



Power Cues: The Subtle Science of Leading Groups, Persuading Others, and Maximizing Your Personal Impact

By Nick Morgan

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Take control of your communications—before someone else does

What if someone told you that your behavior was controlled by a powerful, invisible force? Most of us would be skeptical of such a claim—but it's largely true. Our brains are constantly transmitting and receiving signals of which we are unaware. Studies show that these constant inputs drive the great majority of our decisions about what to do next—and we become conscious of the decisions only after we start acting on them. Many may find that disturbing. But the implications for leadership are profound.

In this provocative yet practical book, renowned speaking coach and communication expert Nick Morgan highlights recent research that shows how humans are programmed to respond to the nonverbal cues of others—subtle gestures, sounds, and signals—that elicit emotion. He then provides a clear, useful framework of seven “power cues” that will be essential for any leader in business, the public sector, or almost any context. You'll learn crucial skills, from measuring nonverbal signs of confidence, to the art and practice of gestures and vocal tones, to figuring out what your gut is really telling you.

This concise and engaging guide will help leaders and aspiring leaders of all stripes to connect powerfully, communicate more effectively, and command influence.

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- Sales Rank: #410244 in Books
- Published on: 2014-05-13
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x 5.75" w x 1.00" l, .76 pounds
- Binding: Hardcover
- 272 pages

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Review

“One of the Best Leadership Books of the Year” — **Inc.**

“This isn’t self-help hocus pocus: Morgan explores the neuroscience and psychological underpinnings of our behaviors and offers pathways to incorporating this understanding into more effective daily communications with colleagues, customers, the board, and even your kids.” — **strategy+business magazine**

“... what he offers is a chance for all of us to better connect with our authentic selves and one another. With that power in practical application, just think what we can achieve.” — **Jack Covert, 800 CEO READ**

“a practical and useful guide... a blueprint for effective leadership.” — **Publishers Weekly**

“*Power Cues* is helpful because it helps readers to understand the nonverbal messages that they are currently sending out, and provides specific suggestions for relaying the messages they want to send out in order to influence others.” — **AASA, School Administrator**

ADVANCE PRAISE for **Power Cues**:

Keith Ferrazzi, New York Times bestselling author, *Never Eat Alone* and *Who’s Got Your Back*—

“A must-read for anyone who wants to become a more effective communicator. Between Nick Morgan’s depth of knowledge of both verbal and nonverbal communication and his direct, humorous, and occasionally ‘tough love’ approach, *Power Cues* shows you exactly how to be powerfully persuasive.”

Erica Ariel Fox, New York Times bestselling author, *Winning from Within*—

“Nick Morgan’s groundbreaking book will open your eyes to a whole new world of understanding about how you share ideas and influence people. Read it, and you will never look at this topic in the ‘old way’ again—and you’ll get much better results by applying his wisdom.”

Josh Linkner, CEO, Detroit Venture Partners; author, *Disciplined Dreaming* and *The Road to Reinvention*—

“Nick Morgan combines neuroscience and practical advice to create a compelling set of steps you can take to lead any group, win any negotiation, or wow any room. *Power Cues* is the must-read book of the year.”

Nicco Mele, Adjunct Lecturer in Public Policy, Harvard Kennedy School; author, *The End of Big*—

“In *Power Cues*, Nick Morgan skillfully reveals the extent to which we are influenced by our unconscious minds. He provides a practical and deeply compelling process to harness this influence so that we can connect with others more powerfully and positively. This book will forever change how you think about leadership.”

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Sally Hogshead, author, *How the World Sees You*—

“Nick Morgan is a master communicator, a leader among leaders . . . By combining exquisite insight with mesmerizing storytelling and research, this book reveals how to engage and inspire others before you even open your mouth to speak.”

About the Author

Nick Morgan, founder of Public Words Inc., is one of America's top communication and speech coaches. He is a former Fellow at Harvard's Kennedy School of Government, where he was affiliated with the school's Center for Public Leadership. From 1998 to 2003, he served as editor of the *Harvard Management Communication Letter*. He is the author of the acclaimed book, *Working the Room*, reprinted in paperback as *Give Your Speech, Change the World*.

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