

## **Real Power: The Trust-Driven, Science-Based Leadership We Need Now**

Too often, bravado is mistaken for leadership. The loudest voice in the room, the refusal to admit doubt, the performance of certainty—especially in uncertain times—can look like strength. But domineering leadership may suppress dissent, discourage innovation, and create a culture of silence that fails under pressure.

In this data-driven and deeply practical talk, Dr. Amy Cuddy shows why dominance doesn't deliver—and how trust-based leadership outperforms it on every meaningful metric. Drawing on decades of psychological research and timely case studies from high-performing organizations, she reveals the measurable costs of fear-based leadership—and the tangible returns of trust.

Your audience will learn:

- Why dominance leads to surface-level compliance, not sustained engagement
- How fear-based leadership erodes innovation, execution, and ethical behavior
- What the data say about trust: teams led by high-trust managers show higher performance, lower attrition, faster decision cycles, and greater resilience
- Concrete behaviors that build trust: listening deeply, rewarding credibility over confidence, creating psychological safety, and sharing power wisely

This talk is ideal for executive teams, people leaders, and organizations under pressure to perform without sacrificing culture.

**Takeaway:** Domineering leadership creates fragile organizations. Trust-based leadership builds teams that adapt, innovate, and endure. In today's workplace, trust isn't a soft skill—it's a strategic imperative.