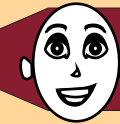




The Chief

**C**hiefs are power-people. They appreciate wealth, money, competition, prestige and status. Being surrounded by reminders of what they have achieved makes them happy. They are driven by the prospect of more wealth, prestige, and independence. Chiefs typically like a brief, task-oriented and firm conversation, so, it is better not to add unnecessary details to enjoy small-talk. Also, showing a devoting body language makes them respect you less. If you approach a Chief, be self-confident and know what you want to achieve from that interaction.

# The Chief



## Facial expressions

Chiefs are very dominant people. They often have an intensive gaze to intimidate their communication partner.

You can usually find a dominant smile on their face: It is characterised by an uneven corner of the mouth, but no effect on the eye area.



## Gestures

A typical gesture of a chief is when their fingertips are planted and spread apart on a surface as a significant territorial display of confidence and authority.

Along with that, a hand gesture that shows great confidence and authority is 'the steeple'.

Seen as a bit crude, but part of the dominating and controlling behaviour is also the 'pointing gesture'. Especially older chiefs still use that habit.



# The Chief



## Posture

Chiefs often use territorial claims like the spread-legged stand, straight back, wide shoulders, hand on hips, fingers frontal ('arms akimbo'). That displays authority.

To show dominance chiefs often use the following signs: Standing tall with open chest and head high, taking over space through spreading arms and legs wide apart, hand on hips (trying to appear bigger and more intimidating, sign of great confidence), hands tucked in belt or pockets, thumbs pointing forward (genital frame).

Because of their competitive behaviour subconsciously they are willing to claim space and show presence to defend their social or work status.



# The Chief



## Clothes

Chiefs enjoy 'business smart' clothes that display status.



## Feet

Restless, nervous feet are a sign of impatience. Be brief and confident when talking to a chief.



## Walk

A purposeful and strutting walk is a sign of confidence and the embodiment of successful achievements.

