



Goodfield Institute LLC

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Goodfield Foundation

For the Study of Conflict Communication and Peace Building

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General Information

Prof. Barry A. Goodfield, Ph.D., DABFM

Introduction

This brochure is a short explanation about The Goodfield Method™ and more.

If you are interested in a lecture or training Dr. Barry Goodfield covers a wide variety of timely topics. If it is about intrapsychic issues, health care, relationship, communication, world leaders and their unconscious or world affairs he can deliver an insight full lecture or training with humor.

Feel free to inquire regarding a topic you want to hear. The lecture or seminar can be tailored to the audience. It can be a hour lecture or a whole day(s) seminar.

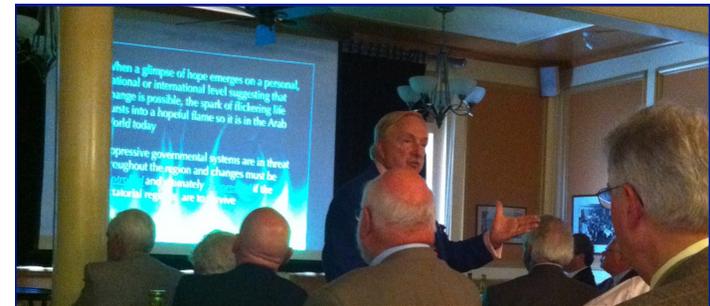
If you are interested in a Goodfield private session in person, a session through Skype or just want to know more about the Goodfield Method™ training [e-mail us](mailto:us@goodfieldmethod.com).

The Goodfield Institute & Goodfield Foundation

The Goodfield Institute and Foundation have conducted trainings, workshops and seminars in United States, Europe and Africa since 1972.

The unique method of analyzing verbal and nonverbal behavior has been developed by Dr. Barry Austin Goodfield.

His method has helped many leaders in industry, government, human resources, mental health professionals, law enforcement and intelligence agencies to become more efficient and effective agents to change.



About Prof. Dr. Barry A. Goodfield, Ph.D., DABFM



Prof. Goodfield is Founding Director of The Goodfield Institute LLC in USA and The Netherlands, Goodfield Media Group and Operation New Outlook. In 1996 he became President & CEO of The Goodfield Foundation: for the Study of Conflict Communication and Peace Building. He is a team member of US CATT, Inc.

He holds a Ph.D. in Psychology and Human Behavior.

Till recently he was Senior Professor at Henley-Putnam University instructing doctoral level students from the intelligence, and counterterrorism community.

He is an international lecturer, author and noted radio and television personality.

He was granted a US patent on his psychotherapeutic process

relating to analyzing the Non-Verbal Leak (NVL) and one pending.

He shared the Goodfield Method™ with senior corporate executives, attorneys, health care professionals, law enforcement and cabinet level official around the globe.

Various international bodies such as the United Nations (ICTY) and NATO H.Q. Brussels, as well as governments such as the former Soviet Union, The Netherlands, Lithuania, Uzbekistan, Sri Lanka, Sultanate of Oman, Ukraine, New Zealand and Austria have utilized the services and methodology of the Goodfield Institute and Goodfield Foundation.

He has published *Insight and Action: The Role of the Unconscious in Crisis from Personal to International Levels* (1999), *So You Want To Be My President?* (2011), *Relationships: A Survival Guide vol. 1* (2012), *Real Love: A Survival Guide vol. 2* (2015), *Are They Crazy?* (2015)

The Goodfield Method™

A short description

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.
- In personal coaching a quick analyze of the Goodfield Personality Type helps to develop a coaching plan aimed to the person.

The Non-Verbal Leak (NVL)

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 nonverbal behaviour.

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!

Ability to read the NVL makes it possible to:

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

For more detailed information watch the interview with Rick Nieman. The interview start in Dutch and continues in English.

[TV Interview with Rick Nieman](#)

[The Garden's Message](#)

[The American Tsunami PTSD](#)

More video's and articles visit the [website](#).

The Goodfield 12 Personality Types

Over the years unique and distinctive patterns of response have resulted in research and development of 12 Goodfield Personality Types.

Each unique personality category has been given a name that closely reflects their general way of doing business.

With the help of these categories, we can accurately predict human behavior and interpersonal interaction.



Consulting, Training, Mediation

Dr. Goodfield and his team help individuals and organizations function at the highest possible levels. They will do so by pooling their resources to educate on the crucial role that nonverbal communication plays in human interactions and how its power can be harnessed effectively.

Goodfield and his team are providing expert consulting and training to commercial, professional and governmental organizations using exclusive the Goodfield Method™ in numerous areas including: decision making, negotiation, mediation, communications, personal development, crisis management techniques and a wide range of interpersonal behaviors.