

LEADERSHIP IS A THING

SPOKANE MARKETING ASSOCIATION

Presented by Geordie Aitken
February 11, 2016



Aitken
Leadership
Group

**Leadership is a
personal thing.**

**Leadership is a
SOCIAL thing.**

**Leadership is a
physical thing.**

**Leadership is about
influence.**

**Influence is
communicated through
our bodies.**

**This session examines
current research and
practical techniques for
improving your leadership
influence.**

With so much communication
being conducted at distance, we
have to make the best use of our
'*face time*' with other people.

Our facial expressions, our posture, and our body language communicate volumes. They are our primary tools to *influence* others.

*** under the heading of
achieving influence
what is one thing you
are curious about ?**

**** At the end of this
workshop, you will learn a
2-Minute *Life Hack*
which can change
everything ****

Context Questions:

1. Where you are from?
2. What was it like growing up?
3. What was the most important lesson you learned from your parents?
4. What is your greatest success?
5. What frightens you?
6. What brings you joy?

Can I trust you?

Can I respect you?

INFLUENCE IS COMMUNICATED THROUGH OUR BODIES.

STRENGTH + Warmth

**INFLUENCE IS COMMUNICATED THROUGH OUR
BODIES.**

STRENGTH

INFLUENCE IS COMMUNICATED THROUGH OUR BODIES.

STRENGTH

=

ability + will

INFLUENCE IS COMMUNICATED THROUGH OUR BODIES.

Warmth

INFLUENCE IS COMMUNICATED THROUGH OUR BODIES.

Warmth
=
empathy +
familiarity

INFLUENCE IS COMMUNICATED THROUGH OUR BODIES.

STRENGTH + Warmth

INFLUENCE IS COMMUNICATED THROUGH OUR BODIES.

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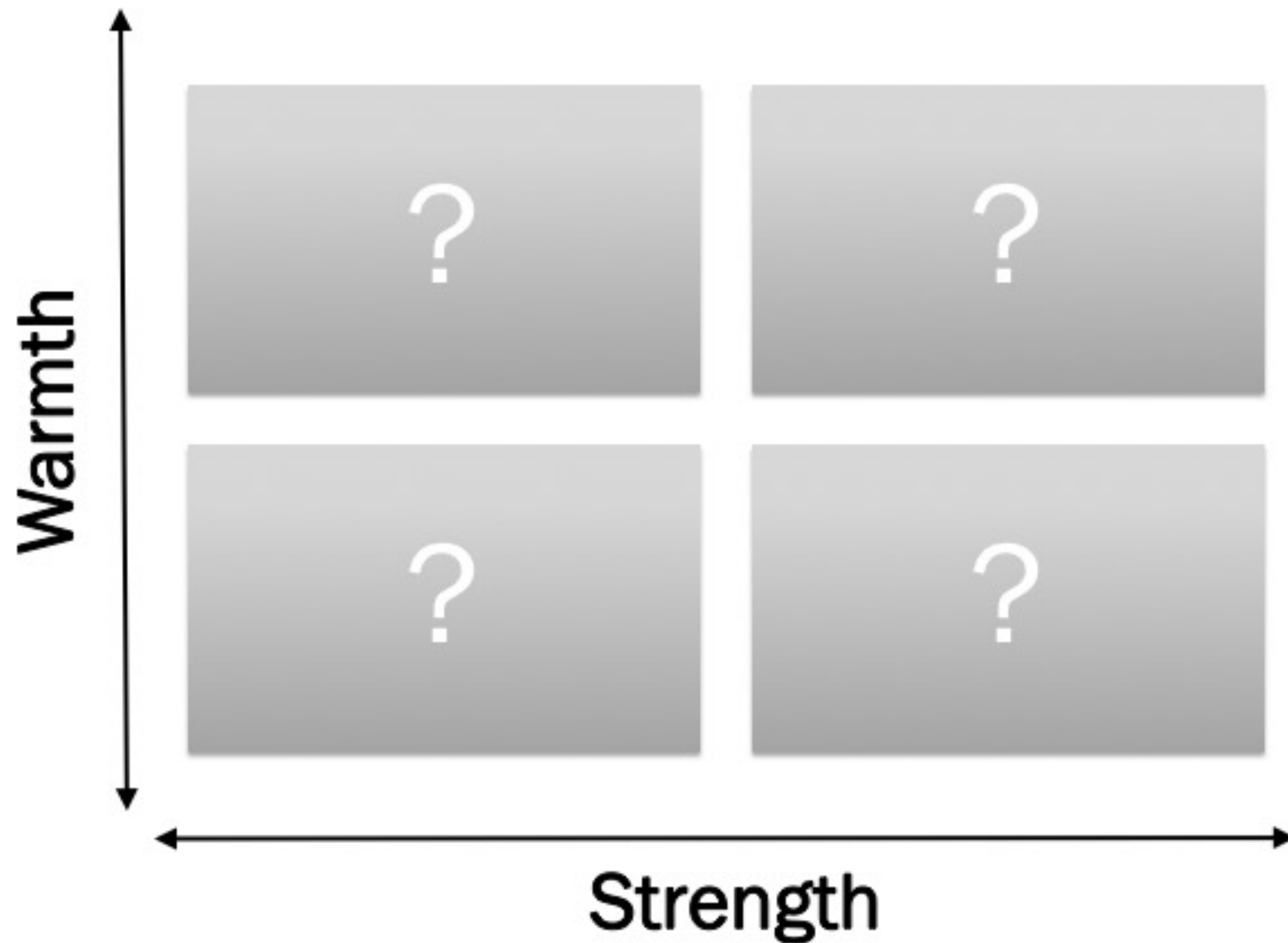
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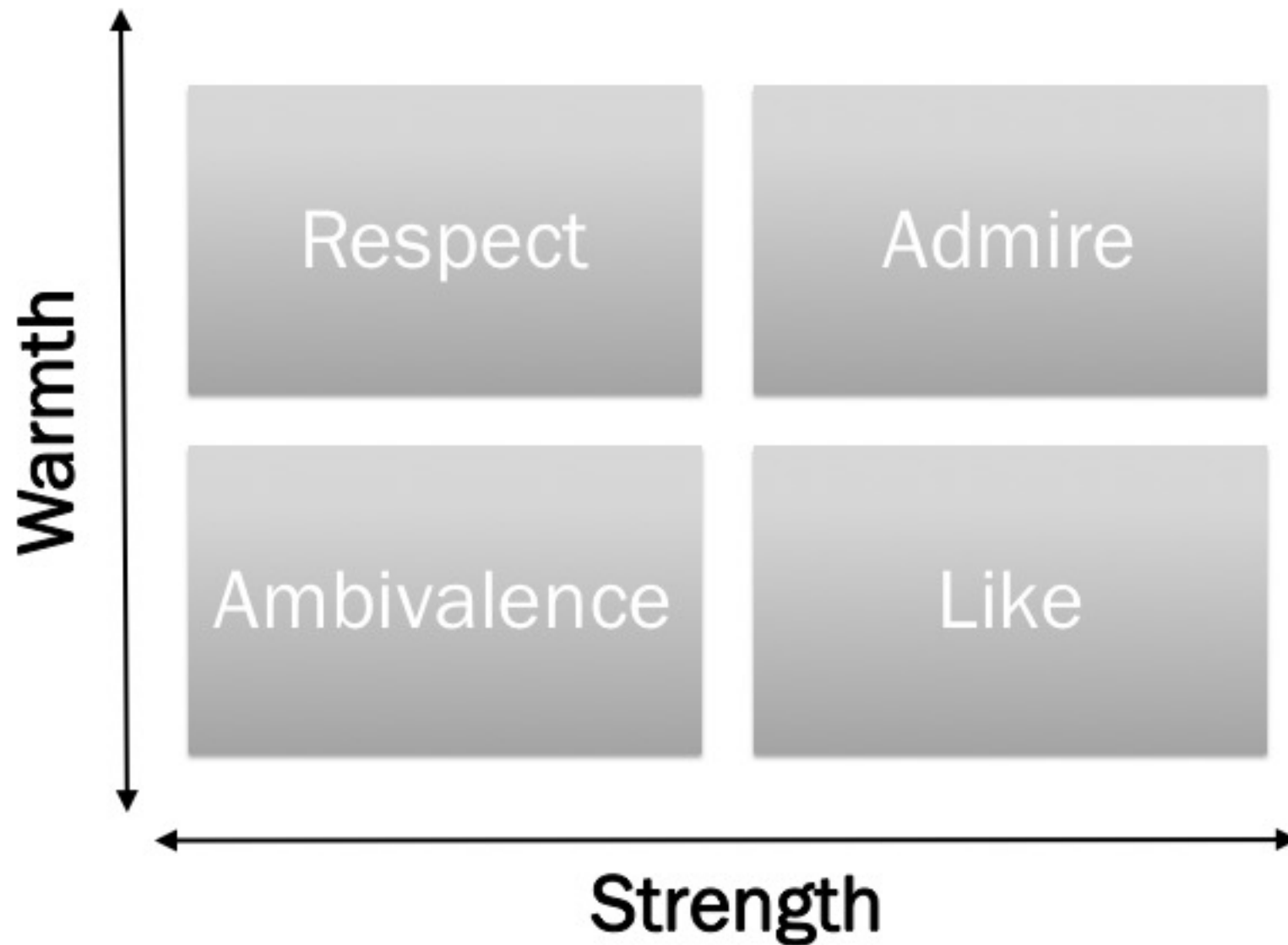
STRENGTH + Warmth

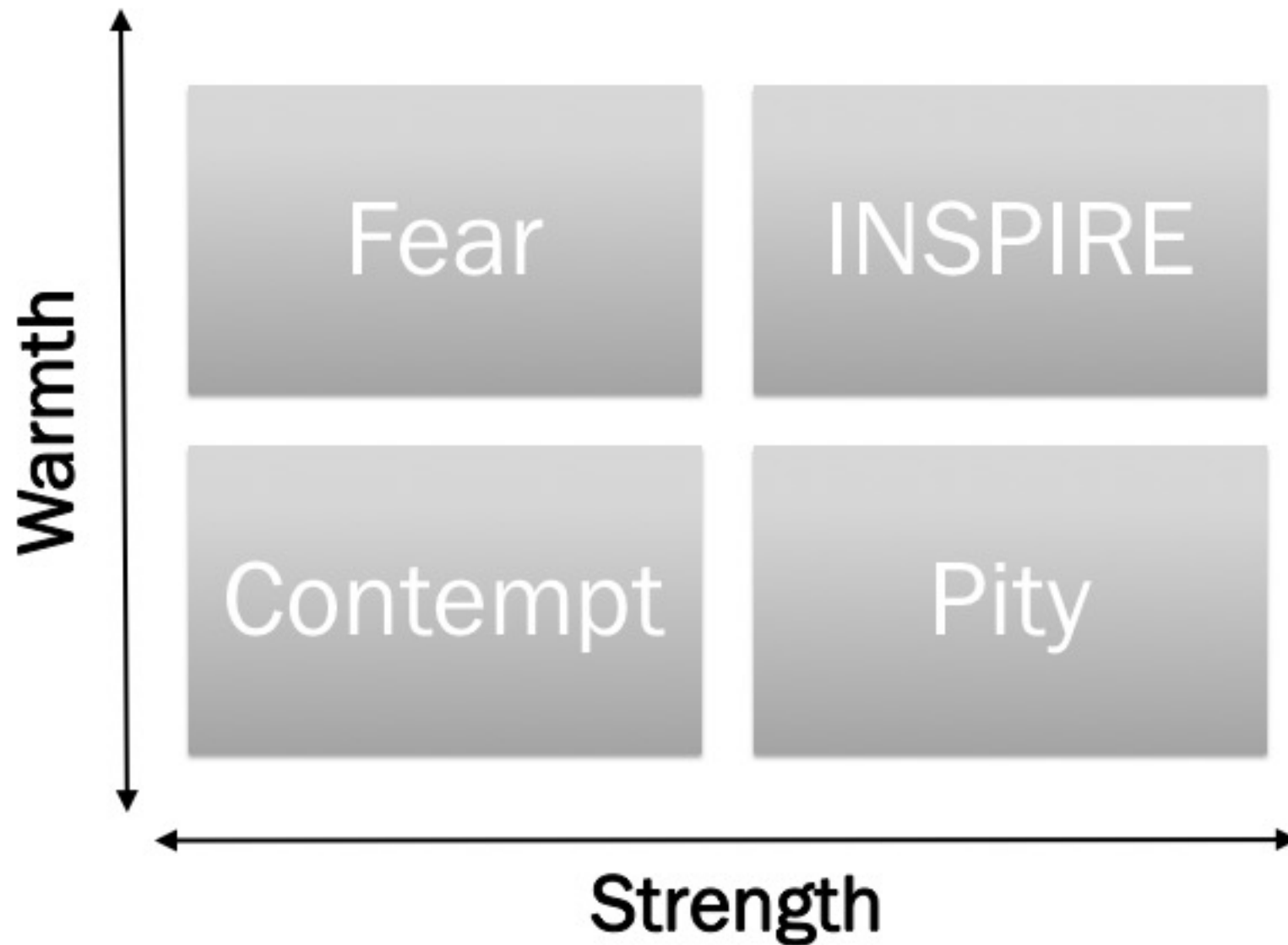


Context Questions 2:

1. In what relationships do you want to be more influential?
2. What is something you do that you know *gets in the way* of being *more* influential?
3. What is something you do that you know is *effective* at influencing others?
4. Do you tend to do *warmth* or *strength* more easily? Give an example.







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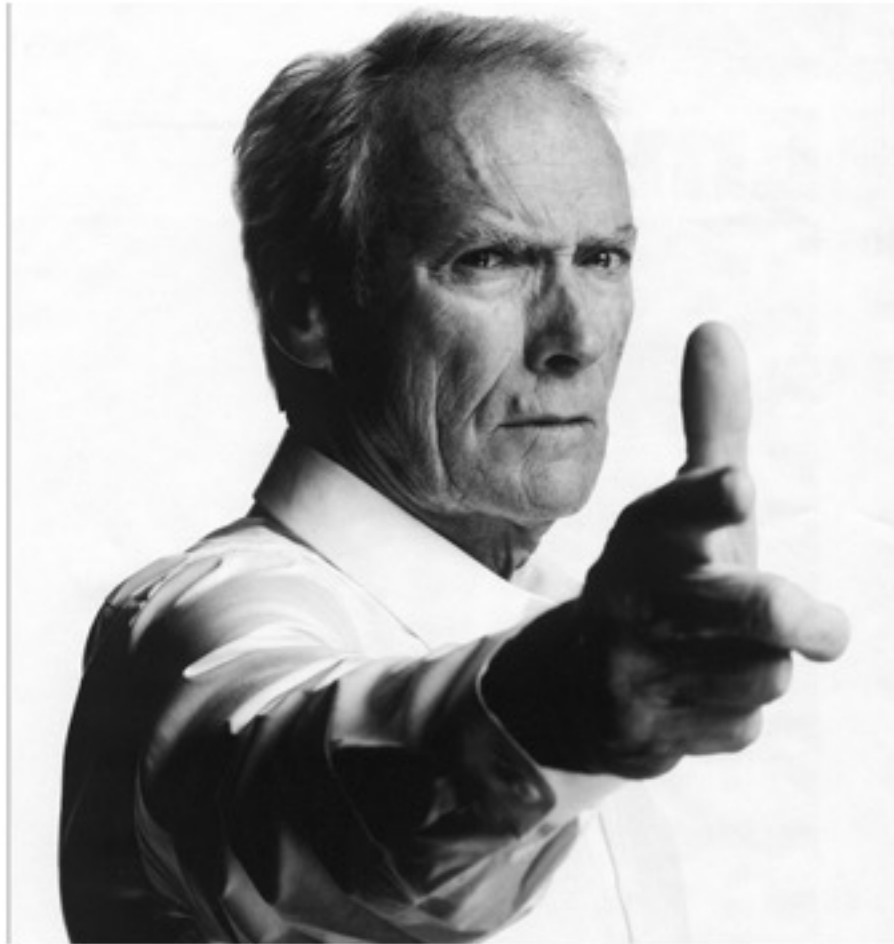
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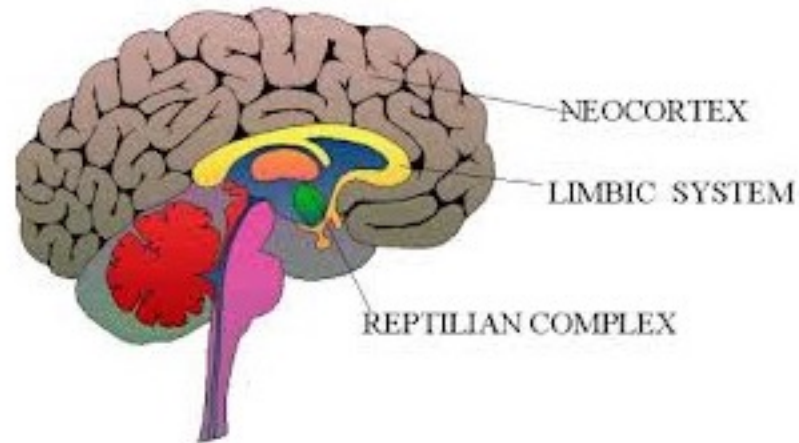


**LEADERSHIP IS COMMUNICATED THROUGH
OUR BODIES.**



EMBODIED LEADERSHIP

Our 'Limbic System' calls the shots. It evolved first.
It is very powerful.



EMBODIED LEADERSHIP

The Limbic system is concerned with Survival.

It makes us react *unconsciously* in terms of:

Threat & Reward

EMBODIED LEADERSHIP

Threat = AWAY
Reward = TOWARD

EMBODIED LEADERSHIP

Threats!



EMBODIED LEADERSHIP

Threat = AWAY



EMBODIED LEADERSHIP

Reward



EMBODIED LEADERSHIP

Reward = TOWARD



AWAY



Situation



TOWARD



AWAY



Situation



TOWARD



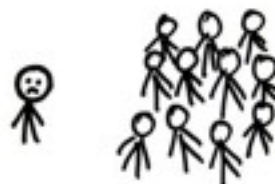
Meetings

Presentations

Negotiations

Coaching

Etc.



AWAY



Situation



TOWARD

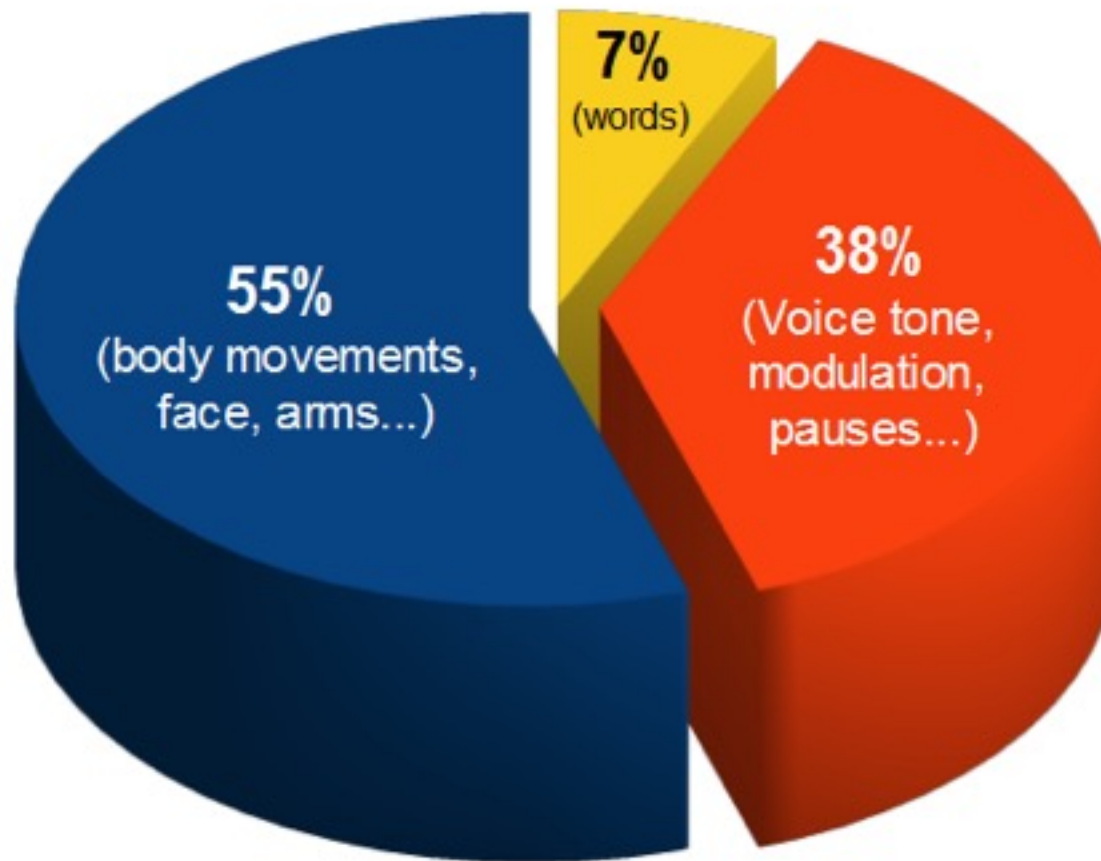


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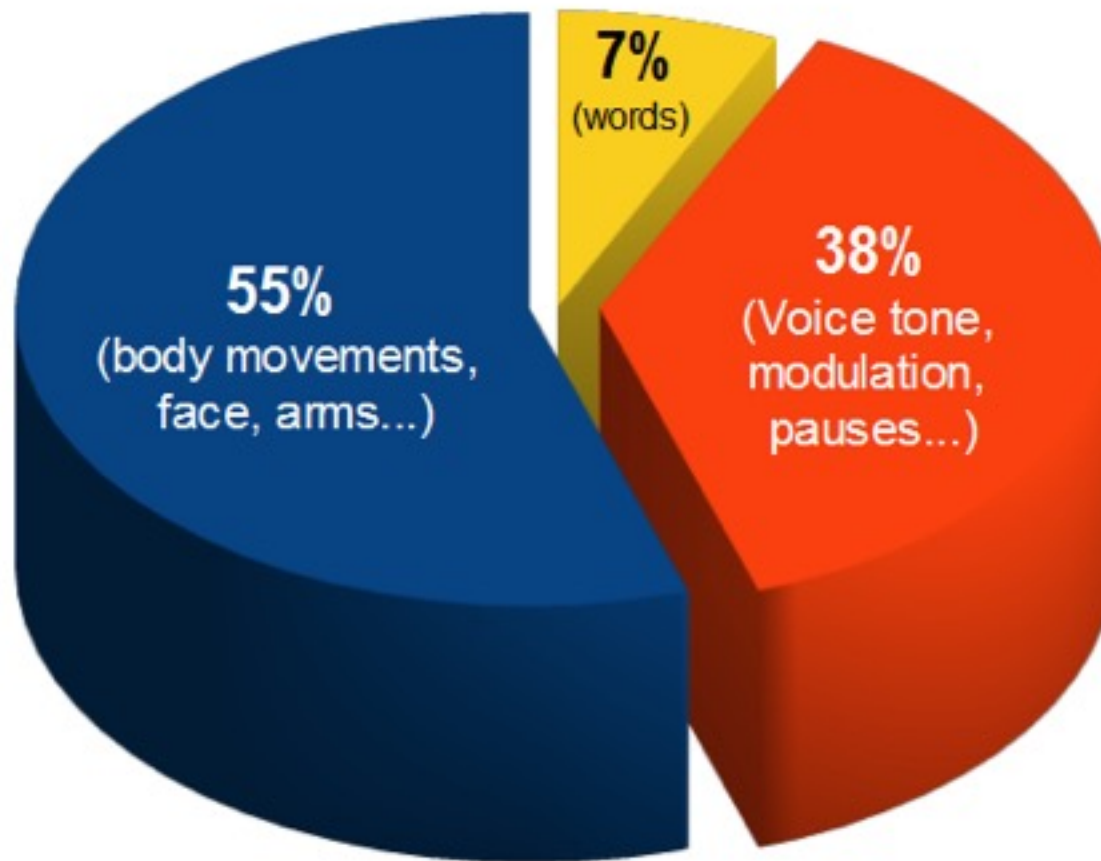


* Notice what
your body is
doing right now.

LEADERSHIP IS COMMUNICATED THROUGH OUR *BODIES*.



**LEADERSHIP IS COMMUNICATED THROUGH
OUR *BODIES*. AND SO IS *EVERYTHING* ELSE.**

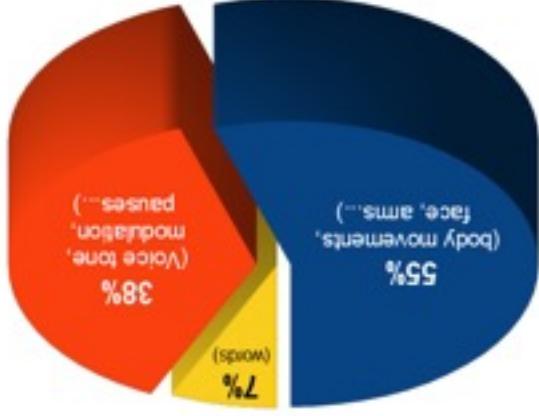


LEADERSHIP IS COMMUNICATED THROUGH OUR BODIES. AND SO IS EVERYTHING ELSE.

This is conventional wisdom.

But at some point, most of us stop learning about how to optimize ourselves physically.

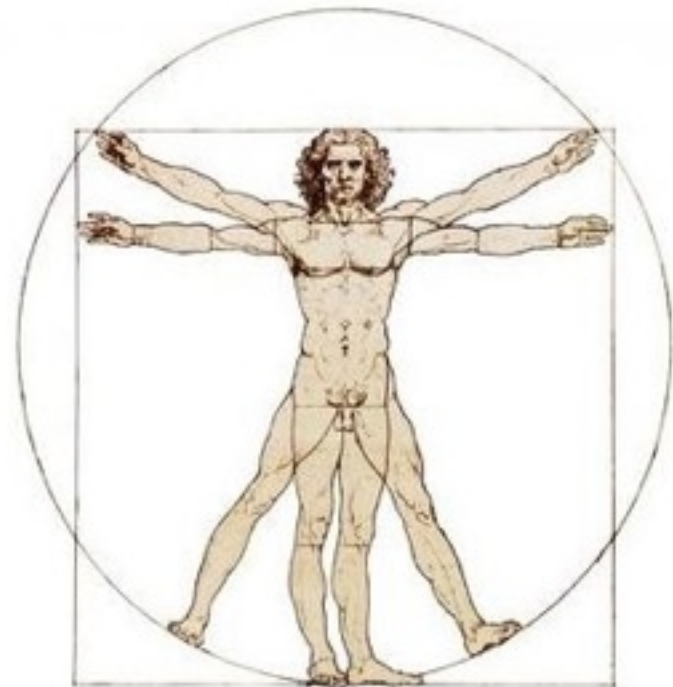
Let's start again.



LEADERSHIP IS COMMUNICATED THROUGH
OUR BODIES.

STRENGTH + Warmth

1. Posture
2. Arms + Hands
3. Face
4. Voice



LEADERSHIP IS COMMUNICATED THROUGH
OUR BODIES.

STRENGTH + Warmth

1. Posture: Power Poses



LEADERSHIP IS COMMUNICATED THROUGH
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STRENGTH + Warmth

1. Posture: Power Poses



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STRENGTH + Warmth

1. Posture: Power Poses



LEADERSHIP IS COMMUNICATED THROUGH
OUR BODIES.

STRENGTH + Warmth

2. Arms + Hands



LEADERSHIP IS COMMUNICATED THROUGH
OUR BODIES.

STRENGTH + Warmth

3. Face



LEADERSHIP IS COMMUNICATED THROUGH
OUR BODIES.

STRENGTH + Warmth

4. Voice:

Authoritative + Approachable

LEADERSHIP IS COMMUNICATED THROUGH
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STRENGTH + Warmth

4. Voice:

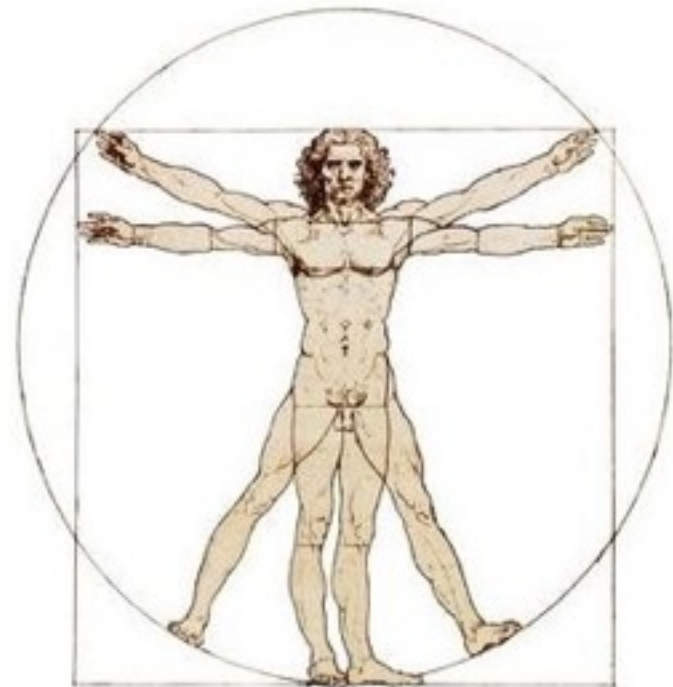
Authoritative + Approachable

Break & Breathe!

LEADERSHIP IS COMMUNICATED THROUGH
OUR BODIES.

STRENGTH + Warmth

1. Posture
2. Arms + Hands
3. Face
4. Voice



**** 2-Minute Life Hack**

AKA

The Phone Booth Trick

** 2-Minute Life Hack

instructions:

Before an important occasion:

- 1) Recall a good memory

** 2-Minute Life Hack

instructions:

Before an important occasion:

- 1) Recall a good memory
- 2) Take Superman posture for 2 whole minutes.

** 2-Minute Life Hack

instructions:

Before an important occasion:

- 1) Recall a good memory
- 2) Take Superman posture for 2 whole minutes.
- 3) *Bring it.*

THANK YOU!

For more info or FURTHER RESOURCES...

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Useful References:

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are

Compelling People, Neffinger & Kohut, 2014

Presence, Cuddy, 2015



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