



GreatPeopleInsideConference
VisionaryHR

9-10 October 2019
Kronwell Hotel-Brasov, Romania



How Emotions Drive Employee Behavior

Dan Hill, Ph.D.

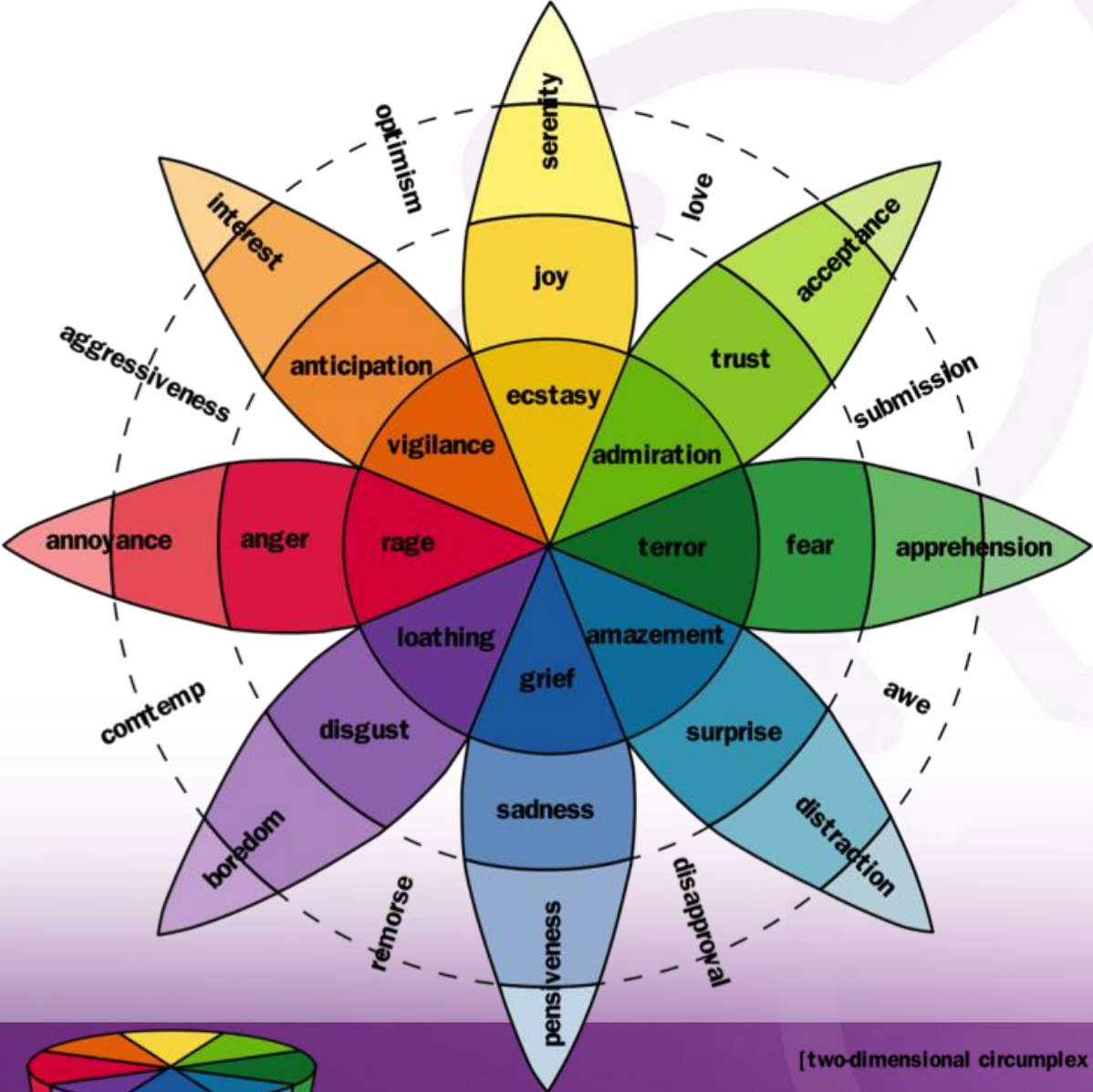
President – Sensory Logic, Inc.

Camouflage: Words Don't Suffice



Part 1 – Signature Emotions

Emotions – A Tool Kit



[two-dimensional circumplex model]

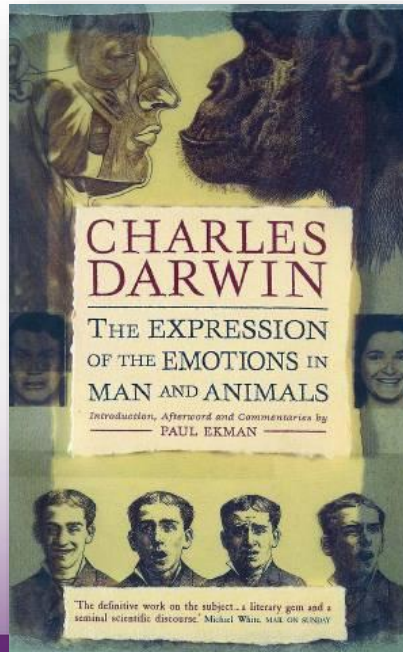


Facial Coding Origins

- **Scientific Theory:**

- Universal
- Spontaneous
- Abundant

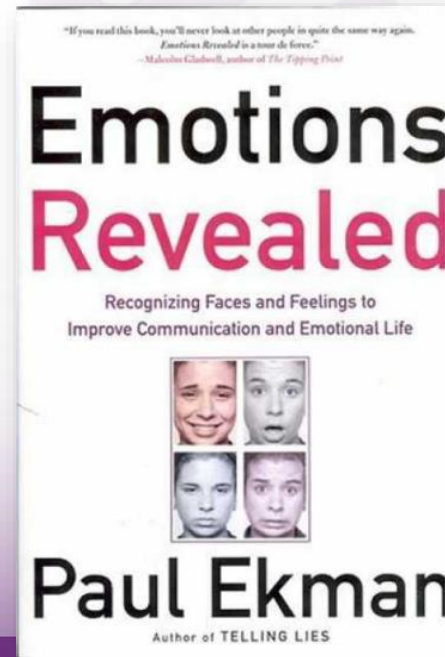
Science



- **Theory Refined:**

- Facial Action Coding System (FACS)
- 7 Core Emotions, 23 Action Units

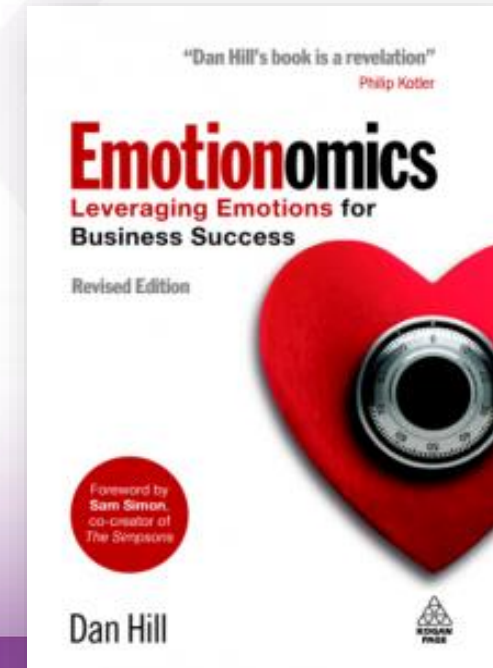
Psychology



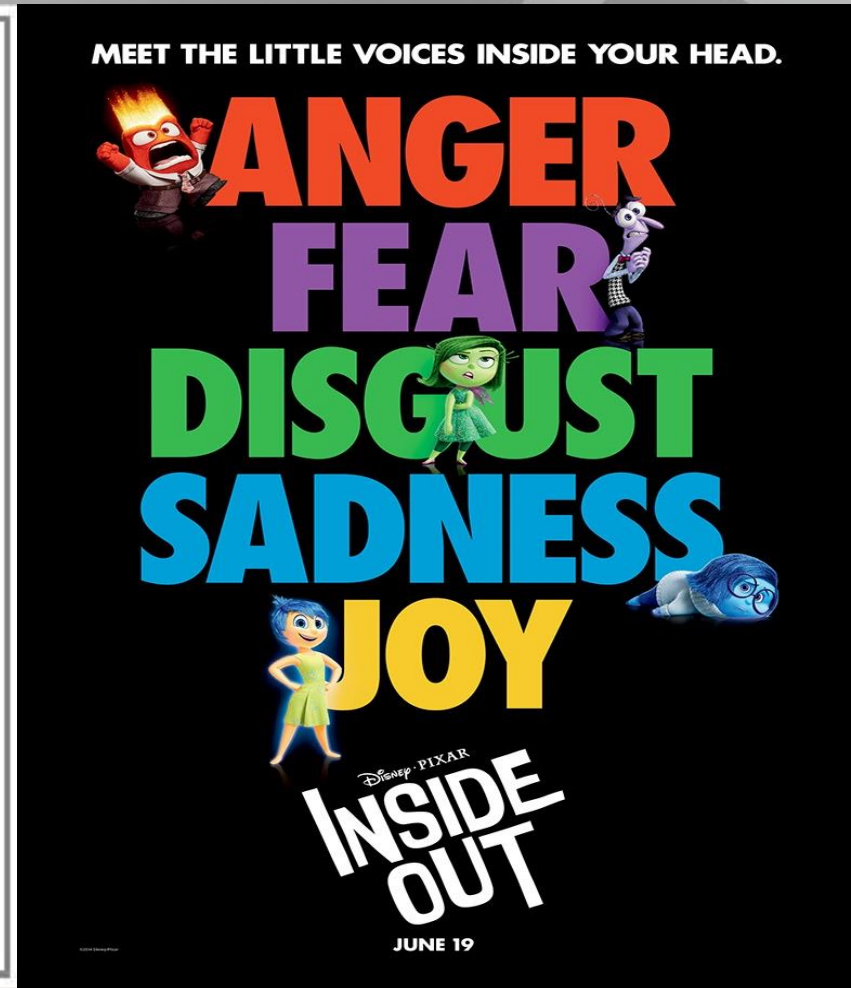
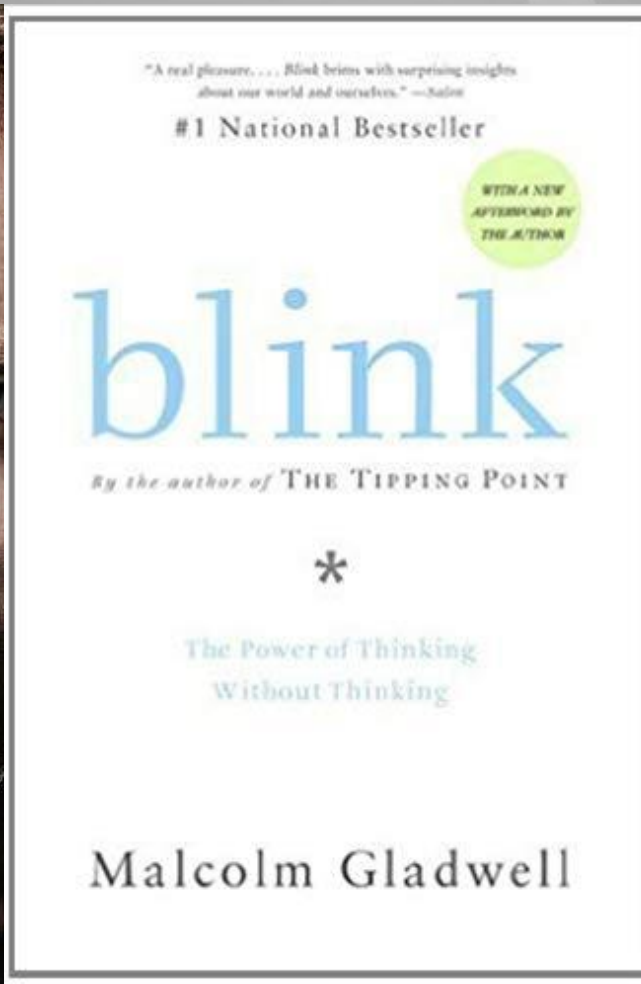
- **Business Inventor:**

- Pioneered facial coding in business
- 10 U.S. Patents

Business



Facial Coding in the Mainstream



Automated Coding

WIRED

CADE METZ BUSINESS 01.07.16 2:20 PM

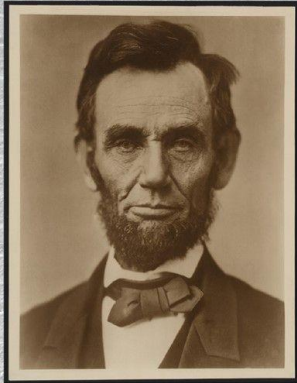
APPLE BUYS AI STARTUP THAT READS EMOTIONS IN FACES



Happy? Sad? Angry? This Microsoft tool recognizes emotions in pictures



Two Cheers for Democracy



TWO CHEERS FOR DEMOCRACY

HOW EMOTIONS DRIVE
LEADERSHIP STYLE

DAN HILL



“What’s in a face? Quite a lot, as Dan Hill’s facial coding analysis of U.S. and world leaders teems with surprises and insights into the past, present and future of political leadership.”

—STEVEN E. SCHIER, CO-AUTHOR OF *THE TRUMP PRESIDENCY: OUTSIDER IN THE OVAL OFFICE*

“Breathtaking in scope, *Two Cheers for Democracy* uses the science of facial emotions to assess which candidates win, which presidents succeed, and which world leaders champion democracy over dictatorship. It is packed with eye-opening insights that often turn conventional wisdom on its head.”

—TED BRADER, AUTHOR OF *CAMPAIGNING FOR HEARTS AND MINDS: HOW EMOTIONAL APPEALS IN POLITICAL ADS WORK*

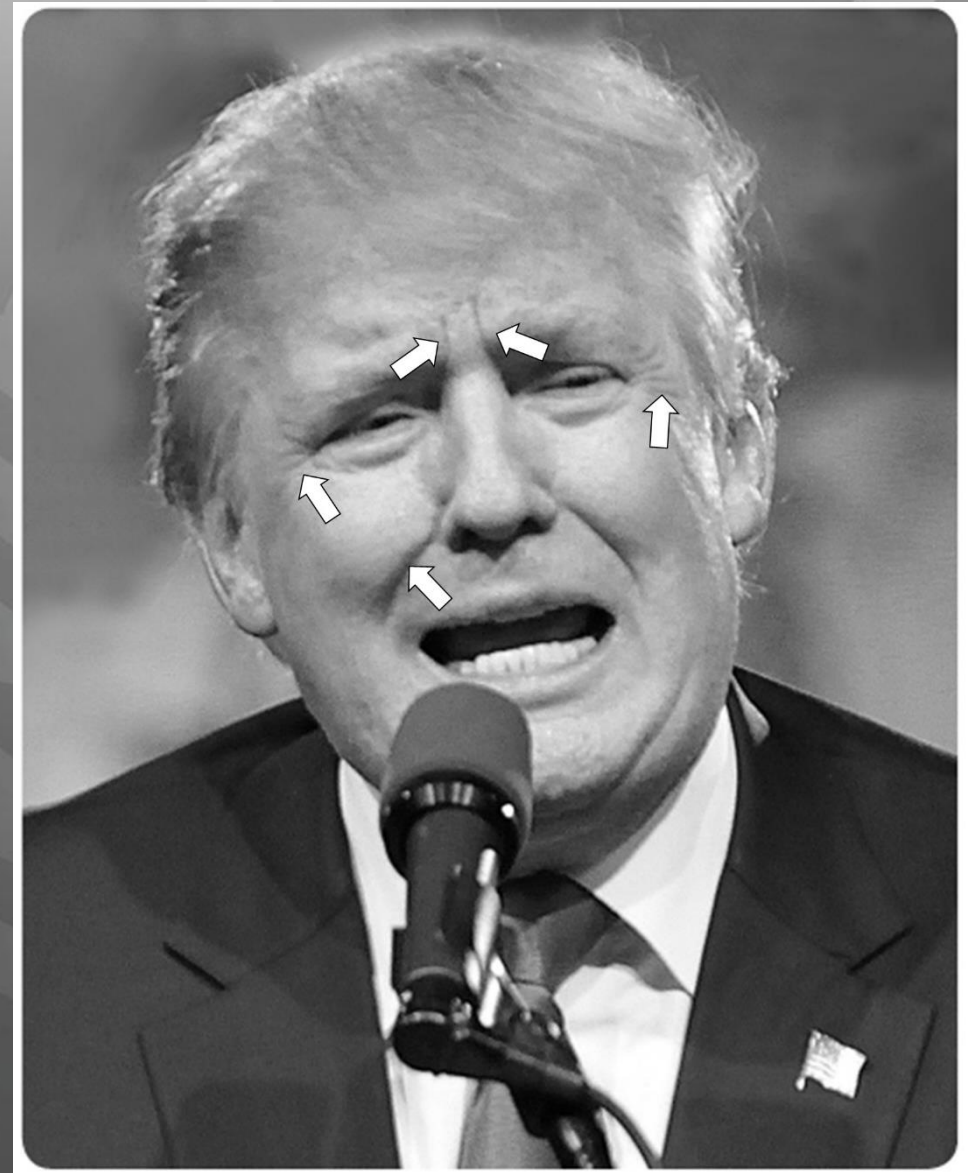
“Dan Hill’s book *Two Cheers for Democracy* can be a predictor of who will be the next President of the United States. In this age of instant social media, looking at the emotional intelligence of our leaders may be the key to the future.”

—MARK K. UPDEGROVE, PRESIDENTIAL HISTORIAN FOR ABC NEWS

DAN HILL, Ph.D., is an internationally recognized expert on the role of emotions in politics, business, sports, and popular culture. His wide-ranging media coverage and appearances have included: *The New York Times*, the *Wall Street Journal*, ABC, NBC, CNN, Fox, and MSNBC.

SENSORY
LOGIC

Saddest & Worst President Ever

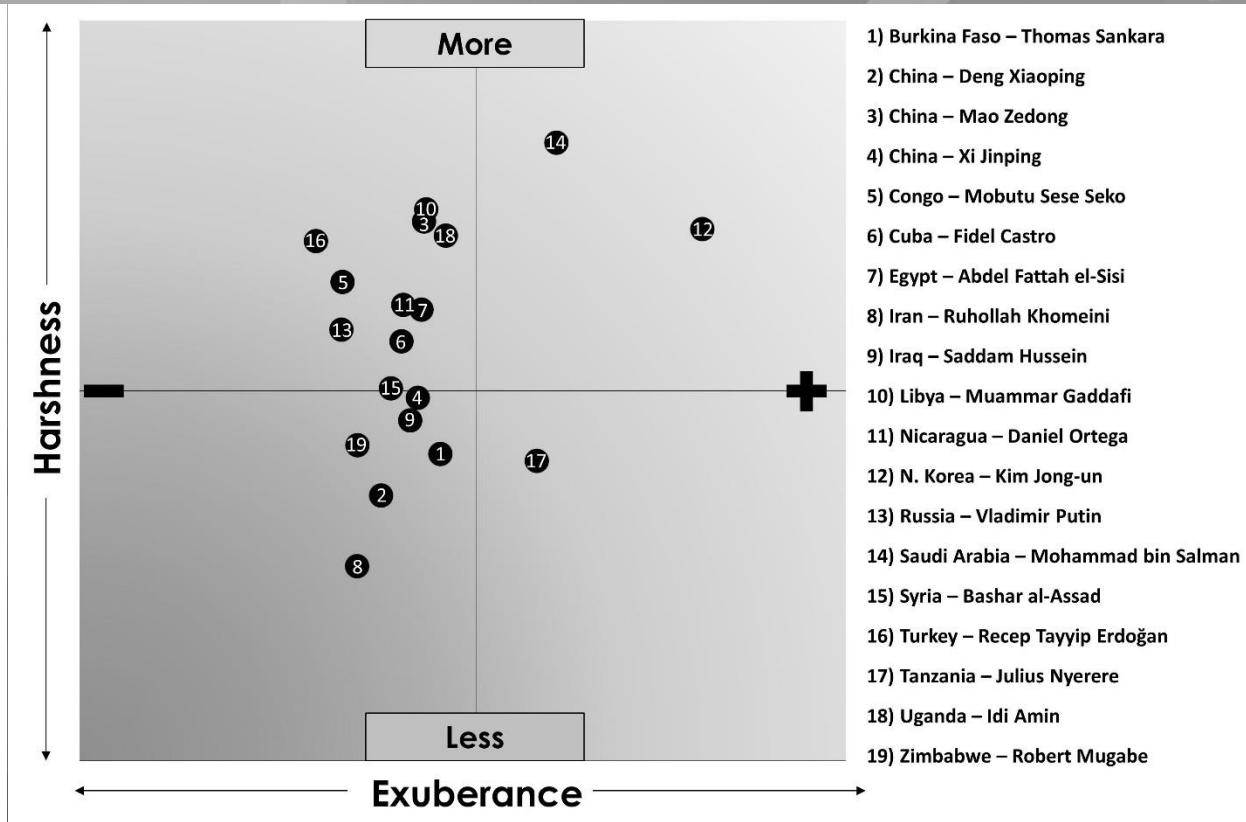
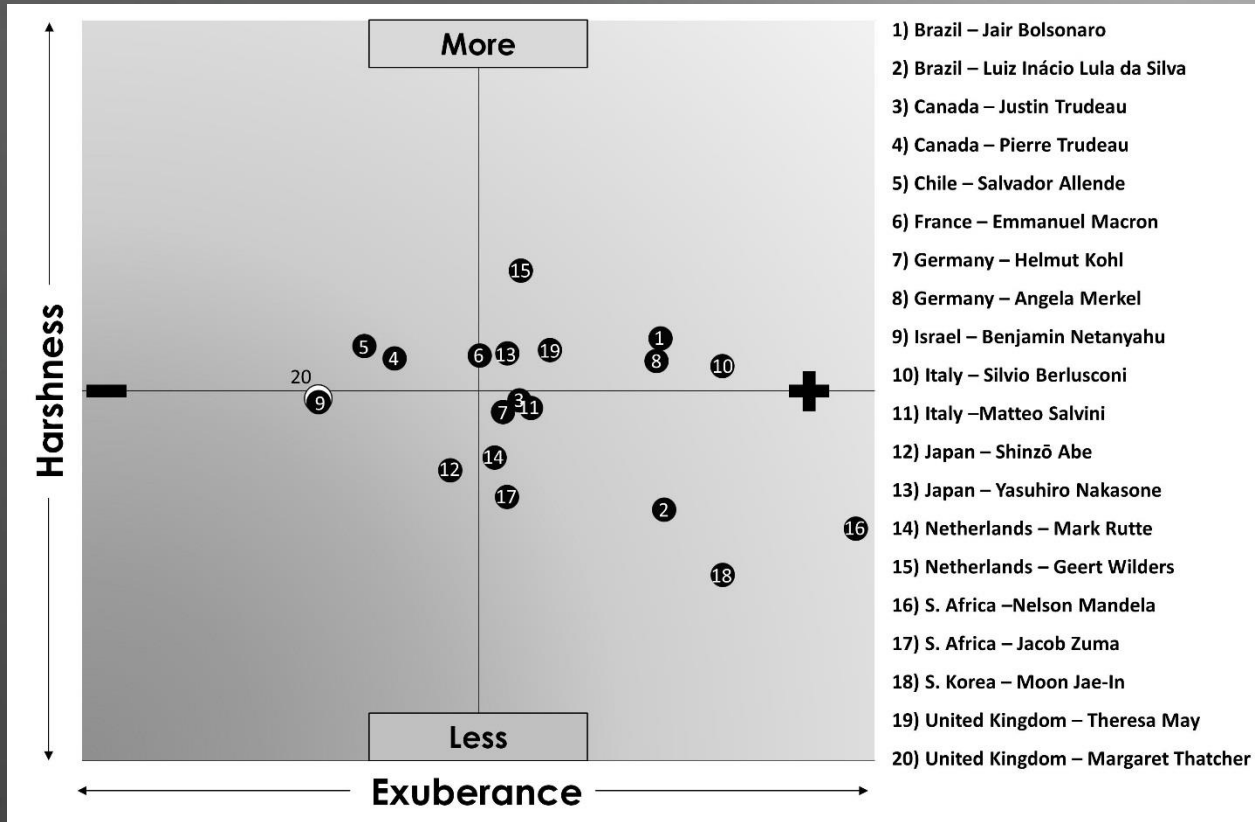


Part 2 – Bully or Team Player?

Emotions & Democracy

Emotion Helps Democracy (Exuberance)	Emotion Is Non-Factor	Emotion Hurts Democracy (Harshness)
Joy	Acceptance	Anger
Pleasure	Surprise	Disgust
	Sadness	
	Contempt	
	Satisfaction	
	Fear	

Free & Not Free Countries



Examples: Free & Not-Free Leaders

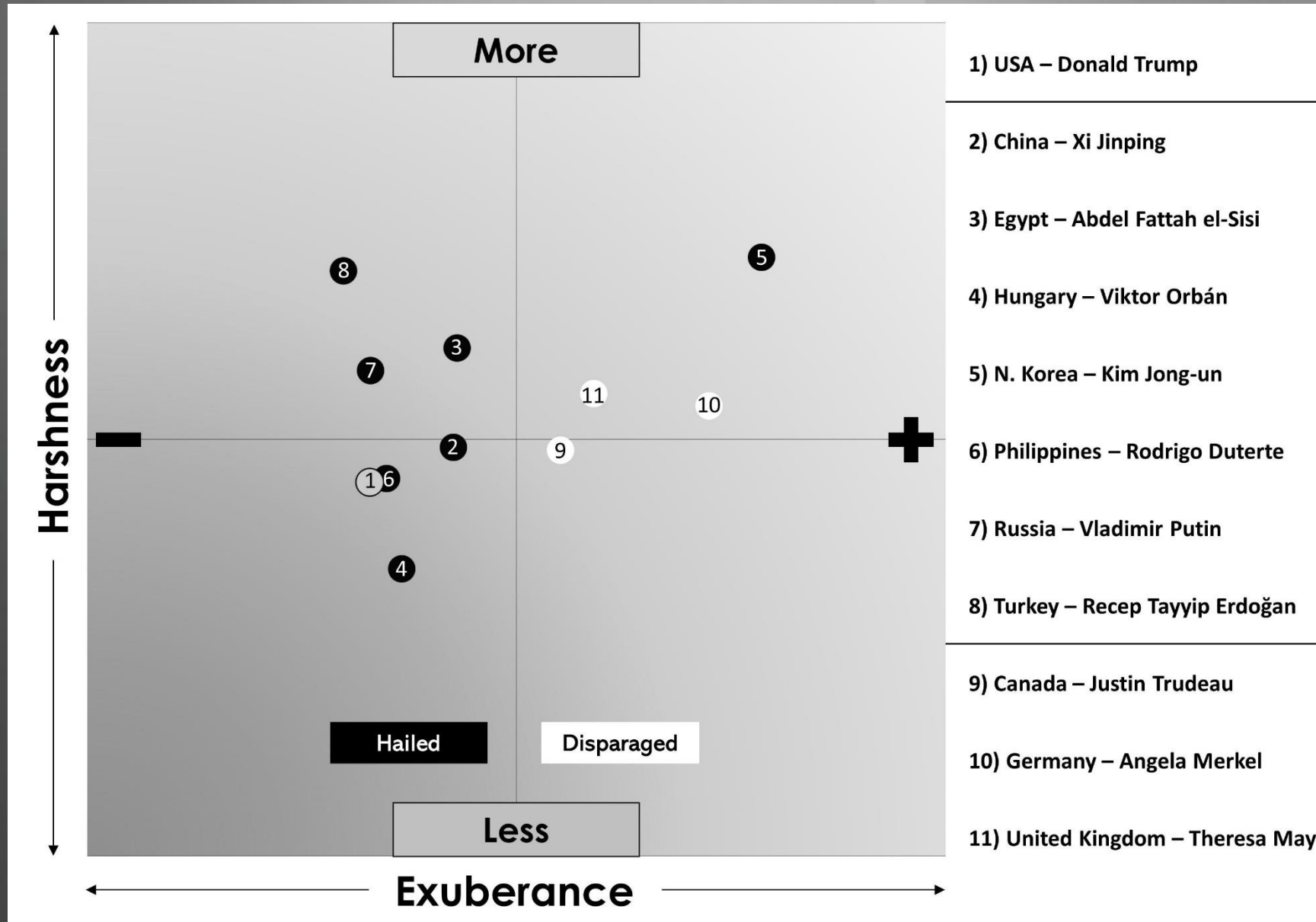
Nelson Mandela



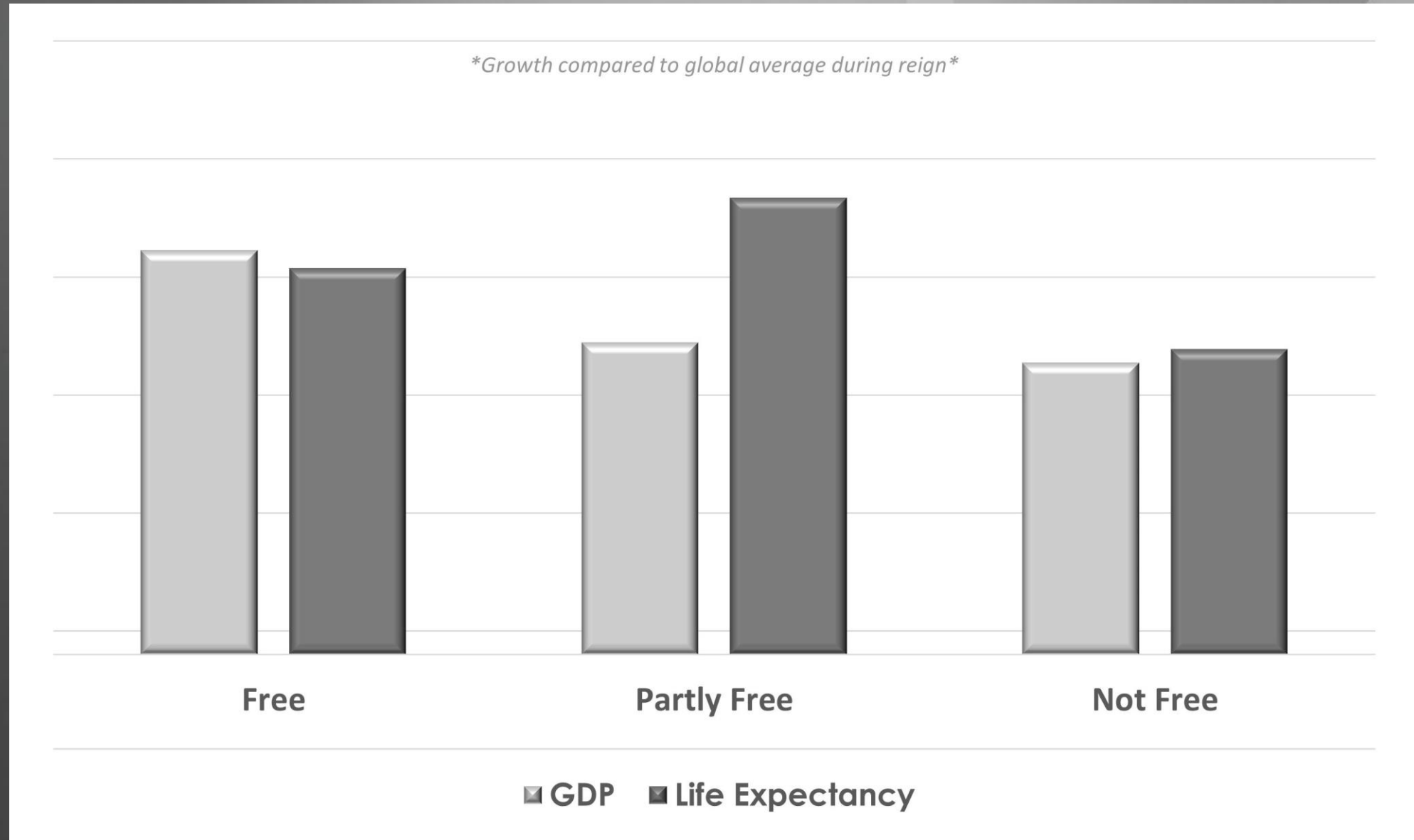
Vladimir Putin



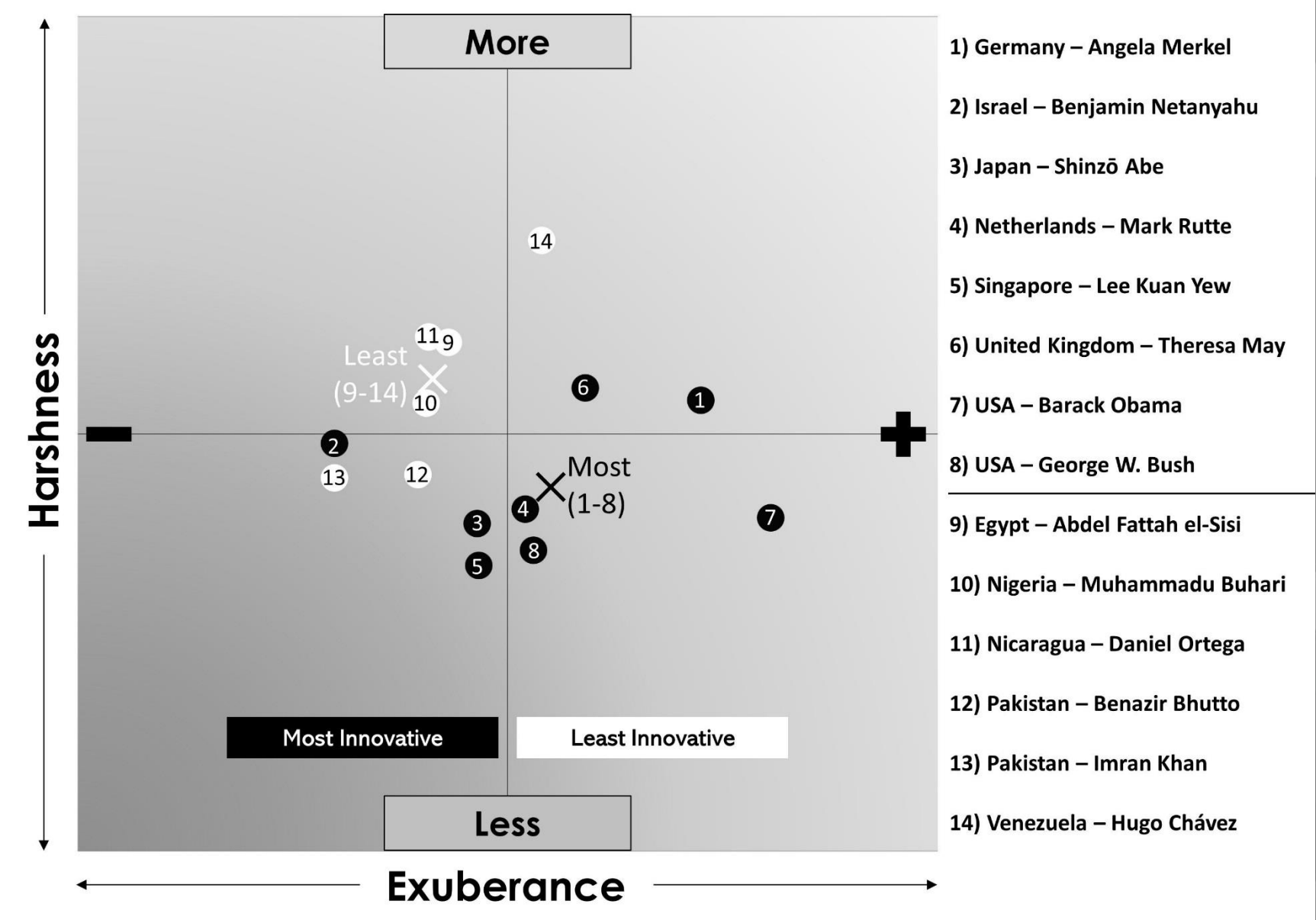
Who Trump Has Hailed & Disparaged



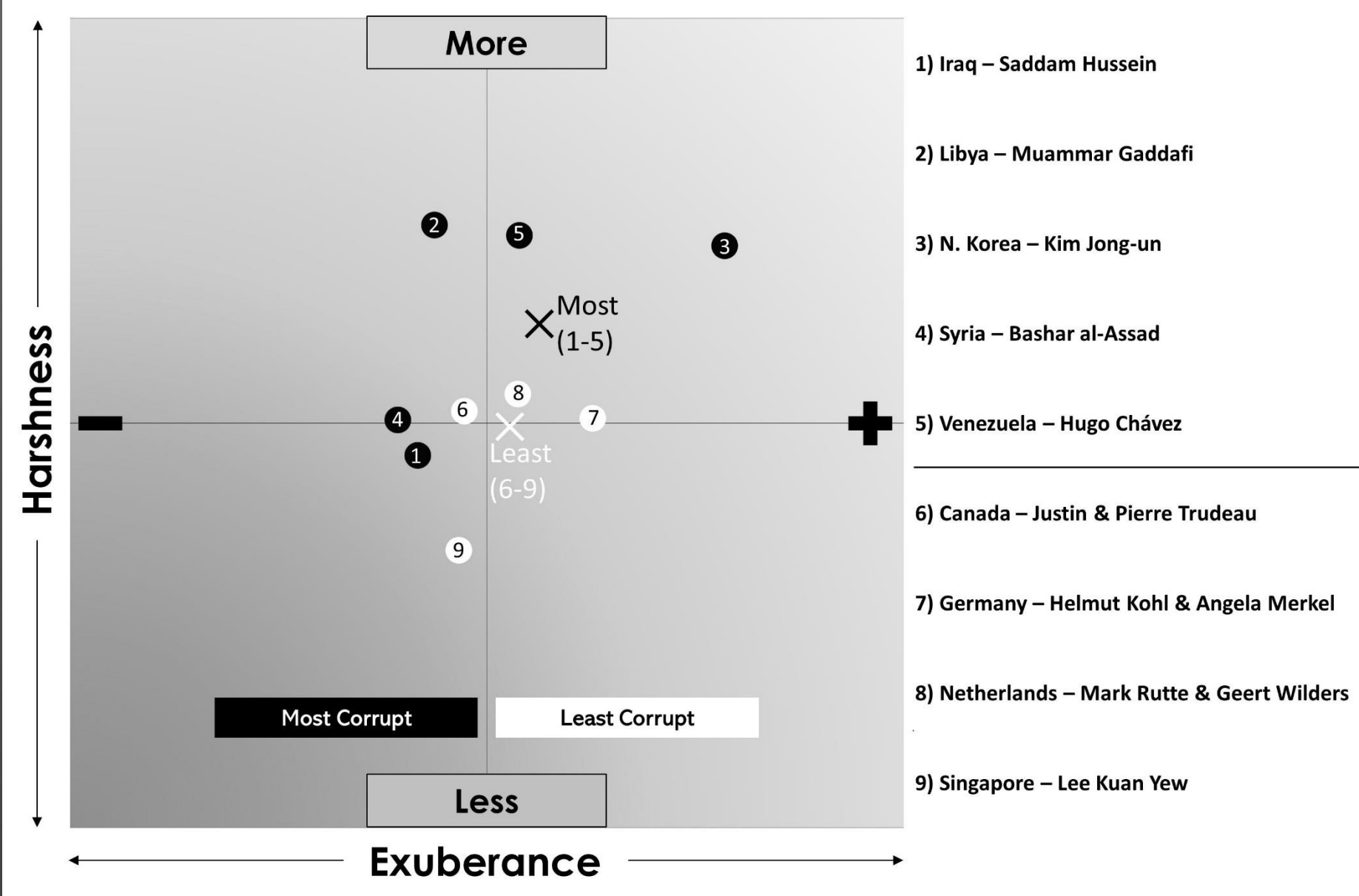
Democracy and Standard of Living



Degree of Innovation



Most & Least Corrupt



Part 3 – On the Job

Office Worker Caricatures



Antagonist: Is rude and unpleasant to co-workers, vendors and customers



Blameless Bob: Always has an excuse for everything



Whiner: Complains no matter what he or she is asked to do



Thumb-Twiddler: Lacks motivation and initiative



Insubordinate Subordinate: Challenges you in front of other workers and managers



Tortoise: Shows up late or not at all



Amy Attitude: Has negative attitude that brings everybody down



Hand-Holder: Needs constant supervision



Early Retiree: Has been around awhile and is beginning to practice on-the-job retirement



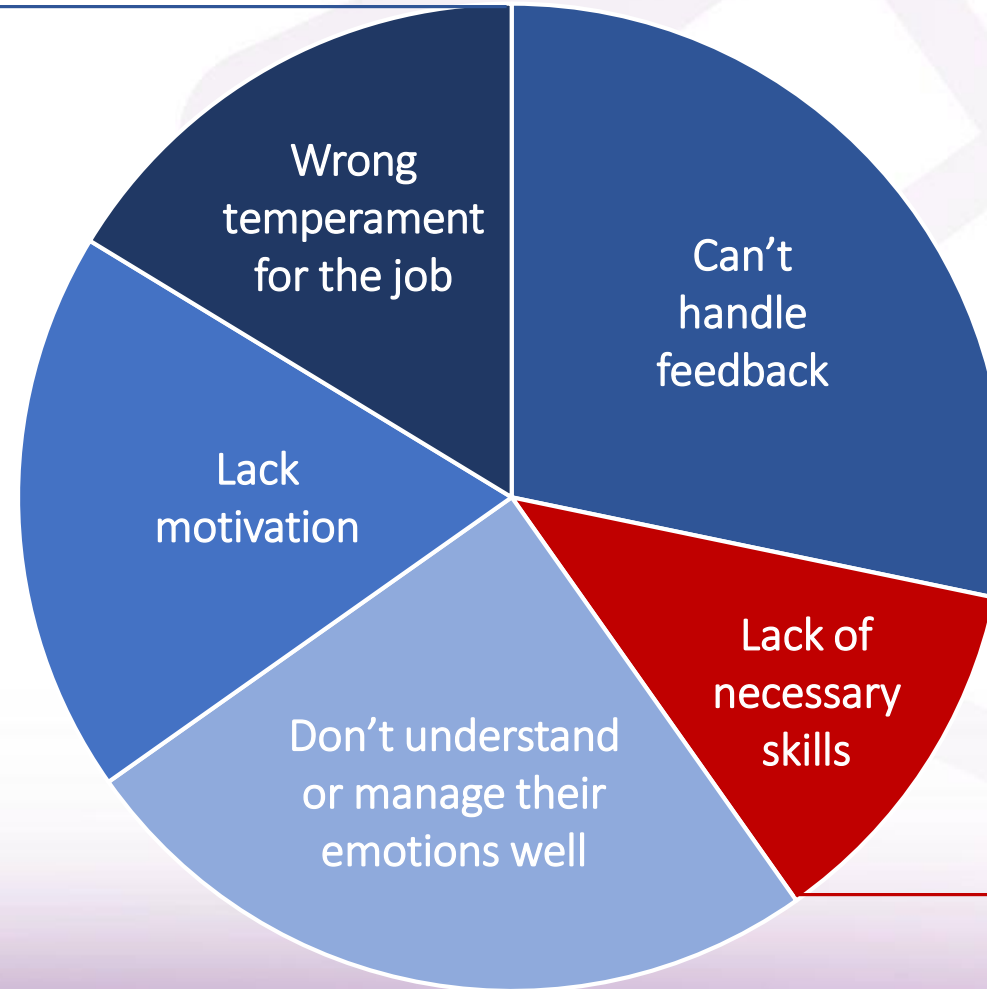
Worrywart: Has personal problems that infringe on the workday



Clock-Watcher: Refuses to work weekends or even a minute beyond “quitting time”—even during deadline crunches

Why Do New Hires Fail?

Emotionally
Oriented
Reasons

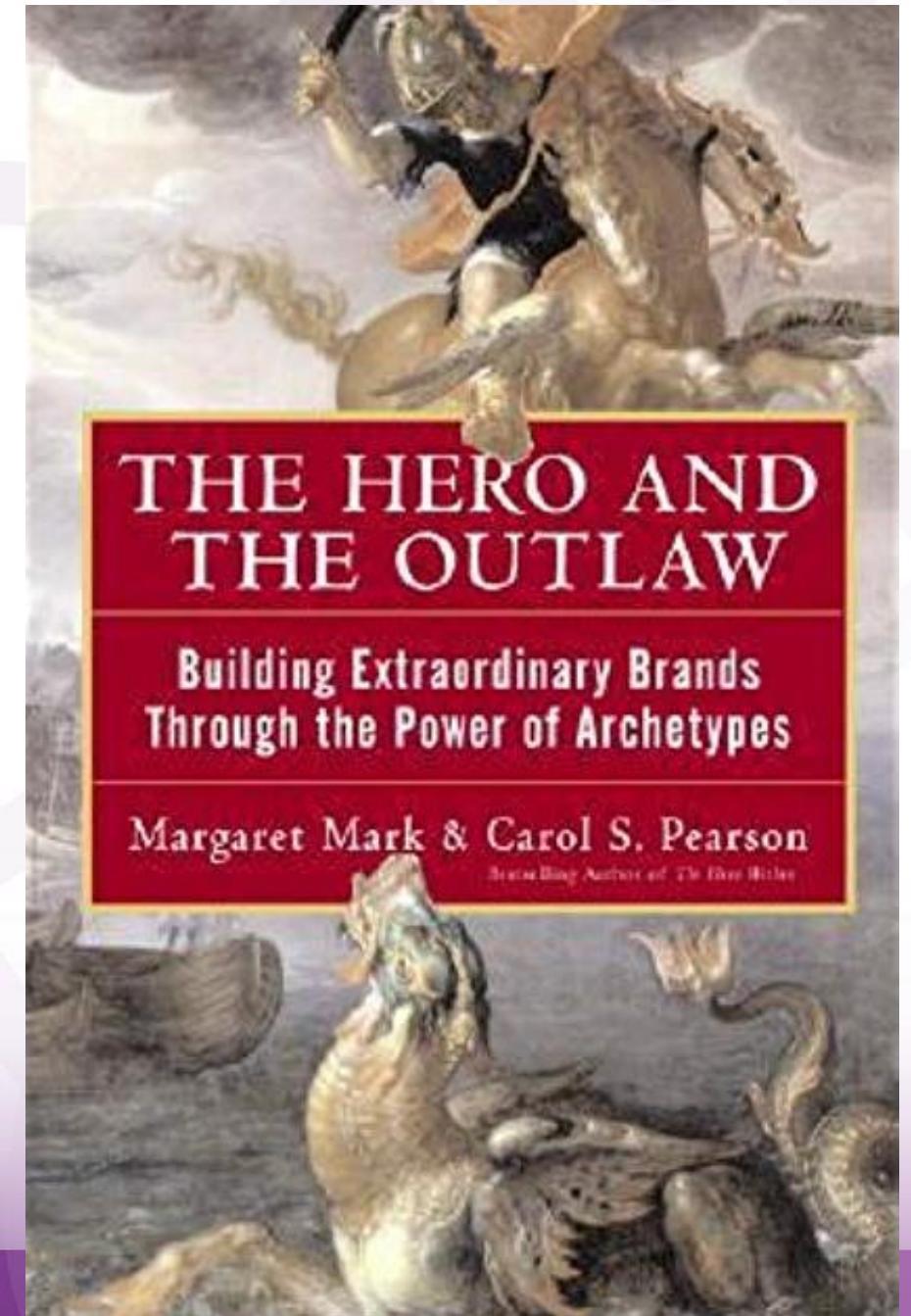
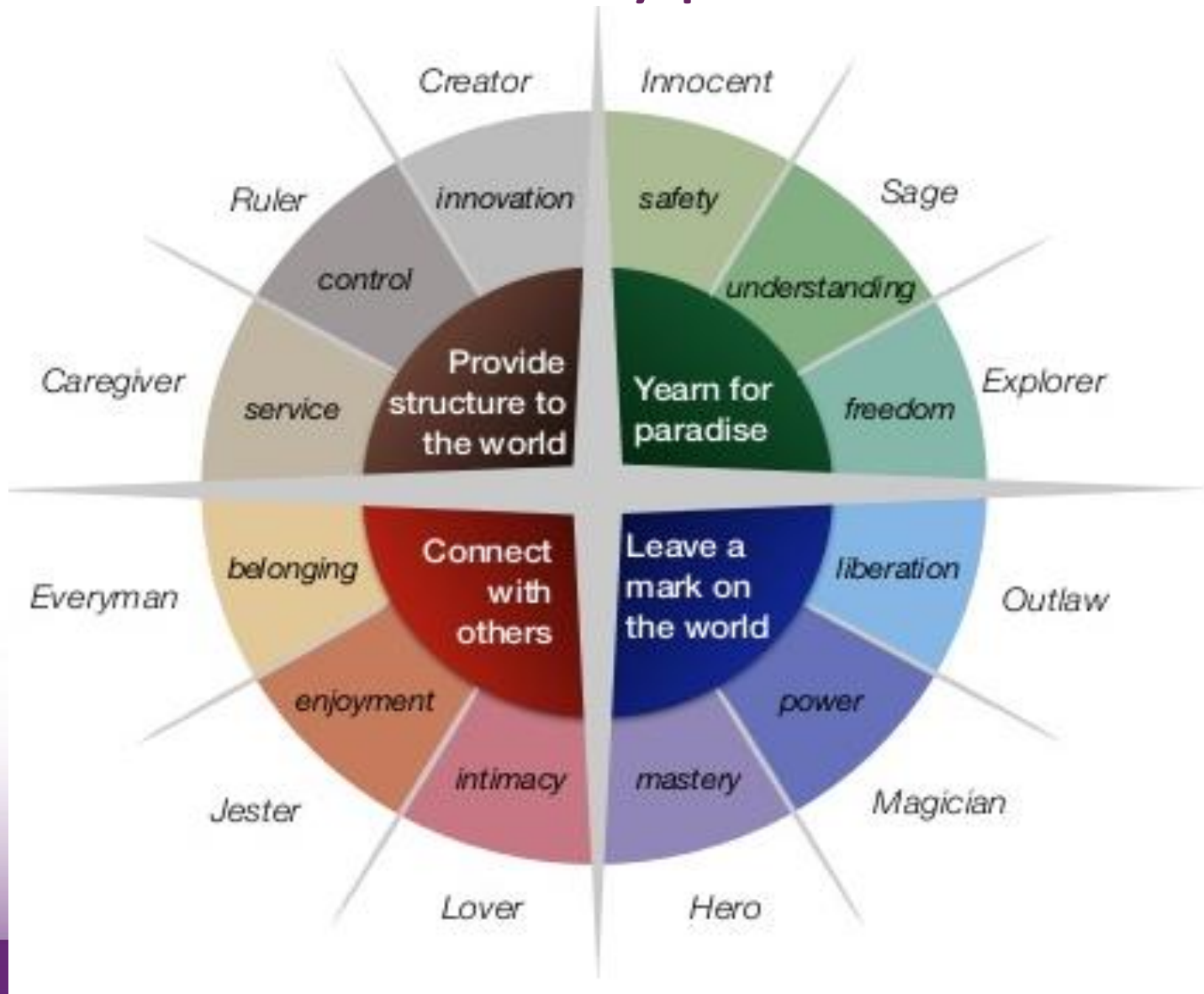


Rationally
Oriented
Reasons



“How Would Your Mother Describe You?”

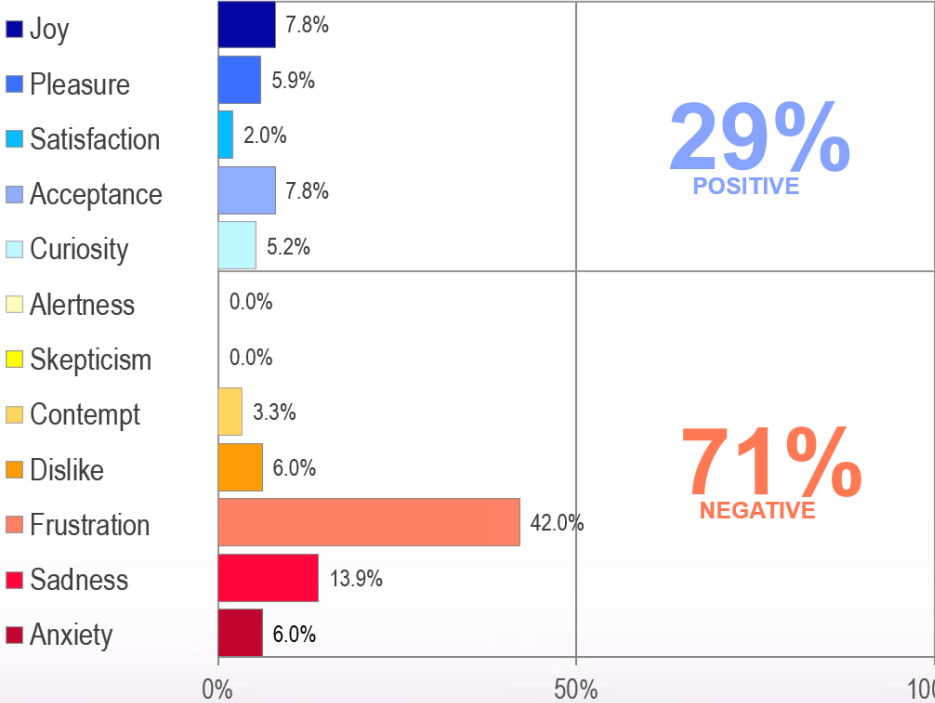
12 Archetypal Roles



Romanian Leaders Compared

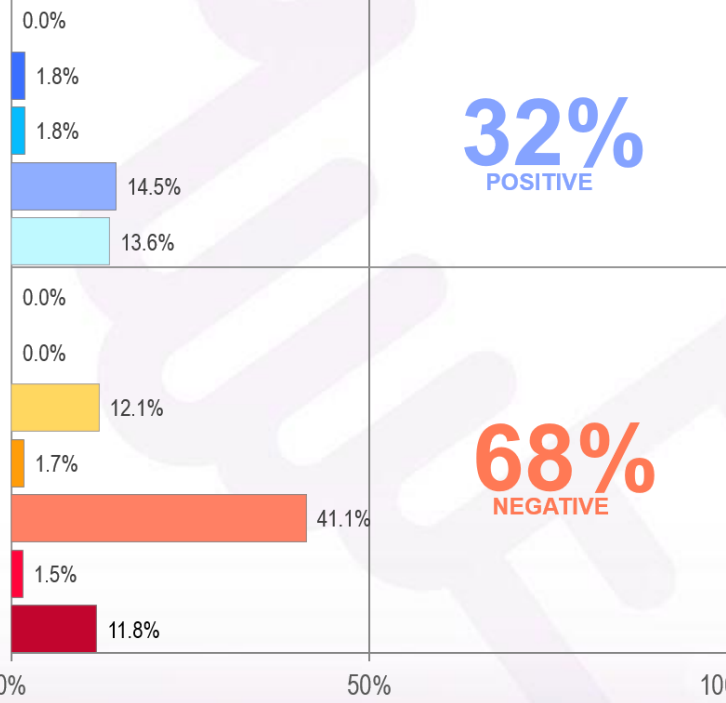
Klaus Iohannis

Emotional Profile



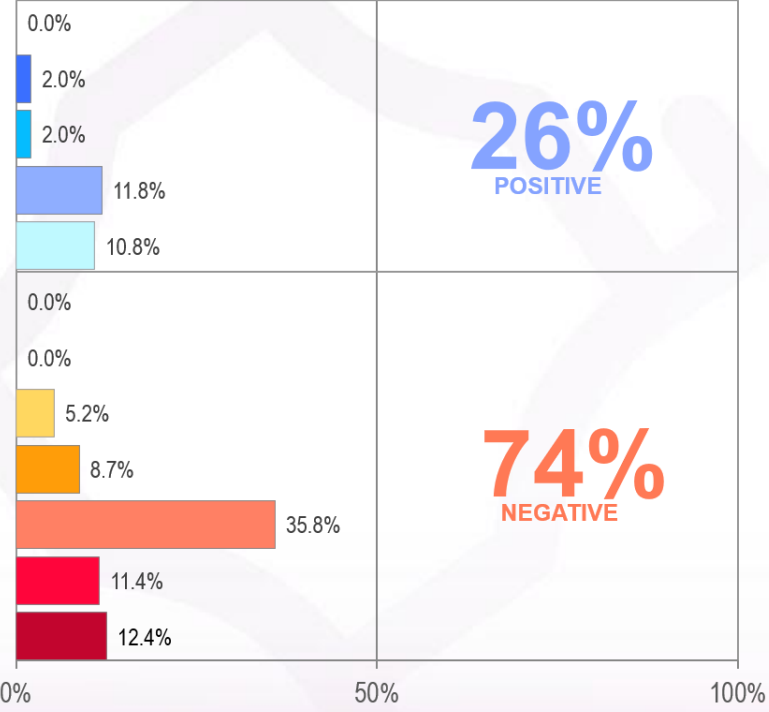
Dan Barna

Emotional Profile

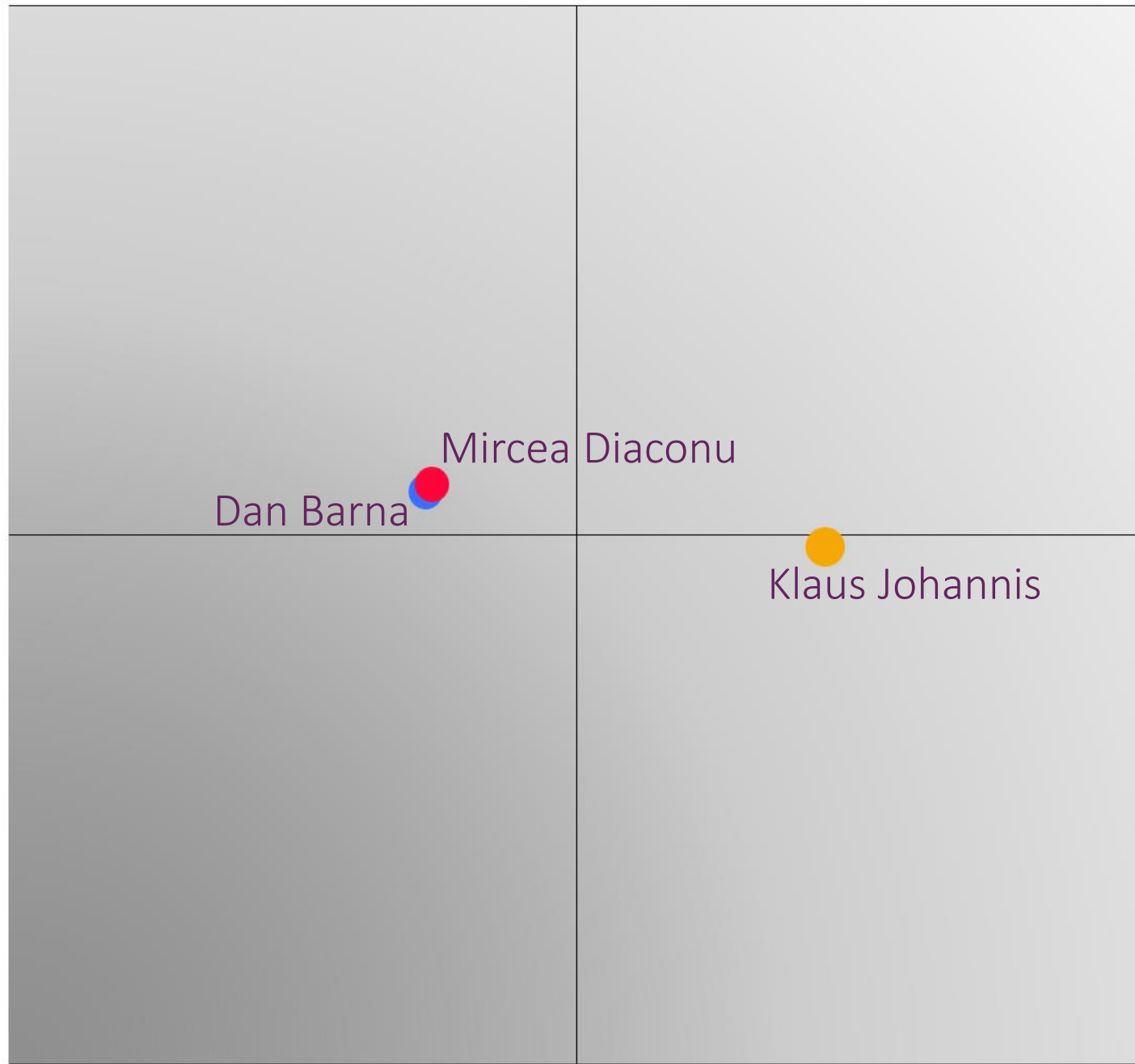


Mircea Diaconu

Emotional Profile



Harshness



Exuberance

Questions?

THANK YOU!

Faces of the Week



A blog covering:
Politics, Hollywood, Sports, Music,
Business, Media,
and More.



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