

Amy Cuddy: your body language shapes who you are

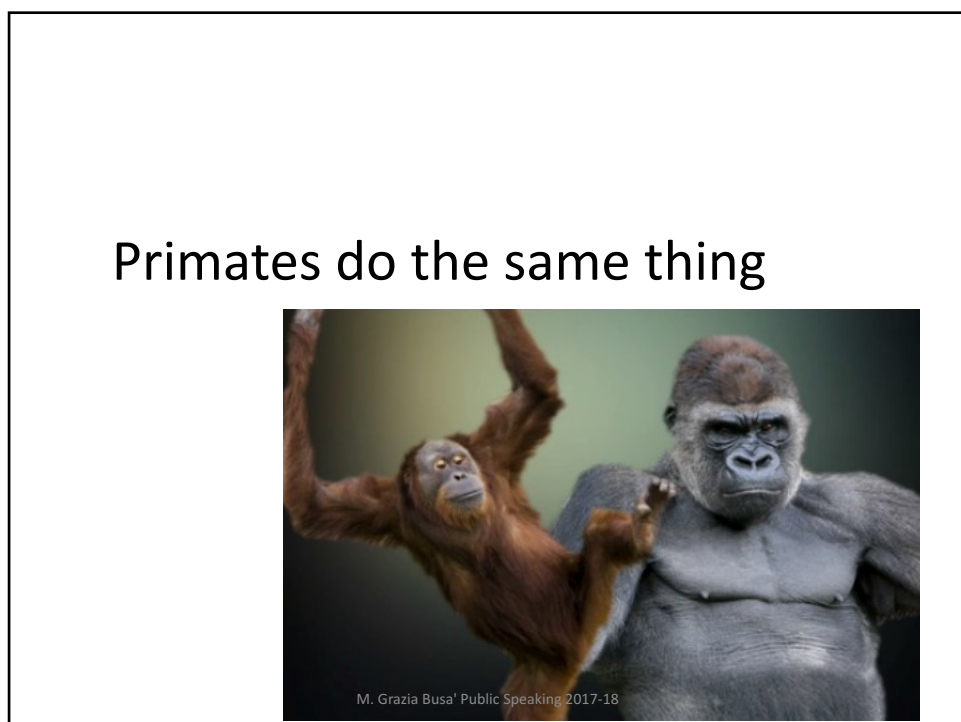
https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are?language=en



M. Grazia Busa' Public Speaking 2017-18

Her study in a nutshell...

M. Grazia Busa' Public Speaking 2017-18



Animals do the same thing



M. Grazia Busa' Public Speaking 2017-18

Feeling powerless



M. Grazia Busa' Public Speaking 2017-18

Feeling powerless

Powerless



M. Grazia Busa' Public Speaking 2017-18

Putting together high and low power



M. Grazia Busa' Public Speaking 2017-18

Question:

M. Grazia Busa' Public Speaking 2017-18

We know that our non-verbal
govern the way people think and
feel about us

But....

M. Grazia Busa' Public Speaking 2017-18

Do our non-verbal govern how we
feel and think about ourselves?

M. Grazia Busa' Public Speaking 2017-18

for
2 minutes

Some People were asked to
Sit in..

M. Grazia Busa' Public Speaking 2017-18

High-power poses



M. Grazia Busa' Public Speaking 2017-18

Or low-power poses



M. Grazia Busa' Public Speaking 2017-18

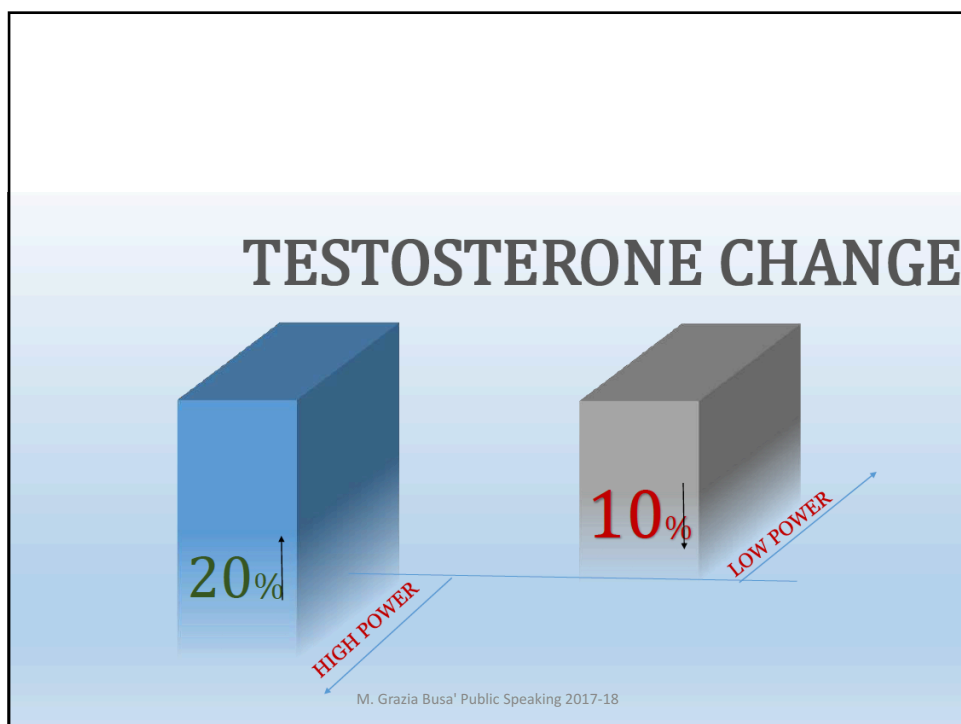
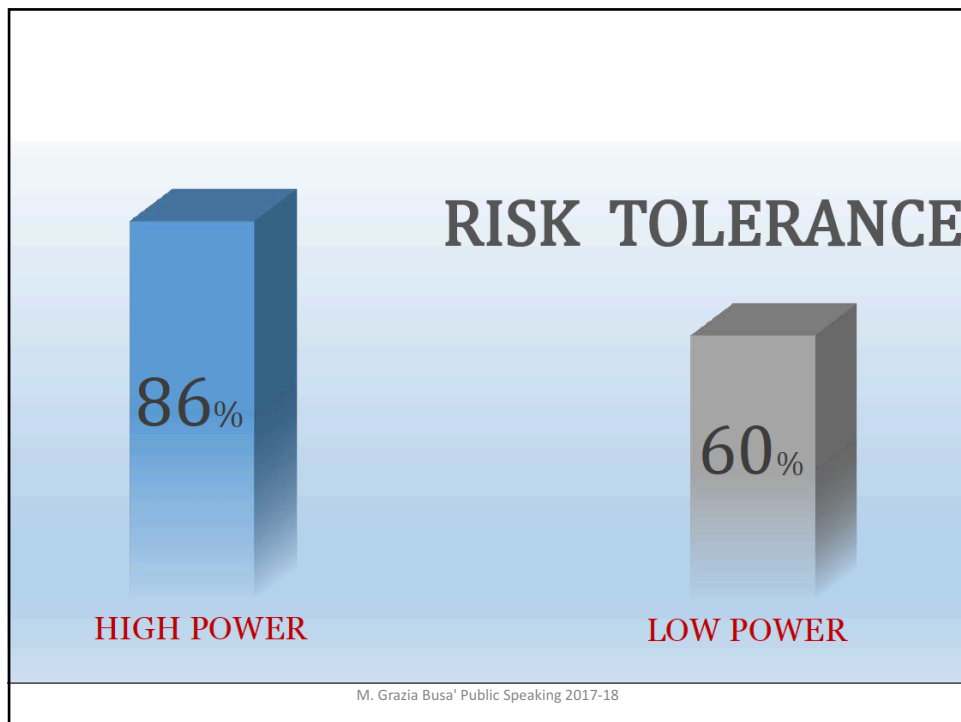
The speakers were then asked to spit a little saliva in a vial. The saliva was then examined

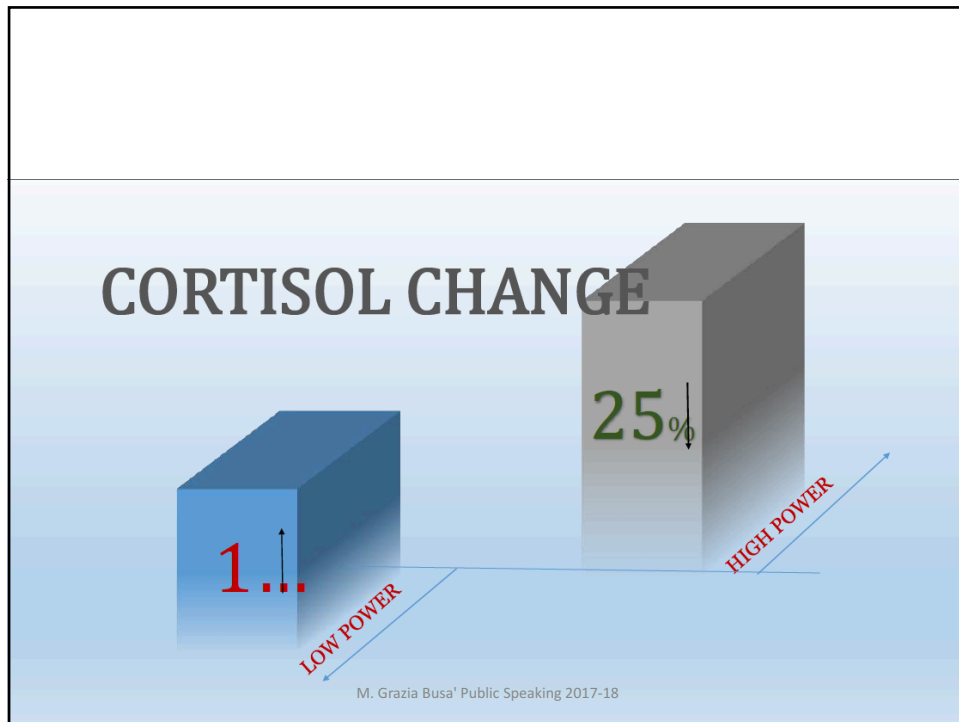
M. Grazia Busa' Public Speaking 2017-18

Results:

Positions led to changes in hormonal levels of **testosterone** (dominance hormone) and **cortisol** (stress hormone)

M. Grazia Busa' Public Speaking 2017-18





Extension

This experiment was tested with people facing a job interview

for
2 minutes

Some People were asked to
Sit in..

M. Grazia Busa' Public Speaking 2017-18

High-power poses



M. Grazia Busa' Public Speaking 2017-18



The speakers then had to face a job interviewer who maintain an absolutely expressionless face (to create anxiety in the participants)

M. Grazia Busa' Public Speaking 2017-18



M. Grazia Busa' Public Speaking 2017-18

Results

People with a **high power pose** were valued much more positively **overall** (presence, enthusiasm, authenticity) and **considered worth hiring**

M. Grazia Busa' Public Speaking 2017-18

Amy Cuddy's recommendation

You should 'fake it until you become it' → learned behavior becomes part of your personality

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are?language=en

M. Grazia Busa' Public Speaking 2017-18

<https://www.youtube.com/watch?v=PtLcb9oWsok>

M. Grazia Busa' Public Speaking 2017-18

introduction

M. Grazia Busa' Public Speaking 2017-18

Amy Cuddy: your body language shapes who you are

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are?language=en



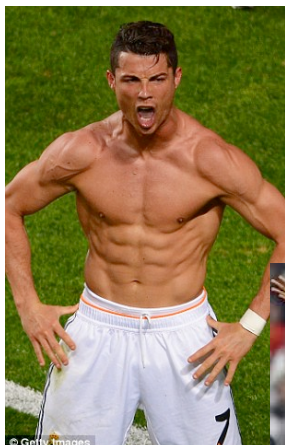
M. Grazia Busa' Public Speaking 2017-18

Her study in a nutshell...

M. Grazia Busa' Public Speaking 2017-18



Dominant poses



M. Grazia Busa' Public Speaking 2017-18

Primates do the same thing



Animals do the same thing



M. Grazia Busa' Public Speaking 2017-18

Feeling powerless



M. Grazia Busa' Public Speaking 2017-18

Feeling powerless

Powerless



M. Grazia Busa' Public Speaking 2017-18

Putting together high and low power



M. Grazia Busa' Public Speaking 2017-18

Question:

M. Grazia Busa' Public Speaking 2017-18

We know that our non-verbal
govern the way people think and
feel about us

But....

M. Grazia Busa' Public Speaking 2017-18

Do our non-verbal govern how we
feel and think about ourselves?

M. Grazia Busa' Public Speaking 2017-18

for
2 minutes

Some People were asked to
Sit in..

M. Grazia Busa' Public Speaking 2017-18

High-power poses



M. Grazia Busa' Public Speaking 2017-18



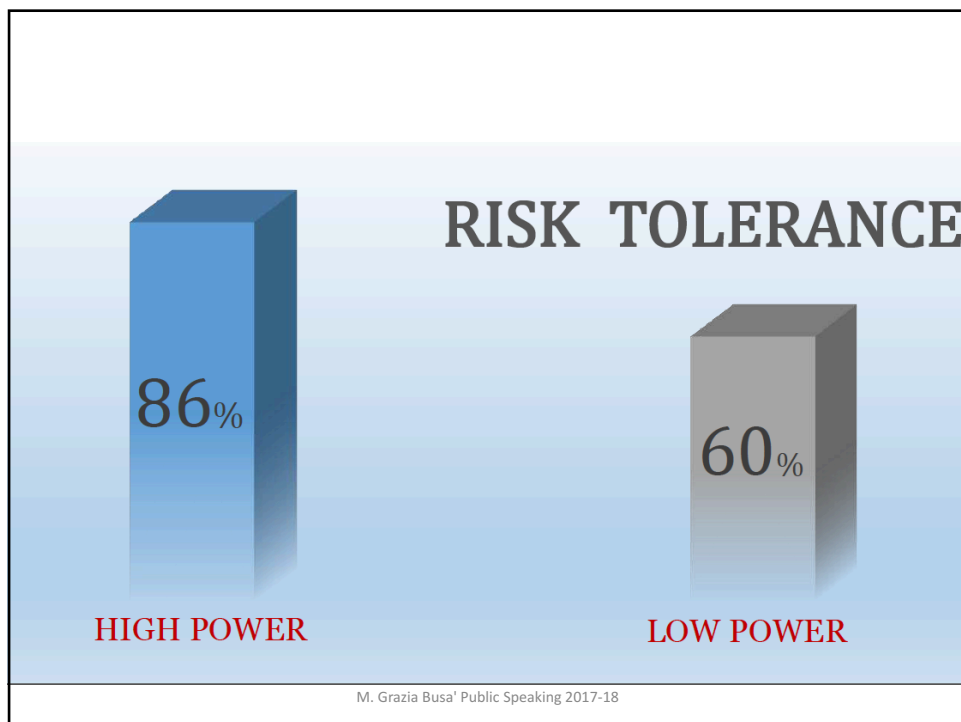
The speakers were then asked to spit a little saliva in a vial. The saliva was then examined

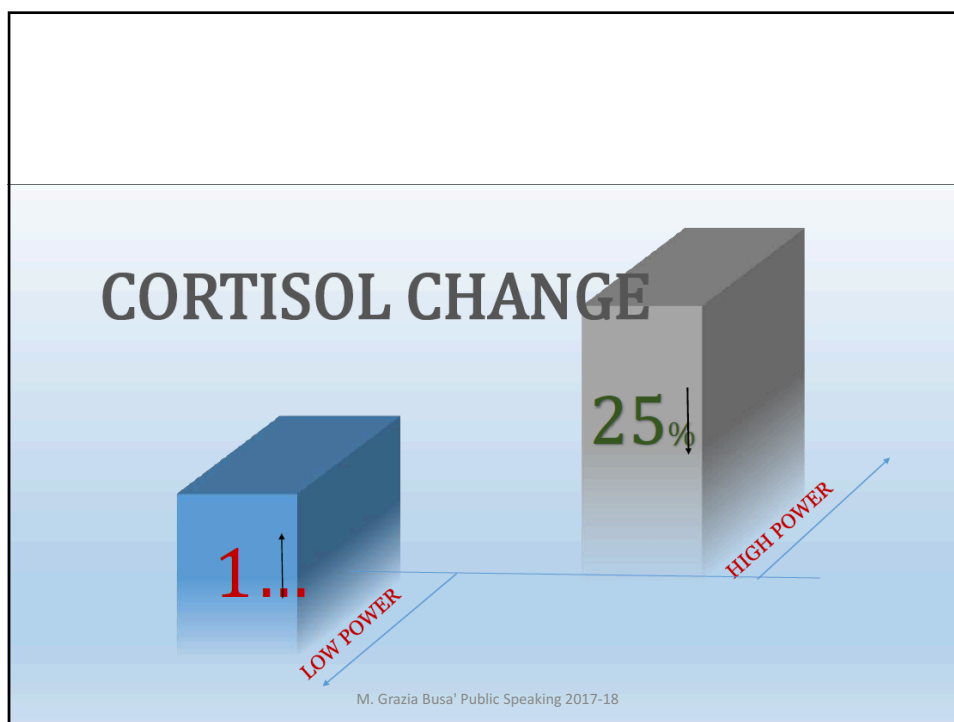
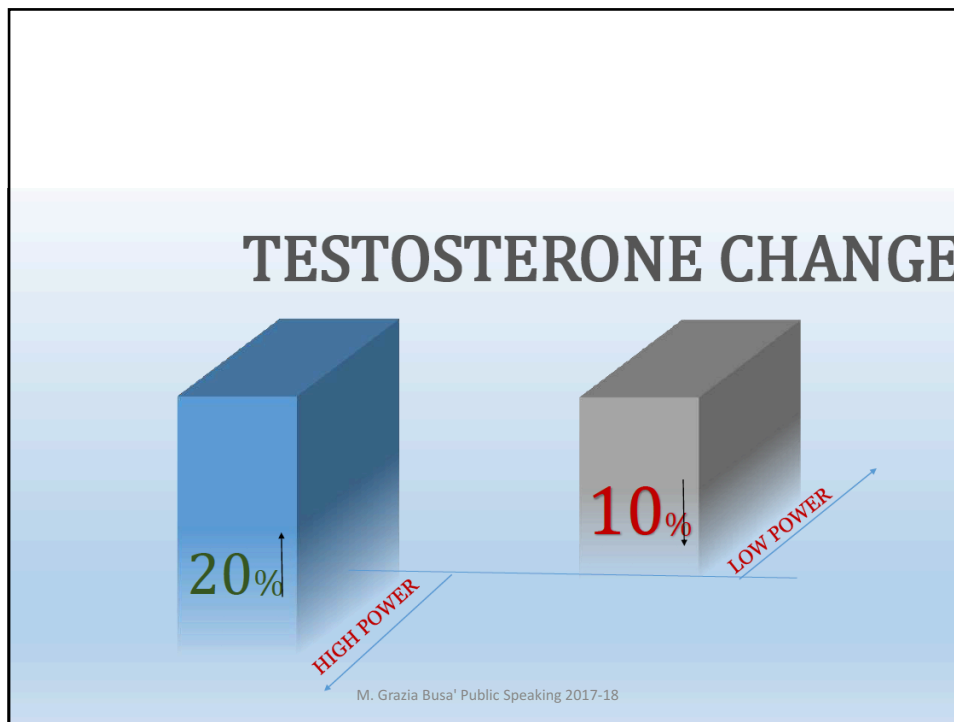
M. Grazia Busa' Public Speaking 2017-18

Results:

Positions led to changes in hormonal levels of **testosterone** (dominance hormone) and **cortisol** (stress hormone)

M. Grazia Busa' Public Speaking 2017-18





Extension

This experiment was tested with people facing a job interview

M. Grazia Busa' Public Speaking 2017-18

for
2 minutes

Some People were asked to
Sit in..

M. Grazia Busa' Public Speaking 2017-18

High-power poses



M. Grazia Busa' Public Speaking 2017-18

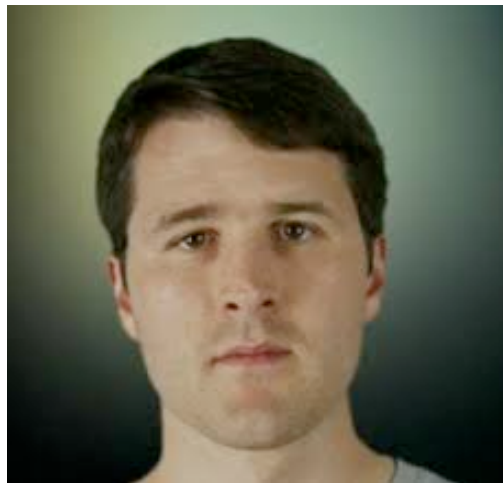
Or low-power poses



M. Grazia Busa' Public Speaking 2017-18

The speakers then had to face a job interviewer who maintain an absolutely expressionless face (to create anxiety in the participants)

M. Grazia Busa' Public Speaking 2017-18



M. Grazia Busa' Public Speaking 2017-18

Results

People with a **high power pose** were valued much more positively **overall** (presence, enthusiasm, authenticity) and **considered worth hiring**

M. Grazia Busa' Public Speaking 2017-18

So....

Do we need to be fake to be successful?

M. Grazia Busa' Public Speaking 2017-18

Amy Cuddy's recommendation

You should 'fake it until you become it' → learned behavior becomes part of your personality

https://www.ted.com/talks/amy_cuddy_your_body_language_shapes_who_you_are?language=en

M. Grazia Busa' Public Speaking 2017-18

Tiny tweaks  **BIG CHANGES**

M. Grazia Busa' Public Speaking 2017-18

Today's topic....

M. Grazia Busa' Public Speaking 2017-18

THE FEAR
of
speaking

M. Grazia Busa' Public Speaking 2017-18

Do you get nervous before or during your speech?

Is there anything you can do to reduce your nervousness and be more confident in your speech?

M. Grazia Busa' Public Speaking 2017-18

We'll try to look at what we can do to help you overcome your nervousness before your speech

M. Grazia Busa' Public Speaking 2017-18

There are several things you can
do to improve your confidence
during a speech

M. Grazia Busa' Public Speaking 2017-18

1. Before the speech...
Do the penguin!



<https://www.youtube.com/watch?v=ZJKMZAXWBY>

M. Grazia Busa' Public Speaking 2017-18

2. Before the speech...

Also do what Amy Cuddy recommends you to do:

M. Grazia Busa' Public Speaking 2017-18

2 minutes of power pose!!!!



M. Grazia Busa' Public Speaking 2017-18

3. During your speech...

Listen what the following video
has to say about it

M. Grazia Busa' Public Speaking 2017-18



https://www.youtube.com/watch?v=tShavGuo0_E

M. Grazia Busa' Public Speaking 2017-18

Summarizing what this video has told us:

- **You're not alone:** about 70% of all people have an intense fear of speaking
- **Follow these 3 easy steps:**
 - 1) prepare (and rehearse). This means:
 - Know your subject
 - Know how you're going to present it
 - Clear and logical order

M. Grazia Busa' Public Speaking 2017-18

2) Posture and physicality:

- watch your posture!

3) Cater to your audience:

- don't be too serious (boring)
- don't read
- throw a joke here and there

M. Grazia Busa' Public Speaking 2017-18

How can you be more confident
during your speech?

It's all about....

Faking and
Pretending 'til
you become it

M. Grazia Busa' Public Speaking 2017-18

There are three benefits to
pretending to be confident

1. Attitude follows behavior

- It has been proven that you tend to feel like you act
 - If you smile, you'll feel happy
 - If you behave confident you'll feel confident

M. Grazia Busa' Public Speaking 2017-18

2. Emotions are contagious

- If you behave confident, people will think that you're confident and respond back to your confidence.

3. Reinforcement

- The flow of emotions from the people around you will make you feel more confident

M. Grazia Busa' Public Speaking 2017-18

Also remember....

M. Grazia Busa' Public Speaking 2017-18

About sleep

The amount of sleep you've had before a big presentation will condition the way you can deliver and present...

If you haven't slept enough in the couple of days before your presentation you'll give the worst of yourself...

M. Grazia Busa' Public Speaking 2017-18

**Remember to sleep
before that big
event!!!!**

M. Grazia Busa' Public Speaking 2017-18

And finally remember...

Be nice to yourself if you didn't
do as well....

It's not the end of the world,
you'll do better next time!!

M. Grazia Busa' Public Speaking 2017-18