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# More on the Power Pose

Columnist Sue Shellenbarger Answers Readers' Questions

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Feb. 25, 2014 7:37 p.m. ET

**Q: Regarding the impact of the "power pose" on performance, can you recommend further reading on the topic?**

—J.M., Benoni, Gauteng, South Africa

**A:** A leading researcher on the subject, Amy J.C. Cuddy, an associate professor of business administration at Harvard Business School, wrote a blog post last year entitled, "Want to Lean In? Try a Power Pose," which can be found on HBR.org. A video by Dr. Cuddy showing how to practice power-pose techniques, "Boost Power Through Body Language," is also posted on the site. Her popular 2012 TED talk on the topic, "Your Body Language Shapes Who You Are," can be found online.


Three helpful books that include advice on using posture and other non-verbal behaviors to enhance your image and results are "The Power of Presence" by executive coach Kristi Hedges; "Creating Personal Presence" by communications trainer and consultant Dianna Booher, and "Speak Like a CEO" by executive-communication coach Suzanne Bates.

Learning acting techniques can help you manage your body language to influence the way you feel and the way others assess your status and competence, coaches say. A book called "Leadership Presence" by Kathy Lubar and Belle Linda Halpern interprets principles of acting for use in business. Steve Jobs used many of these techniques to heighten the impact of his new-product announcements, as described in "The Presentation Secrets of Steve Jobs" by Carmine Gallo.

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