic Level

...confidential...

## 6. Personality type

2.0 ("The Prevailer")

## 7. In-depth analysis

### *Strategy*

- Fast. Often too fast
- Quick to re-evaluate and adapt
- Well focussed
- Has great concentration
- Can be overwhelming
- Active doer
- Manipulator

### *General*

- Charismatic
- Radiates strength
- Surprises others when programs are not successful
- Difficulties with boundaries
- This attribute can ultimately be detrimental to lifestyle



## 7. In-depth analysis (continued)

...confidential...

## Further reading

**Insight & Action:** the role of the unconscious in crisis from the personal to international levels  
by Barry Austin Goodfield

To order, go to <http://www.goodfieldinstitute.com/store.html>

More articles to read, video's to see and radio programs to listen to go to:

<http://www.goodfieldinstitute.com/press.html>

## The Goodfield Institute

The Goodfield Institute is a professional training organization dedicated to improving the understanding and practical application of all forms of communication. Our mission is helping people and organizations function in a more effective manner through better understanding and communication.

The Institute was created 30 years ago by noted psychologist and lecturer Dr. Barry A. Goodfield. Since then it has effectively trained business leaders, government officials, law enforcement professionals and therapists in the meanings and understanding of human behavior, especially those that are identifiable through the Non-Verbal Leak (NVL).

Using the exclusive and patented Goodfield Method, the Institute trains leaders in numerous areas, including:

- negotiation,
- communications,
- personal development,
- crisis management techniques, and
- a wide range of interpersonal behaviors.

Dr. Goodfield developed, fine-tuned, and perfected this methodology over 30 years of clinical experience.

Using this advanced methodology, individuals can access data from both the conscious and unconscious areas of their personalities, and those of others, to communicate more effectively and manage personal and professional relationship challenges more successfully.

With an international reputation earned over decades, the Goodfield Institute stands ready to help you and your organization function at the highest levels possible.

You can read more about the Goodfield Institute on:

- [www.goodfieldinstitute.com](http://www.goodfieldinstitute.com) (English)
- [www.goodfieldinstituut.nl](http://www.goodfieldinstituut.nl) (Dutch)

## Goodfield & Ilgen Expert Consultancy & Training

Goodfield & Ilgen Expert Consultancy & Training is a company aiming at effectively and efficiently serving our customers in the management of the people dimension in process. More specifically we are specialists in the unconscious but nevertheless highly important aspects of human behavior. What has always seemingly be impossible to foresee and act upon will be made visible and tangible by our insights, training and advice. The patented Goodfield Method allows for the anticipative management of process in various situations. We also aim at building a consultancy and training organization with long term continuity to support and safeguard this service to our customers and the quality and integrity of the concept.

We can help you to meet the following goals in your company or organisation:

- deeper insight in the people dimension of process
- more understanding and respect
- better decisions, more satisfying teamwork
- better negotiation and mediation outcomes
- effective and efficient personal coaching

## Contact

If you have any questions about this document, it's contents, trainings or any other questions you can use one of the following contacts:

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## Premises regarding the structure of personality in the Goodfield Method

1. A human being may be seen as a **biodynamic computer**
2. The main purpose of the “operating system” of this biodynamic computer is to keep our biodynamical system in **balance**, but it may become ‘**maladaptive**’ or, worse, **psychopathological**
3. **Behavior** can be seen as the outcome of **internal processing (intrapsychic)** of the operating system
4. The programming of the operating system takes place through **learning**.  
It is a matter of **advancing insight** based on the **sensory (zintuiglijke) interaction** with the outer world.
5. Learning (changing of the programming rules) takes place as follows:
  - 1) (sensory) impulse (e.g. PTE, PORT, ORT, PTE but also any non-traumatic event)
  - 2) thought process  
(the thoughts are based on perception of the environment and on the existing programming, which in turn is based on earlier learning)
  - 3) decision
  - 4) action
6. Subsequent similar impulses may lead to the same decision and action. We call this **reinforcement**.
7. When similar impulses lead invariably to the same action, the action is called a **strategy**.
8. The earlier the event takes place in a life the more impact it has on the workings of the operating system  
(Basic rules of the OS are written first and are the most influential, subsequent rules are adjustments on the basic rules and thus in general have less influence).
9. The higher the impact of the event the more it may change rules in the programming and thus change in behavior.
10. Traumatic events have more impact than non-traumatic events
11. **Perception** is a key factor in the experience of (traumatic) events  
(perception defines reality; thus what is trivial to one person may be traumatic to another)
12. Everyone is **unique** in the perception of events
13. We call important program-changing-events **PTE's (Perceived Traumatic Events)** in order to emphasise that it is all about perception
14. Traumatic experiences are invariably related to (perceived) feelings of:
  - 1) **Loss**
  - 2) **Injustice**
  - 3) **Powerlessness**
15. Birth related events can be subdivided into:
  - 1) **pre** (from conception to contraction; in the womb)
  - 2) **during** (the birthprocess from contraction to the cutting of the umbilical cord)
  - 3) **post** (up to a few hours after birth)

16. Because birth related events are the earliest events in human development, they have substantial influence on our programming and thus may play a major role in developing maladaptive or even psychopathological behavior
17. The origin of maladaptive or psychopathological behavior is not always a birth related event (remember: only about 40% of the people have birth related trauma's)
18. The development of a strategy is **conscious**, but a strategy may become **unconscious** once it is sufficiently reinforced. (Behavior has a conscious and unconscious component.)
19. **Strategies** are reflected in **behavior**, behavior is reflected in **communication**.
20. Behavior and communication (conscious and unconscious) is principally **non-verbal**. It has a minor **verbal** component.
21. **Strategies can be seen in the body** (repetitive patterns of muscle movement, muscle development, development or absence of lines/wrinkles, posture, etc.
22. Behaviour and strategies is revealed in communication (verbal and non-verbal).
- 23. The conscious, verbal message is only half of the message**
- 24. The unconscious message (verbal – Freudian Slip, non-verbal cues) is the other half of the message.**
25. The Goodfield Method uses the other half of the message to **improve therapy**.
26. The Goodfield Method uses non-verbal clues to reveal the other half of the message
27. In the Goodfield Method, the most important tool to reveal the (unconscious) other half of the message is the **NVL** (Non-Verbal Leak)
- 28. The NVL is a repetitive, patterned movement from the shoulders up, reflecting one or more unresolved Perceived Traumatic Events and manifesting one or more old decisions and strategies.**
29. The NVL is from the shoulders up. It is all that is needed to derive unresolved PTE's, old decisions and strategies.
30. Unresolved PTE's, old decisions and strategies revealed in the NVL (from the shoulders up) can also be seen in the **BNVL** (Body Non-Verbal Leak; total body)
31. The learning process (see point 5) is (visually) reflected in the **Symbolic Levels** of the NVL:
  - SL1: impact**
  - SL2: primary emotion**
  - SL3: coping strategy**
32. **Treatment** is a matter of tracing back the observable behavior, finding the old decision and strategy and change the programming rules by substituting the old decision and strategy with a new decision and strategy.  
The earlier the old decision and strategy the more effect the treatment has. It is like rewriting a program: rewriting the basic rules has more effect than rewriting a secondary rule)
33. The programming is most effectively changed at his basic rules: the earlier the time and place of the PTE, the more impact changing an old decision and strategy to a new decision and strategy
34. The first and most important PTE standing at the basis of the most pervasive maladaptive strategy is called **PORT** (**P**Primary **O**Rigin of the **T**Trauma)
35. The first and most important PTE's standing at the basis of secondary maladaptive strategies are called **ORT** (**O**Rigin of the **T**Trauma)



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