

## **7. Focus Point: Dealing With Icy Men (+ Cultural Dominance)**

Remember the lesson on the different styles of dominant men?

This lesson focuses on the “cold-blooded” style, which you could also call “icy cold”, “robotic” and “emotionally distant” style.

The cold-blooded is possibly the hardest type of dominant man to deal with.

But it makes for a great case study. It makes for a great case study because it goes at the very heart of the dominance/submission dynamic: social pressure, cracking up under pressure, kissing up and “trying to make friends with our enemies”.

Some of these techniques can be used with different types of overly dominant individuals as well.

# The Cold-Blooded Style of Dominance

Putin intimidates people because he is almost completely devoid of the social signals that we exchange to communicate feelings, emotions, and intentions.

In the absence of social signals, you experience a social vacuum. And vacuums are scary and intimidating -especially for the more submissive individuals-.

The absence of social signals creates a lot of social pressure to fill the void, and that’s when people overstretch themselves, put in too much effort, send too many friendly signals... And end up looking submissive.

We use Putin as an example, but similar individuals who used the cold-blooded style in the past include:

Charles Bronson  
Clint Eastwood  
Mickey Rourke

All often played movie characters with similar traits.  
Some of them don't seem nearly as scary because they play good guys, but the style is the same.

## Putin VS Obama

Obama has a gregarious leadership style.  
He talks, jokes, smiles and, from the height of his social standing, [pretends to place himself at the same level of those below him.](#)

Putin does the opposite.

Overall, Putin was markedly more dominant than Obama in pretty much all their recorded interactions.  
Obama, like most people, invested too much, spent too much effort and was too friendly with Putin.

Here is how you can deal with Putin-like dominant men should you ever meet one:

### **1. Eliminate Submissive Signals**

You will notice in their very first meeting that Obama presents all the nonverbal signs of the individual who is raptly listening.

He clenches his hands, visibly leans forward and repeatedly nods his head.

Giving others your full and undivided attention builds *their* status. Which is great if they do the same, but which only makes you look submissive if they don't.

And of course, Putin doesn't show half of the obsequious signs Obama shows.

<https://youtu.be/VCT5qtVUWMk>

That was the queue for Obama to stop his friendly signals. This is what you must do if you're in a similar position:

Lean less

Nod less

Match body angle: notice Obama turns visibly more

Do NOT kiss up: Obama's "*I appreciate you taking the time to meet me*"

Match gaze behavior: if they don't look at you, don't look at them

Do NOT follow their gestures: Obama opening his jacket right after Putin

Say "thank you" when you can't avoid following: this way you frame them like they are helping you out. Imagine like you'd follow a waiter. Yes they're leading you to the table, but they're the ones serving you, which you stress with your "thank you"

Sit more comfortably: remember the lesson on body language, with “comfortable” being superior to perfect posture? Well, this is the perfect example: how does Obama look compared to Putin?

## 2. Reduce Friendly Signals

We all feel uneasy when we don't get any social signals because we can't read the social situation.

Most of all, we want to know: are they friends or foes?  
Since we don't see any signal, we try to send lots of them in an effort to get the same back.

So we end up acting with dominant men like we do with bullies: we are afraid of them and we want them to be friends.  
And that's when we start acting submissive.

You must resist the temptation and avoid kissing up to them: no friendly signals.

## 3. Speak Less

Use their same weapons against them.

As a matter of fact, you *must* speak less, because they will not reply very much anyway. And if you keep speaking, it will look like you are over-investing while getting little return.

Do you remember one of the fundamental laws of power, the law of social effort?

Exactly: avoid expanding much effort while getting little in return.

Here is an example from Jackie Brown:

<https://youtu.be/8LWebGOg9ng>

It's quite impressive: Max is following orders and Samuel L Jackson is more dominant. Yet Max seems more powerful and in control. That's because he removed all words.

## **4. Don't Touch Them**

These are not the type of guys who play the touching game or slap people on their backs.

If you try to play that game with them it either looks like you're trying to tool them -and that makes you an immediate enemy- or like you're trying to win their sympathies.

Solution?

Reduce your contact with the icy men.

## **5. Move Less**

To look non-reactive and more at their level, move less and slower.

Paulie in "The Goodfellas" is a guy with a cold and distant style. But watch how the man in the brown shirt manages to also look powerful:

<https://youtu.be/2-jhmkcOGAA>

He looks powerful because he takes a second before nodding back, thus looking non-reactive and more independent. Also his movements are rather small, which obeys the law of least effort.

Move in a similar fashion.

## 6. Avoid Jokes

Jokes are often a type of friendly overture, and they signal that you're trying to build bridges.

That would be great with most people, but cold-blooded men will not answer to friendly gestures with their own friendly gesture.

They will let your olive branches fall, which frames you as the party who's trying too hard to force a connection.

You make a joke, they won't laugh and you will look like you've spent all that effort just to end up being spurned.

### Example: Obama Kissing Up to Putin

In this example, you can see Obama cracking a joke with Putin.

He wants to get a laugh from Putin and release the pressure. But Putin instead barely laughs. Worst, he uses the joke to frame Obama as the one "trying to relax him".

<https://youtu.be/vSL8reiterY>

When you say that someone is trying to relax you, you are communicating that you are the one with power and the other party is trying to make you smile so that he can appease you.

That's quite something if you consider the US is *by far* the most powerful country between the two when you consider... Pretty much *Everything*.

# Cultural Dominance

Since we talked about Putin and Obama, representatives of Russia and USA, let's deal with this important topic.

The cold war was not just a stand-off between militaries. It was a cultural war.

The USA stood for capitalism, openness and individual rights and choices above the groups and communities. The USSR stood for communism, egalitarianism, and a utopian view of the world where individuals' rights are better served by putting the group first.

After the USSR collapsed, the capitalist and individualist culture won. However, since Putin wants to bring Russia back to the great power it used to be, he also wants to avoid looking like he is playing within the American cultural dominance.

If you watch the whole video you will notice that Obama speaks in English to Putin. And Putin, of course, doesn't reply.

Replying in English while Obama doesn't speak Russian would have meant Putin is submitting himself to the superiority of the English language and, by extension, to the American culture.

Of course Putin wasn't going to reply in English!  
He was making a point that American culture isn't superior to Russian.

Who speaks whose language also highlights the flow and amount of effort.

Who is investing time and effort in learning the other person's language and who is not?

This is even more true in relationships: when both are foreigners and speak English to each other, who is learning the language of their

partner?

If it's the woman, it's a sign of his superiority.

And if the two are just dating, **the willingness of learning the partner's native language is a powerful sign of a willingness to go steady.**

Every time a woman I'm dating says she wants to learn Italian, to me it's also a sign (or red flag) that she is thinking of a stable, long term relationship with me.

And that's also why I never see it as a good sign that a woman wants me to learn the "local" language: it's the sign that she is thinking of me as someone who should join in her culture -and be steady with her-.

## **Imperialist Dominance**

The expectations that "foreigners" or anyone dealing with you should speak your language is an example of what I call "imperialist dominance".

It's the belief that it's other cultures that need to adapt to yours. And if they don't, they are not civilized and somewhat "inferior".

You can see an example in the controversy of [Barbara Ehrenreich and her tweet against Marie Kondo's lack of English skills](#).

This is the nasty comment she wrote (before promptly deleting her tweet amid protests):

*I will be convinced that America is not in decline only when our de-cluttering guru Marie Kondo learns to speak English.*

And later she would rectify:

*I confess: I hate Marie Kondo because, aesthetically speaking, I'm on the side of clutter.*



*As for her language: It's OK with me that she doesn't speak English to her huge American audience but it does suggest that America is in decline as a superpower*

BTW, Ehenreich is not only unappealingly spiteful, but completely wrong in seeing Marie Kondo's language skills as an example of declining American power.

The simple fact she that Kondo is one of the very few exceptions not to speak English underlines that the English language has never been as strong as it is today -and not because of America's status as a superpower which is indeed declining, but as a sign of globalization-.

## Using The Cold-Blooded Style

But what about using the cold-blooded style instead of dealing with it?

Well, albeit it's possible to use little social signals when you are not the highest status individual (yet), you do need at least *some* status, a strong reputation, or a very strong presence to back it up.

Otherwise it will most certainly look incongruent.

Clint Eastwood does it well in "Escape From Alcatraz", albeit he took somewhat of a risk with his words:

<https://youtu.be/FULxHvaSdxc>

## In A Nutshell

In brief, when you are dealing with cold-blooded, icily dominant and robotic men, you want to:

Speak less  
Reduce friendly signals

Basically, you want to “robotize yourself” a bit.  
Not because you want to copy their style, but because if you don’t you  
will automatically look like you’re kissing up.