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In-depth Clinical Profile

Presidential Candidates Running in 2016

by

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

Introduction

This brochure is a short explanation about The Goodfield Method and how it is been used to analyze the candidates running for the 2016 presidential election.

In 2012 Dr.Goodfield wrote a book *So You Want to Be My President?* He did an in-depth clinical profile of ALL the major presidential candidates for 2012. The book and videoclips of the 2012 are available on the website.

In his new book Are They Crazy? The Ultimate Guide to the Candidates for America's Next President, he detailed the psychological profile of ALL 26 presidential candidate for 2016.

Interested in a lecture about the last candidates Donald Trump, Bernie Sanders and Hillary Clinton? Or of all 26? Give us a call.

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 methods of analyzing verbal and non-verbal behavior have been developed by Dr. Barry Austin Goodfield.

His method has helped many leaders in industry, government, human resources, mental health professionals and a vast general population 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 holds 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 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 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. 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 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

Program

The lecture can be tailored to your wishes (lunch, dinner keynote speaker). Watch the videoclip.
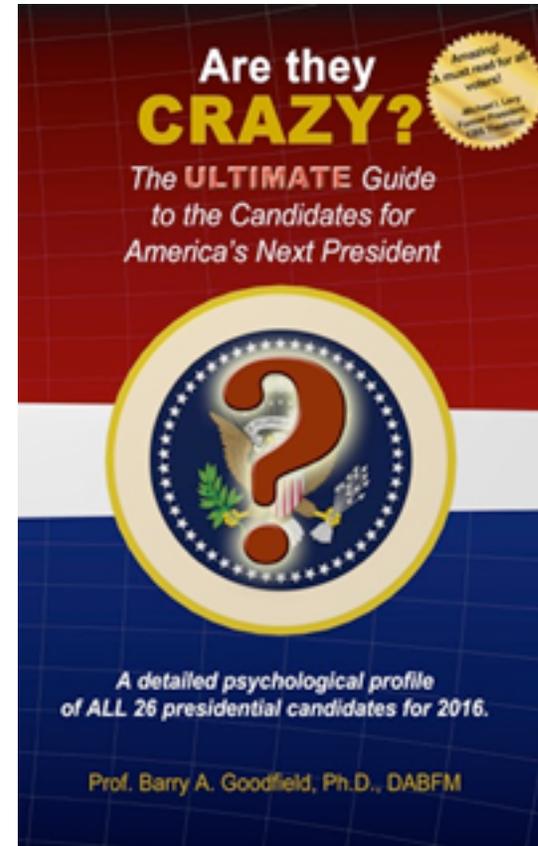
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