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**Presents**

**Goodfield Media Training**

## Introduction

This brochure is a short explanation about the Goodfield Method and the Goodfield Media Training Seminar.

The training is tailored to fit the unique needs of the specific client. They can be presented in one, two, three or four day training.

Dr. Goodfield conduct the Goodfield Media Training Seminar with a skilled professional staff, who offer an unique course using video, hands-on instructions and much more.

## The Goodfield Institute and Goodfield Media Group International

The Goodfield Institute and Goodfield Media Group International have conducted trainings in the United States and Europe. The unique method of analyzing verbal and nonverbal behavior have been developed by Dr. Barry Austin Goodfield.

Dr. Goodfield and his staff have helped leaders in business, government and media hone the craft of presenting and packaging themselves and their organization in such a way that they not only see more but say it better.

Improving insights as to how you appear and influence others based, upon a deeper understanding of the conscious and unconscious messages you send, makes for more success and smoother presentations.



## 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 holds US patents 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 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 non-verbal 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, and in slow motion or even frame by frame if needed. This helps to uncover movement that (sometimes) cannot be seen with the naked eye.

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 personality type
- [Infer](#) the basic response to major events
- [Predict](#) what will happen

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

Each unique personality type 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 and interpersonal interaction.

## Video Clips & Reading Material

The core of all his lectures is the observable conscious and unconscious movements reflecting our deeper message and meaning. The lectures are insightful and fun to attend.

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

[TV Interview with Rick Nieman](#)

And also:

[The Garden's Message](#) and [The American Tsunami PTSD](#)

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



## Goodfield Media Training

Why should a successful, busy person take time out to enroll in a media-training course?

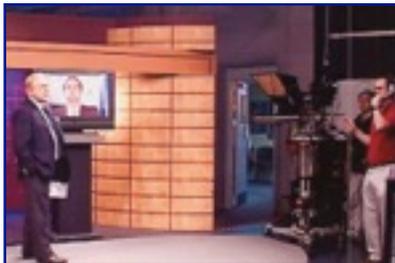
There are a few obvious reasons. We become successful by working hard to create an image, which reflects our skills, abilities, and special views of what our client's need.

This image is just that -an image it is a perception of reality and not reality. These viewpoints are critical to maintain and easy to damage or even destroy.

When a person has a deep awareness of how he comes across, and how to deal effectively with crisis and conflict, that person has a better chance of maintaining a positive personal and corporate image last and grow. Most media training's do not tell the presenter how to "read" the unconscious messages being sent.

What we know is that is this critical data often reflects the deeper reality of the person. It may even represent a hidden agenda holding dire consequences for the person being interviewed.

This training will offer specific "do's and don'ts" and will be a practical program offering both personal and professional tools for those who deal with the media. This material is not offered in any other media-training program.



## Program

During these days the following can be presented depending of the duration of the course:

- Theory about development of personal strategies
- Introduction to verbal and nonverbal behaviour
- Conscious and Unconscious Self-Concept
- Concept of Non-Verbal Leak (NVL)
- Development of Personal Strategies
- Reading the NVL of the participants
- Twenty does and don't in a television interview
- Media's role in presenting conflict and crisis
- Perception and the world we create and advocate
- How to separate truth from fiction in an interview situation
- Participants discuss media and themselves as it relates to the lectures
- How to look at and analyze a crisis
- Ten points to remember when presenting your issues to media
- Media's role in presenting conflict and crisis
- Participants demonstrate new skills in simulated TV interview
- Dr.Goodfield and Senior Journalist analyze interviews for NVL's and content