

Gaining Power through Body Language, Speech & Dress

Panelists:

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

Moderator:

Dr. Catherine H. Tinsley, Professor,
McDonough School of Business

Dress: The Beauty Premium

*Interpersonal
Competence*



Greta Garbo

*Occupational
Competence*



Meg Ryan

*Adjustment &
mental health*



Rock Hudson



Keanu Reeves

Jobs

Help

Money

Smiling

Votes

Honesty

*Positive
emotion*

Attention

Acceptance

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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

Hamermesh, Meng, & Zheng, 2002, *Labour Economics*

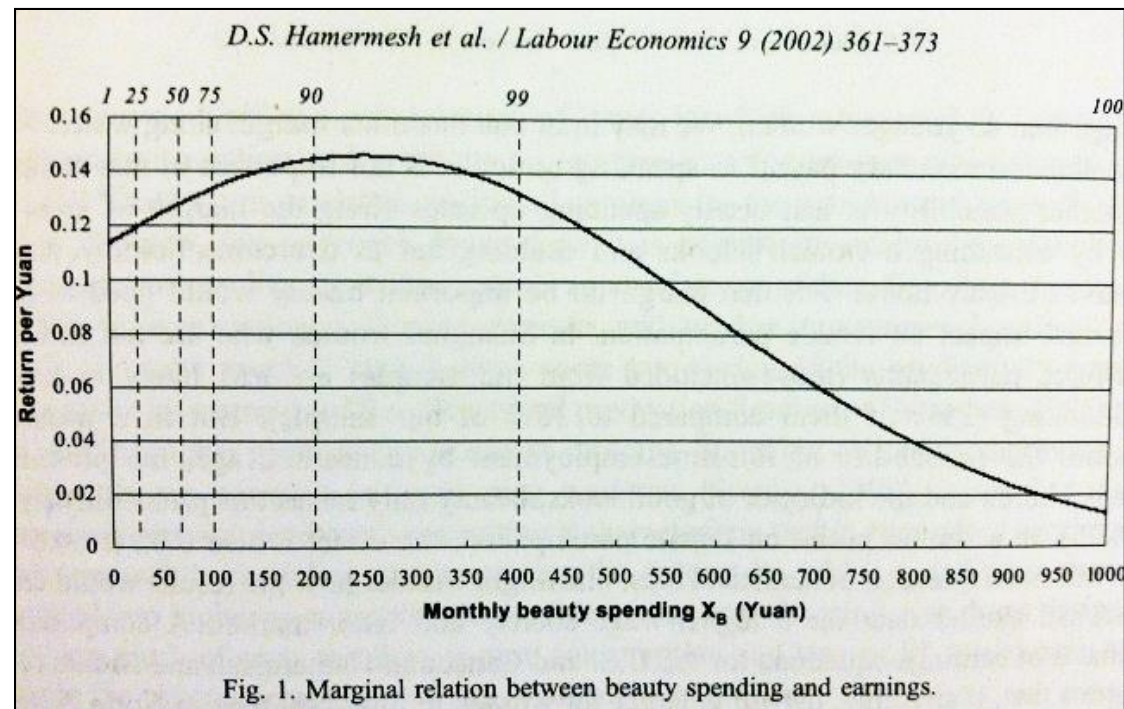


Dress: The Beauty Premium

The limits of dressing for success

At a certain point, diminishing returns...

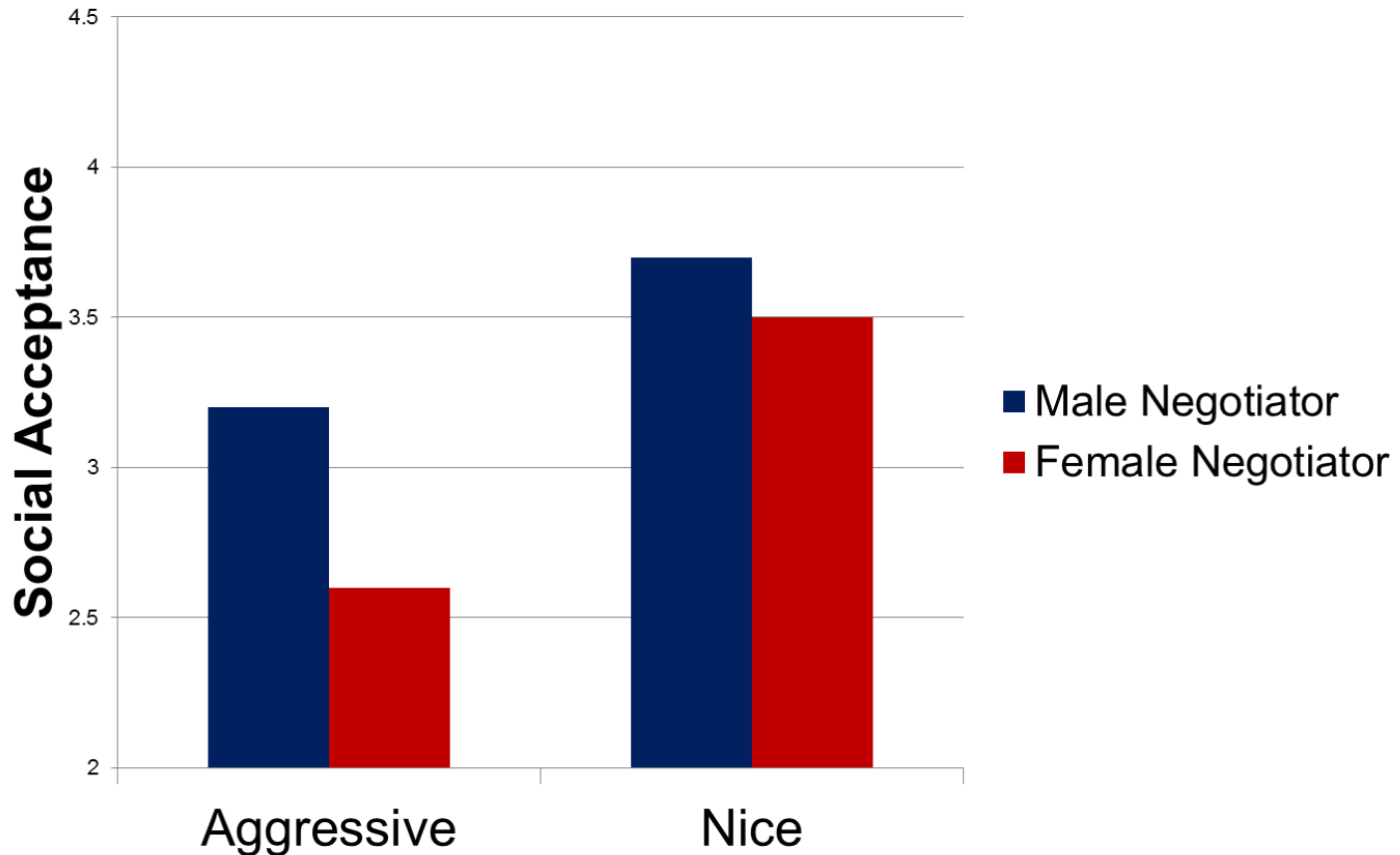
	Earnings
Beauty	0.1043 (0.0324)
Spending	0.1983 (0.1061)
Spending ²	-0.0002 (0.00013)



Hamermesh, Meng, & Zheng, 2002, *Labour Economics*

Speech: How to Negotiate at Work

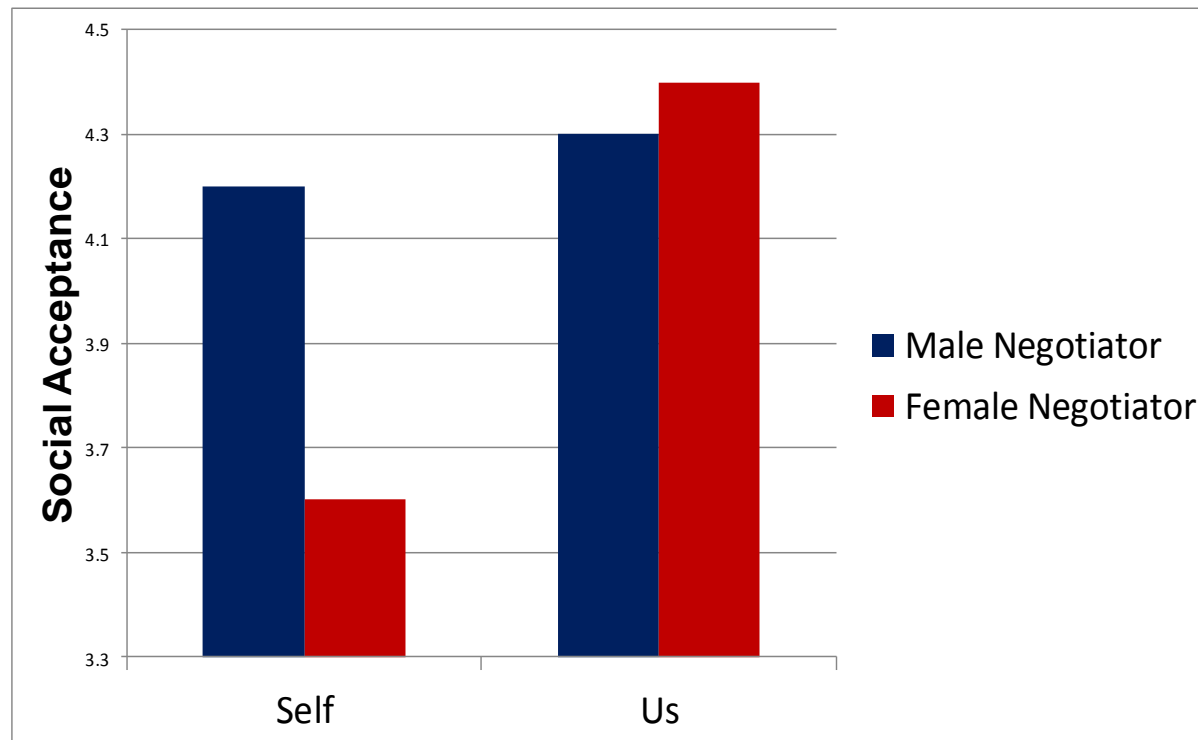
Rewards for asking nicely



Amantullah & Tinsley, 2013, *Organizational Behavior and Human Decision Processes*

Speech: Frame of the Request

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”



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Body Language: Power

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*