

Goodfield Institute LLC

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Goodfield Foundation

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BUSINESS SERVICES

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

Introduction

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

“Any person looking at the challenges we face in our world today will agree, that the more accurately we see these challenges and differences and the more precisely we read the conscious and unconscious factors influencing these challenges, the better off our world will be.”

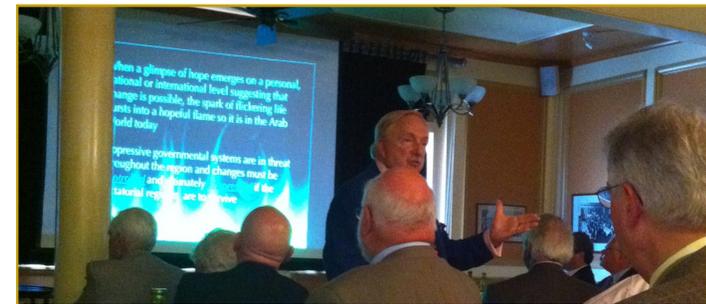
This is the paramount objective of Goodfield: better decisions and understanding through deeper and more accurate insights.

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 nonverbal behavior have been developed by Dr. Barry Austin Goodfield.

His method has helped many individuals, leaders in industry, government, human resources, mental health professionals, law enforcement and intelligence agencies as well as 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 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 can utilize The Goodfield Method™ to quickly determine a specific problem area that needs work.
- In business, an executive can 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 can get 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 through the use of 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 Prof. Goodfield's 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](#).





Business Services

Goodfield and his team provide expert consulting and training to commercial, professional and governmental organizations using the Goodfield Method™ in numerous areas including:

- Decision making
- Negotiation
- Mediation
- Communications
- Personal development
- Team building
- Crisis management techniques

Additional services available to companies include:

- Corporate Profile Services
- Business Analysis for Executive Search
- Training the Trainers
- Crisis Management Planning
- Cross-cultural Education and Negotiation
- Media and Presentation Training
- Legal Services & Consultancy

Some of the services are highlighted on this page.



Corporate Profile Services

To go forward with total confidence in its leadership, the senior members of a company or government agency will be analyzed to determine their strengths and weaknesses. The major concerns of organizations today — getting to the right people in the right place doing the right things at the right time.



Executive Search

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.



Media and Presentation Training

Terrorist attacks, massive power blackouts, and natural disasters have placed individuals, that are not accustomed to the media, in front of large audiences where they must 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.



Negotiation and Mediation

By providing a deep understanding of both conscious and unconscious motives and emotions Dr. Goodfield with his method can reduce conflicts and produce agreements more quickly. His ability to accurately read the dynamics of all players' interactions increases the chances of securing a lasting outcome. Assuring a “win—win” outcome is always the best solution.