Gaining Power through Body Language, Speech & Dress

Panelists:

- **Louisa Bojesen**, Host of CNBC Europe’s *European Closing Bell*
- **Cynthia Dubin**, Finance Director, JKX Oil & Gas
- **Sheila Robinson**, Adviser, Trinity Management Communications

Moderator:

**Dr. Catherine H. Tinsley**, Professor, McDonough School of Business
Dress: The Beauty Premium

Interpersonal Competence

Occupational Competence

Adjustment & mental health

Greta Garbo  Meg Ryan  Rock Hudson  Keanu Reeves

Jobs  Help  Money  Smiling

Votes  Honesty  Positive emotion

Attention  Acceptance
Dress: The Beauty Premium

Dress for success
Can we create or augment the proven economic benefits of the beauty premium?

1996 Shanghai study
- Households interviewed door to door
- Detailed household expenses including on woman’s clothes and cosmetics
- Earnings of woman
- In 850+ households interviewer able to rate attractiveness of the woman

Dress: The Beauty Premium

The limits of dressing for success

At a certain point, diminishing returns…

<table>
<thead>
<tr>
<th></th>
<th>Earnings</th>
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<tbody>
<tr>
<td>Beauty</td>
<td>0.1043 (0.0324)</td>
</tr>
<tr>
<td>Spending</td>
<td>0.1983 (0.1061)</td>
</tr>
<tr>
<td>Spending$^2$</td>
<td>-0.0002 (0.00013)</td>
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</tbody>
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Speech: How to Negotiate at Work

Rewards for asking nicely

Amantullah & Tinsley, 2013, Organizational Behavior and Human Decision Processes
For Women using “we” messages is most helpful

Tinsley & Amanatullah, 2013, Working Paper
Body Language: Power

Your body language shapes who you are

“Who you promote, who you ask out on a date”

Amy Cuddy, 2012 TED Talk
How we can help ourselves

Nonverbal expressions of power and confidence

- Subjects stood or sat in “power poses” for one minute
- Tested cortisol and testosterone levels before and after
- Interviewed

Carney, Cuddy, & Yap, 2010, *Psychological Science*