



The Institute for Social Sciences Presents



ISS Conference Series *Perception is Reality* Keynote Speaker: Amy Cuddy

Presence: Bringing Your Boldest Self to Your Biggest Challenges?

**With Amy Cuddy,
Harvard Business School**

Friday, April 24, 2015

2:00 p.m. Lecture

UC Davis Conference Center

This event is free and open to the public, but registration is required.

To register, please visit the ISS website:

<http://socialscience.ucdavis.edu/events/iss-conference>



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AMY CUDDY Harvard University

Social psychologist Amy Cuddy, Associate Professor of Business Administration, uses experimental methods to investigate how people judge and influence each other and themselves. Her research suggests that judgments along two critical trait dimensions – warmth/trustworthiness and competence/power – shape social interactions, determining such outcomes as who gets hired and who doesn't, when we are more or less likely to take risks, why we admire, envy, or disparage certain people, elect politicians, or even target minority groups for genocide.

Her latest research illuminates how “faking” body postures that convey competence and power, even for as little as two minutes, changes our testosterone and cortisol levels, increases our appetite for risk, causes us to perform better in job interviews and generally configures our brains to cope well in stressful situations. Her 2012 talk at TED Global on the subject is one of the most viewed TED talks of all time.