

BODY LANGUAGE

POWER INTERVIEWING

PROFESSOR P



Preparing People for a Competitive Workforce.



Most employers (49%) know within five minutes of an interview whether the candidate is a good fit, and 87% understand within fifteen minutes.

So, what is influencing this decision-making process?

- Poor eye contact (70%)
- Failure to smile (44%)
- Fidgeting 35%
- Weak Handshake (27%)
- Playing with hair or touching face (24%)
- Aggressive hand gestures (10%)
- Handshake too strong (5%)

Follow the 7-38-55 rule and get the job.

If you want to “get the job,” pay attention to your body language! Words represent just **7 percent** of human communication related to feelings and attitudes, tone of voice accounts for **38 percent**, and the remaining **55 percent** comes from nonverbal sources, such as body language and facial expressions. This is called the **7-38-55** rule. That said, it should not come as a shock to learn that nonverbal communication will determine whether you get the job.

Renowned social psychologist Amy Cuddy has more data to back this up. As a prime example, Cuddy cites a study by Alex Todorov, a Princeton University psychologist who found that judging a political candidate's face in just one second predicts 70 percent of U.S. Senate and gubernatorial race outcomes. Cuddy explains that our nonverbal communication, including our thoughts, feelings, and physiology, also influences us. Cuddy believes an individual's posture and body language will ultimately affect their entire life's outcome.

*Your body language
will determine your life's outcome.*

Think about what most people are doing before an interview. They're most likely sitting down, crouched over, reading their smartphone, or reviewing notes. According to Amy Cuddy, this is exactly what you should avoid doing.

Cuddy recommends that before you go into the interview, do power poses. Walk the halls and swing your arms, stand on your toes, or hold your arms above your head. The idea is to open up your body. Cuddy's research found that those who do power posing before an interview are evaluated more positively overall and are more likely to get the job.

Swing your arms and stand on your toes prior to the interview.



Second, do the Superman or Superwoman pose as you greet those you meet! When you think of Superman and Superwoman, what pose do they take? Their hands are on their hips, shoulders and elbows are pushed back, and the chest is pushed out. When you meet those you are interviewing, the Superman pose signals that you are open, inviting, powerful, confident, and focused.

Pretend you are Superman or Superwoman.

Third, in addition to pretending you have become Superman or Superwoman, focus on smiling. Smiling is a great way to make a lasting first impression, and it's contagious. When the hiring manager sees you smile, they immediately sense you are comfortable, relaxed, and happy to be there. A smile also sends positive energy throughout the rest of your body. If you're positive, the hiring manager will feel positive, and you are headed for a successful interview. Lastly, don't underestimate the power of posture while being seated. If you're slouching or holding your shoulders inward, you come across looking tired and beaten down. Sit and stand tall throughout the interview and project your confidence through your posture. In addition, keep both feet pointed toward the interviewer. Pointing your feet towards the interviewer and leaning slightly forward sends positive energy and shows you are attentive and interested in everything they say.

***Keep your feet pointed towards
the hiring manager.***

When you make physical contact with your interviewers, ensure your handshake says, "I am excited to be here, and I value your time. What you are telling me is very important." Just as you want to focus on keeping your feet pointed toward the hiring manager, be sure to maintain eye contact. A confident candidate will always maintain eye contact.

***Mimic the pace and movements
of the hiring manager.***

Throughout the interview, try to mimic the hiring manager. Pay attention to their body movements and speech patterns. If he or she is speaking very relaxed and mellowly, follow his or her lead. You will become out of sync if you answer questions in an intense, fast-paced style. Try to match the hiring manager's body movements and speech patterns and stay in sync.

***Watch stand-up comedy
before your interview.***

If you are looking for an example of great body language, watch a stand-up comedy routine before your interview. A stand-up comic provides the best example of how you should use body language to communicate throughout an interview effectively. Go to YouTube and watch Dave Chappelle or Sebastian Maniscalco perform. Notice their body language as they walk the stage and create a connection between themselves and the audience. Great comedians exude confidence and project body language that is both open and inviting.

Adopt the mental confidence of the Terminator.

How do you combine body language with mental confidence for the total package? Who better to ask than Arnold Schwarzenegger? Schwarzenegger stands as the ultimate example of an individual who understands how to prepare to win mentally and implement body language. When he was interviewed on The Tim Ferriss Show, Tim Ferriss asked him about the importance of body language and having the right state of mind. Ferriss wanted to know how these things affected him. His answer was brilliant. Schwarzenegger stated that he would routinely take ballet lessons while preparing

for bodybuilding championships. Schwarzenegger knew that big muscles were not enough to get the judges' attention; he needed to incorporate power poses and send the right message through his body language. He also knew that he had to incorporate the right mindset.

***Combine powerful body language
with mental confidence.***



Ferriss asked Schwarzenegger how he mentally prepared to compete and win his first major bodybuilding championship, the Junior Mr. Olympia. Arnold quickly interrupted Ferriss and said he was not going to the competition to compete. He was going to win!

Schwarzenegger went on to explain that his mental confidence came from his vision. He stated, "If you have a clear vision of where you want to go, the rest of the work, sacrifice, and preparation will become much easier." Arnold explained how he envisioned himself on stage winning bodybuilding competitions well before they even began.

***Display "power dominance"
throughout the interview.***

Let's put that insight to work for you. Before your interview, envision yourself in the position you're applying for. Think of yourself as getting the job and getting promoted. Set the vision for what you want, and let the interview become just another step to get there. Now that you've got your mind in the right place sit up tall with your shoulders back and your chest out. Focus on displaying what Amy Cuddy calls "power dominance." Open up your body like a sprinter crossing the finish line or Arnold raising his arms in victory.

***Combine powerful body language
with mental confidence.***

Another important tactic is to set the tone as you enter the interview. One great way to set the mood and tone of your interview is to act like the maître d' at a five-star restaurant. At this point, you must be saying to yourself, "I'm just trying to get a job. This guy has me acting like Superman, doing bodybuilding poses, watching stand-up comedy... and now, he wants me to act like a maître d'?" Don't take it from me. Instead, take it from the great restaurateur and CEO of Shake Shack, Danny Meyer.

Make the hiring manager feel important

Meyer attributes his business success to his maître d' skills or making people feel important. When interviewed on 60 Minutes, Meyer explained that in his view, everyone on Earth is walking around wearing an invisible sign that reads, "Make me feel important." Your job throughout the interview is to read that invisible sign and deliver the experience that the hiring manager seeks.

The tricky part is that everyone's invisible sign may differ. For example, one hiring manager's sign might read, "Make me feel important by letting me do all the talking." Another hiring manager's sign might read, "Make me feel important by being as enthusiastic about my company as I am."

Pretend the hiring manager is a celebrity.

Another easy way to help set the tone is acting like the hiring manager is your long-lost mentor or the celebrity you always wanted to meet. Think about that for a moment. How would you react if you went into your interview and the first person you met was me? I'm sure you would be thrilled, but how would you react if you met your favorite movie star or sports hero? My guess is that your attitude would be far more positive. Having the right attitude and setting the right tone allows you to control the interview.

Setting the interview's tone and combining the correct body language, mindset, and attitude will solidify your chances of getting the job.

