



The Goodfield Institute
stands ready to help you
and your organization
function at the highest
levels possible.

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Testimonials



“Dr. Goodfield has developed a method of understanding one’s basic psychological issues, basically short circuiting the years of therapy we normally confront to know and change ourselves. His use of video and simple questions draws us into the heart of our own non-verbal communication. He has changed me, and I have seen him change others in the most positive and lasting ways.”

– Marcia A. Grant, Faculty Director, School of Art & Science at the Aga Khan University in Pakistan.
Former Director, American Graduate School of International Relations and Diplomacy, Paris, France.

“I first met Dr. Goodfield at a professional women’s conference and was amazed at his ability to read people’s Nonverbal Leaks. Determined to learn more, I attended the professional workshop. Barry’s presentation style was refreshing and engaging, mixing fun humor and raw honesty. What I experienced and saw around me during the practical part of the workshop in understanding ourselves and our non-verbal leaks gave me insight into myself and human beings in general. I also appreciated Barry’s openness and patience with questions – since I must have set a record!”

– Nancy Work, International Practice Manager, Accetis International.

“Goodfield’s work has made arcane human language accessible to those who can put it to essential use: in diplomacy, in communications, in corporate negotiation, in crisis management, in day-to-day life. It enables the observant to recognize, analyze, understand and use non-verbal information to diagnose situations.”

– Paul W. Meerts, M.A. Consultant in Diplomatic Training and Deputy Director
of the Netherlands Institute of International Relations (“Clingendael”).

“I participated in two business workshops and found them very interesting and inspiring. The first and more theoretical segment of the workshop gave a good overview of the Goodfield Method and its application in professional and private situations throughout a series of fascinating lectures tailored to participants’ specific backgrounds and interests. The second part was dedicated to the practical demonstration of the Goodfield work with participants getting better insight into their patterns of behavior and life strategies. For anyone interested in a powerful method of understanding and interacting with others, these seminars are a great way to sensitize yourself to various aspects of human behavior and apply these new insights to daily life.”

– Dr. Sabine Martin, Manager of Business Development, DACO.

“Dr. Goodfield and his organization are superb at what they do. In fact, I have partnered on special missions with the Goodfield Institute for years, including training the Lithuanian head of state and his cabinet. As a training exercise, we led them through an intense mock-international style news conference, the content and style of delivery of which was later analyzed and determined to be extremely successful. The Lithuanian leaders were clearly impressed with Dr. Goodfield’s expertise.”

– Michael I. Levy, Levy Enterprises, former President and CEO, CBS Theatrical Film Group.

“I have known Dr. Goodfield for 25 years. We have frequently worked together on complex situations... His method of evaluating the deeper meaning of an individual’s behavior has a proven track record.”

– Jerry W. Hoe, Retired Special Agent FBI, President, Gobi International Investigations Inc.

“I enjoyed your work and am impressed by your insights. Like many, I stand in awe of you as a heavyweight clinical psychologist.”

– Christopher Long, Director, Foreign Service Program, Oxford University.

“Your seminar was very useful to our high ranking government officials. Thank you for being interested in and helpful to me and my country.”

– Algirdas Brazauskas, Honorary Chairman,
Social Democratic Party of Lithuania, former President, Lithuania.

“The Goodfield Institute helped our employees develop stronger understandings of each other’s communication techniques. Your training was instrumental in our ongoing success.”

– Jeff Jenson, Managing Director, Tryant Capital.

“I have worked with the amazing Goodfield Institute for years. They have made a science of observing fleeting Nonverbal Leaks that are astonishingly revealing – a must for anyone who negotiates, from the highest diplomats to everyday personal relationships.”

– Award winning author Mort Rosenblum, former AP senior correspondent
and former Editor of the International Herald Tribune.

“Dr. Goodfield was singularly responsible for the successful conclusion of a large and explosive business negotiation of mine. I could not recommend his services more highly!”

– Walter E. Danley, Jr., MBA, Nagle Danley Real Estate Advisors, Inc.

Dr. Goodfield has worked as both a psychotherapist as well as a skilled negotiator. He makes a compelling case for the body as the primary window into the unconscious.”

– Dr. Glen Gabbard, Brown Foundation Chair of Psychoanalysis,
Professor of Psychiatry and Director of the Baylor Psychiatry Clinic, Baylor College of Medicine.

Business Services

our work with companies



Corporate Profile Services

A team from the Goodfield Institute can analyze the senior members of a company or government agency to determine their strengths and weaknesses and help determine how best the organization can go forward with total confidence in its leadership. This allows us to address one of the major concerns of organizations today – getting the right people in the right place doing the right things at the right time. The Goodfield Institute works to help companies make sure that the people they hire will continue to grow, contribute and enhance the corporate goals of the organization through precise in-depth analysis, not a paper pencil test. We make sure that the unique individual is evaluated on all the observable conscious and unconscious signals that they send.

Business Analysis for Executive Search

The Institute teaches personnel screening methods to companies, including executive-search organizations. This work generates in-depth profiles of individuals and their motivations and strategies, especially regarding basic honesty, integrity, reliability and ability to handle pressure; this is ever more true in times of conflict and crisis. The result is better hiring practices, stronger staff, and therefore more resilient and successful companies.

Training the Trainers

The Goodfield Institute sponsors video conference seminars that focus on the analysis of nonverbal behaviors and the steps required to achieve competency in this discipline.

Crisis Management Planning

These educational seminars focus on crisis management preparedness. They teach corporate and governmental leaders how to effectively deal with issues ranging from internal security to bioterrorism threats. After this training, organizational leaders are better able to deal with the unexpected, having developed contingency plans to be utilized in the face of crisis.

Cross-cultural Education and Negotiation

In today's business world, we deal with people from all cultural and regional backgrounds. Participants in this seminar will gain a powerful advantage in negotiations after having been taught to distinguish between behaviors that are merely reflections of national customs and those that are a reflection of personal issues. More effective international operations are the result.

Media and Presentation Training

Recent events, such as the terror attacks of September 11th 2001, massive power blackouts, and natural disasters such as Hurricane Katrina, have placed individuals not accustomed to the media before large audiences, attempting to present complex and often emotional issues to the public. In these training sessions, such individuals learn how to project favorable and clear impressions to the media, especially in the context of press conferences. Video training is a large part of this workshop. The guidance provided by Goodfield trainers allows participants to analyze their own communication style, ultimately providing the training necessary to present their most effective persona when necessary.

Scientific Jury Selection (SJS)

The Goodfield Institute conducts Scientific Jury Selection (SJS) by reading the observable unconscious nonverbal behavior of the prospective jurors and witnesses. Law firms also use these services to evaluate all individuals involved in the judicial process, resulting in positive legal outcomes. Dr. Goodfield and his senior level consultants have the experience, as well as the passion, to not only develop probing questions but also provide deep psychological evaluations that lead to strategic selection success.



The Goodfield Method

analyzing nonverbal cues

In its simplest form, 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 Nonverbal Leaks, 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 behaviors. The Goodfield Method explains:

- How to recognize the Nonverbal 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 leaks during a difficult negotiation.
- In personnel selection, the interviewer gets a clear 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.

How The Goodfield Method Works

Class participants must produce a video for individual and group analysis of their Nonverbal 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 possible 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.

About Dr. Goodfield

his biography



Dr. Goodfield specializes in identifying the unconscious nonverbal signals known as Nonverbal Leaks. His work is based on a unique patented psychotherapeutic process, which he developed in the 1970's. Over the past 30 years, Goodfield has shared his methods with psychiatrists, psychologists, senior corporate executives, attorneys, and cabinet level officials around the globe. Books have been written on Goodfield and his work in English, French and Dutch.

In addition to his work at the Institute, Dr. Goodfield is a Senior Professor at Henley-Putnam University in San Jose, California. He has also lectured at The Foreign Service Program of Oxford University and was a visiting Professor at the Diplomatic Academy of London, University of Westminster. A former member of the United States Civil Rights Commission, Goodfield is also an author, having published *Insight and Action: The Role of the Unconscious in Crisis from Personal to International Levels* in 1999. In addition, Dr. Goodfield is a regular contributor to *Forensic Examiner Magazine* and has been a commentator for both the BBC and CBS News.

For five years, Dr. Goodfield was a protégé to semantics expert and United States Senator S. I. Hayakawa. He holds a Ph.D. in Psychology from Alliant University (formally United States International University) with previous doctoral work at U.C. Berkeley, and Rutgers University.

Dr. Goodfield belongs to the following associations:

- Member, The American Psychological Association
- Diplomate, The American Board of Forensic Examiners
- Diplomate, The American Board of Forensic Medicine
- Diplomate, The American Board of Psychology Specialists, Clinical Psychology
- Diplomate, The American Academy of Experts in Traumatic Stress
- Diplomate, National Center for Crisis Management

The Goodfield Foundation

The Goodfield Foundation is a non-profit organization, and NGO registered in The Hague, committed to providing access to the benefits of the Goodfield Method. For more than three decades Dr. Barry Austin Goodfield, founder of the Goodfield Institute and CEO of the Goodfield Foundation, has been conducting seminars on communication and conflict management on three continents. His unique methods of analyzing verbal and nonverbal behavior have formed the cornerstone of the Foundation's work. Program costs are paid in whole or in part by sponsors such as governments, companies or other institutions.

The Goodfield Foundation is anchored in simple truths: Where communication succeeds, conflict recedes, and when opposing parties face one another, communication is possible. The challenge is to help those parties communicate – to express their positions clearly and to listen effectively to others – so that they can ease crisis and resolve conflict.

More than an organization that merely believes in promoting peace in a world of conflict, the Goodfield Foundation utilizes the latest scientific methods in psychology, communication, mediation and negotiation to make effective communication possible.

The Goodfield Foundation therefore provides:

Consultations:

1. In-depth analysis of individuals and their strategies regarding such characteristics as basic honesty, integrity, reliability and their capacity to handle stress and pressure,
2. Analysis of organizational and industrial characteristics, including management effectiveness,
3. Conflict and “communication breakdown” analysis,
4. Crisis management planning, and
5. Business strategies given geopolitical realities.

Trainings:

1. The Nonverbal Leak (NVL) and the Goodfield Method,
2. The political and military aspects of crisis management,
3. Presentation and media skills training,
4. Effective presentations in a cross-cultural setting, and
5. Assessment of verbal and nonverbal communications.

One special feature of the foundation's work is the production of a video highlighting the main points of the training, which can be disseminated to additional organizations.

The Board of the Goodfield Foundation is comprised of eminent leaders from various fields. Their names are available upon request.

About the Institute

our history



Welcome to the Goodfield Institute – 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 behaviors, especially those that are identifiable through nonverbal cues or Nonverbal Leaks (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.

Contact us today.

Dr. Goodfield as a Speaker



Dr. Goodfield is a captivating and dynamic speaker. He can discuss various topics, including:

The Impact of the Unconscious on Communication, Conflict and Crisis: *A revealing examination of the human mind.*

Practical Tools and Tactics for Surviving Stress, Tension and Pressure: *An informative, upbeat presentation about tension reduction, including real, workable suggestions.*

How to Turn Perceptions of Crisis into Creative Solutions: *A lecture on how we perceive and ultimately create our own realities. This session is a perfect opener for a convention or other gathering.*

How to Win Your Negotiation and Mediation with The Nonverbal Leak: *Determining an opponent's underlying position(s) in a negotiation or mediation provides a distinct advantage. This presentation shows you how it's done – from a longtime expert.*

Keys to Communication and Creativity at Work:

A lecture and audience participation program using video that stimulates creative thinking about problems and solutions in the workplace. Participants take away a list of new, workable solutions.

The Self as Saboteur: *A presentation using live video on how our “unconscious programs” subvert many of our conscious goals. Things improve quickly when one masters these skills.*

The Use of Video in Therapy, Interviewing and Business: *This presentation shows clearly how to make video a dynamic part of work. Dr. Goodfield brought video into therapy and here he demonstrates how to use it effectively.*

Unconscious to International: *Dr. Goodfield joins with Andre Le Gallo, formerly of the CIA, to discuss the unseen realities that shape our world and how by understanding them we can make the world a better place.*

Leadership in Transition: *Factors to be considered when introducing change into your organization, including practical solutions focusing on the “who, how and what.”*

One on One Consulting

with Dr. Goodfield



It has been said that the Goodfield approach to psychoanalysis is to Freud what the space shuttle is to the model A Ford. If so, that's because traditional psychoanalysis takes large amounts of money spread over many years, whilst Dr. Goodfield accomplishes the same much desired results over an intensive, personalized five day period.

Here's how it works: the individual entering the analysis provides Dr. Goodfield with important photographs covering numerous family generations, significant childhood photos as well as pictures of important people in their life. An analysis of the pictures using special video techniques is conducted. The result is a "big picture" of the person's life. Once this is completed the person meets with Dr. Goodfield. Over the next 5 days, the person's unique Nonverbal Leak becomes the guide to decoding historical maladaptive decisions and strategies.

With video techniques unique to the Goodfield Method – as well as the use of hypnosis – the altered state reveals the perceived "logic" and subsequent decisions and strategies that followed and made for inefficient approaches to daily living. The logic of an adult replaces the fears and fantasies of childhood.

Numerous brilliant and successful people – including some heads of state – have spent a "life-changing" week with Dr. Goodfield in this way.

Police & Military Services

how we can help



For Decades, Dr. Goodfield and his Institute have assisted senior police and military officials with these unique services:

Rapid Return Profile Service (RRPS)

Bona fide law enforcement agencies or intelligence services can receive within 48 hours a detailed profile of a suspect with predictions and specific suggestions for locating and apprehending the suspect. This service is available when photos and/or video evidence is available. The clearer and more accurate the material provided to the Institute, the clearer and more accurate the feedback. This service has been used in situations where composite sketches are seen as accurate according to witnesses, as in the case of the “Night Stalker” Richard Ramirez.

Interrogation Training Program (ITP)

The unique cues (Nonverbal Leaks) shown by a subject can reveal the truth behind disingenuous verbal statements. Learning to penetrate the unconscious motivations of a suspect can lead to accelerated inquiries and interrogations and may consequently save time and perhaps even lives.

Selection and Screening Training *(Good Cop – Better Cop)*

The hiring and promotion of police officers is a crucial process. Just as 10% of the US population causes 90% of the crime, it is also true that a very small percentage of police officers cause difficulty within their department and in the eyes of the public. The Goodfield Institute helps select the best cops to uphold society’s views, values and laws through their understanding of the unconscious, where true motivations and strategies are revealed. Our training teaches systematic methods for analyzing behavior patterns so that selecting officers becomes a more efficient and scientifically based process.

The course presents videotaped material where split-second, nonverbal “messages” that imply hidden agendas, as reflected in eye movements, breathing rate changes, muscle tension and more, can be studied in slow motion and freeze-frame. Participants learn to “read” these messages and select better cops – and society benefits.