

# RSAC<sup>®</sup>Conference2020

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**HUMAN**  
ELEMENT

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## You Feel Me? How Reading Chemistry Can Improve Your Success



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#RSAC

## Define Chemistry

- What is it?
- What is it not?

## When/Where Does Chemistry Matter?

- Meetings
- Team interaction
- Work relationships
- Networking
- Job interviews/Promotions – codeword is “fit”
- Personal Brand

# Types of Signals/Social Cues

- Facial Expressions
- Body Language
- Vocal Pitch/Tone
- Personal Space

## Decoding vs. Encoding

- Decoding – receiving/interpreting cues
- Encoding - sending cues



# Decoding Chemistry & Signals

## 1. Facial

- Eyes- Real smiles crinkle eyes
- Eyebrows - If up , may indicate surprise, worry, or fear
- Smile – Triggers chemicals that will calm you during stress
- Other facial signals



# Example #1



READING FACES

# Decoding Chemistry & Signals

## 2. Body Language – Men and women show/read signs differently

### ➤ Silent Movie Exercise

### ➤ Men

- Studies indicate men tend to lie to appear more powerful
- If men like you, they generally point their toes toward you
- Recommendation: Approach women from an angle, not from behind; it's less threatening

### ➤ Women

- Studies indicate women tend to lie to avoid hurting other people's feelings
- Recommendation: Avoid crossing your arms

# Decoding Chemistry & Signals

## Examples of body language

- Crossed Arms – resistance; more determination
- Mirroring – comfortable; indicates you are liked
- Posture – power and amount of space
- Gestures
- Nodding – 3 times, agree with you; exaggerated nodding points to anxiety but not approval
- Scratching back of neck – still have questions and want answers
- Light touch on hand – instant connection and an affinity for you
- Hand under chin – still weighing a decision and coming to a conclusion

## Example #2

What is this guy thinking?



How about now?





# Decoding Chemistry & Signals

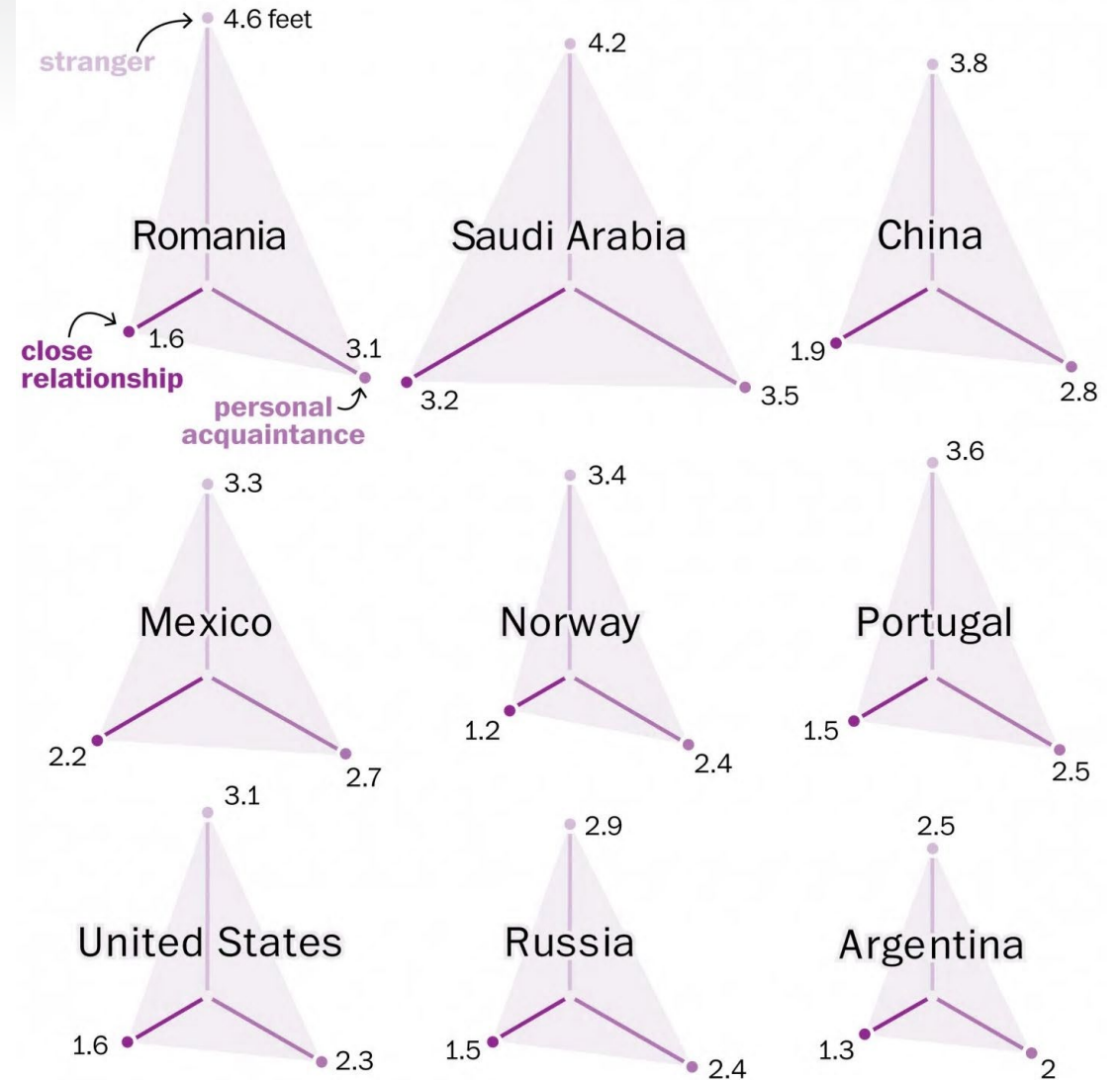
## 3. Personal Space

## 4. Vocal

- Strong voice- confident
- Action words
- Stress – makes people talk faster
- Coughing/clearing throat – signs of tension

**How close is too close? Depends on where you live.**

Appropriate distance, in feet, for a ...



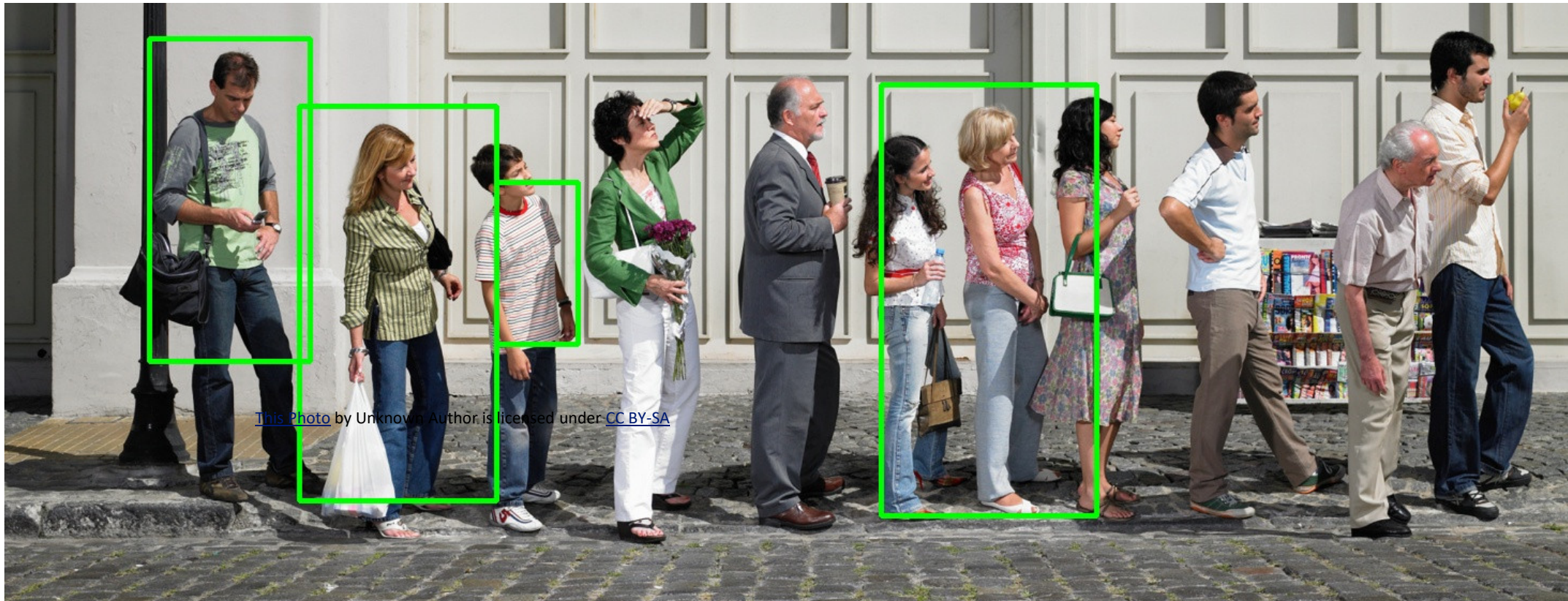
Source: Journal of Cross-Cultural Psychology

TIM MEKO/THE WASHINGTON POST

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## Example #3

### Personal Space



# Encoding - Using Cues to Detect or Change Behavior

## 1. Detect deception

- It's all in the hands
- Build rapport
- Surprise them
- Listen more/talk less
- How did they say no?
- Changes in behavior

## 2. Identify stress

- Use smiling to defuse stress
- Frowns and grimaces trigger cortisol which increases stress; smiling makes you feel better and often the other party will. too

# Encoding - Using Cues to Detect or Change Behavior

## 3. Improve confidence

- Strike a pose – arms out or toward the sky, superman pose, or hand on hips
- Look people in the eye
- Use fronting – you look focused; toes and torso forward

## 4. Vocal

- Pitch your voice lower
- Speak slower



# Encoding - Using Cues to Detect or Change Behavior

## 5. Stance – Be a Super Model

- Don't stand face-to-face
- Stand at an angle
- Stand side-by-side

## 6. Use What You Have

- Shake hands
- Ask for a business card
- Offer a drink
- Eye contact



# Recap

- Four key types of social cues/signals
- Learn to decode the signals
- Consider ways to encode signals you use
- Practice and ask for feedback

## Apply: During the Next 30 Days

- Consider how your body language impacts your chemistry
- Practice decoding social cues in settings outside of work
- Consider how you can use social cues to build chemistry
- Practice and ask for feedback