

## Face Reading & Body Language Analysis - John Key - by Suzanne Masefield AIBMA

Face and body reading has existed since the dawn of human existence. Determining characteristics, qualities, pros and cons of our friend or foe has been a life determining skill at times in history.

Nowadays reading non-verbal communication (body language) is utilised in our everyday life to decide if we like, dislike, trust or mistrust someone, whether we choose to engage them in friendship, in a job, a competition or an election or even if we want to do business with them. This is conducted mainly unconsciously within the first 5 -10 second of meeting someone, either face to face or through the media.

Reading character traits for jury selection or weighing up opponents is consciously analysed around the world by body language experts, enabling an insider's view of the workings of an individual's potential behaviour and personality. Our face and body is a subtle map (or not so subtle in some cases) of who we are as a person and how we tick, it is etched throughout our physicality to read like an open book, by those of us lucky enough to be in the know.

When we analyse personality characteristics from facial features and feature positioning it is like a reading a map from A-Z of who the person is, their potential, main attributes and challenges, it is literally written all over their face and body. Body Language reading has experienced heightened interest in recent years due to the television series such as 'The Mentalist' and 'Lie to Me' (based on Paul Ekman, a world renowned body language analyst and inventor of the FACS Facial Expression Recognition technique).

Behavioural traits from body language observations are commented on in this article to compliment the mini facial analysis and give the reader a broader picture of how they are presenting themselves in different situations. The findings are based on presenting pictures alone without knowledge of the full context in each situation, which may adapt the meaning, so this needs to be taken into consideration when reading.

As a body mind analyst, reading people is my business and I'm frequently asked to comment on key figures in the media alongside working with businesses to assess clients, staff, patrons etc. and enhance performance. This mini face and body language observation gives an overview of the potential characteristics and traits of one of our key figures and my observations and commentary are for your interest and entertainment only.

The information contained in this article is for interest and entertainment purposes only. The author provides no warranty about the content or accuracy of content enclosed. Information provided is subjective. Keep this in mind when reviewing this article.



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*"I couldn't believe how Suzanne read me like a book within the first 5 minutes of meeting me, quite amazing... quite scary, but very impressive"* **J. Arnold - Office Manager**



## John Key

This analysis is given from my professional observation for your interest and entertainment.



### Characteristics

#### **Head & Face Shape frontal and profile**

Represents the overall structure of the personality supporting the rest of the characteristics

**Rectangle/Oval** – Steadfast & Ambitious/ Flexible

Logical, strategic personality with strong ambition who projects himself out in the world, likes to get on with it and see results. (based on mental, emotional, physical ratio split on the face)

#### Prominent Features

**Straight hairline** – decisive, makes decisions easily, processes logically not emotionally, straight to the point, focuses on facts as he sees them and getting practical results.

**Forehead/Brow** - Represents frame of mind

**Long forehead** – broad, open mind, intellectual, good memory, observant fact based perspective.

**Eyebrows & Eyes** – processes mentally 1<sup>st</sup>, practical, balanced thinking, sharp and exacting personality, can be self critical and/or judgemental at times, high expectations of self and others.



**Nose** – how they project their personality, ego, sense of personal power into the world.

**Long pointed nose** – Totally focused on the objective - being the leader regardless of obstacles, single focused and practical. Sense of identity (his driver) is based on the tangible results achieved. Has high expectations of self and can be critical and judgemental of self and others (which is often bitten back not expressed). Can appear aloof and disinterested when trying to process information intellectually before expressing, but wants to make a difference for people from a results perspective.

Highly confident, strong and dependable (results based). The practical outcome is what matters to this man. Believes he knows the answers (superior attitude at times) and can stretch the facts to what he believes is true (his model of the world). Leadership based personality, likes to be helm of the ship and is able to work alone without a team. This type of personality enjoys projecting himself out into the world.

**Prominent, strong, pointed chin & strong jawline** – can be decisive, grounded and determined, bordering on stubborn and single focused at times. Wants to get the job done and get on with it with low tolerance for aspects that don't fit into his plan.

**Ear position** – decisions made from observation and logic, not from emotions.

**Cheekbones** – is highly ambitious and determined characteristics, with the intention to generate positive results, high heart energy.

**Mouth** – Enjoys life – strong creativity to express new ideas, can be critical of self as much as others. Not always able to express feelings clearly even when he cares, experiences sense of failure when he doesn't achieve practical results and meet his own high expectations. This personality is able to articulate well when he has the facts and open to listening.

## **Behaviour traits analysed from body language**

The analysis below is based on the context of the photo presenting only and not necessarily the whole situation that occurred which may shine a new or more in depth light on the behaviour.

If a full analysis was to take place many extra aspects would need to be present to make it viable.

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## **Hand Gesture**

Open palms facing up – I have nothing to hide, a submissive, non-threatening gesture. Leaning away to the left, emotional distancing, left arm closer to body as a protective gesture, may be pulling away emotionally to protect self when put on the spot. Distance of right arm suggests he is open to action. Showing right side of face, with artery in neck exposed, shows the practical side is open to display and is not threatened nor threatening. The smile, almost smirk (potential happiness/contempt micro-expression, with eye crinkling suggests there is some humour here.





A

A: Finger/ lip gesture suggests other person(s) to be quiet. The left hand fist suggests a level of frustration and anger that he's held back from expressing. Head jutted forward trying to assert power.



B

B: An interesting hand gesture suggesting anger (middle finger sticking out- anger) directed at someone or something, internalising anger/disgust micro-expression, whilst showing a level of superiority (thumb sticking up). The contraction of facial features and barred teeth, compliment the hand gesture with their sentiments. As it is the left hand it is less aggressive and more emotive than directive in nature, but definitely showing displeasure and authority.

## Under Stress



A

A: Barrièred body language to protect self (arms joined together in front of body with shoulders pulled around). Hand clasping suggests anxiety and frustration, although there is a steepling aspect that can be a gesture of confidence and superiority. Head lowered close to shoulders for protection, whilst giving a smile that doesn't reach the eyes (fake/possible contempt smile). Exhibits a sense of bravado he is not feeling.



B

B: Passifying lip, mouth gesture, (lip pressing micro-expression – controlled anger/sadness) lowered brow and eye positioning down to left suggests pressure, with feelings of potential anger and/or sadness, frustration and strong feelings. Unsure, bites back words, whilst thinking what to say next. Challenging emotional and logical processing is occurring here.



C: Rests hands and at times grips the edge on podium to stabilise body and shuffles papers to help mental/emotional processing. Shows level of anxiety to find answers. Head closer to body for protection, slight frown and jutted forward to move away from own emotions and project confidence.



D: Lowered brow, tense forehead, tight lips, zoned out left eye. Shows signs of weariness, worn out. Although the right eye is still focused forward and getting things done, there is sadness and exhaustion here. With all the disasters and challenges since the beginning of his term it unsurprising this man projects a sense of battle weariness at times.



A



A1

A: Open hand gesture, fingers spread, palms facing out, making his point out in the world point, whilst trying to draw others in, this gesture has an aspect of pacifying the audience. The upright open posture, focused vision with a light smile, suggest he enjoys being in charge. The chin is tucked down slightly in both pictures (often a baseline), so there is a level of self protection and guardedness when speaking. He reaches out to the audience with confidence and a level of authority, wanting to encompass everyone when speaking. Where the hands face down more ('Magic Hands' as in A1), it is a more dominant gesture ie. I'm the boss, calm down, be quiet and listen up... ). John Key appears to enjoy leadership.

B: Mirroring aspects of counterpart's body language to build rapport. Hands joined whilst leaning in with foot pointing towards Obama shows engagement and focused listening. His head is quite far forward from the body, wanting to project his personality out towards the other person, showing interest and asserting equal power. He relates strategically and diplomatically to maximise potentially beneficial relationships. He is very comfortable relating to people in power.



B



C: Wearing volunteer uniform from rugby world cup showing he wants to relate to the average person and appear similar to everyone else, whilst honoring the volunteer's efforts. The hands touching the heart with open fingers, suggests he wants to encompass everyone and show he is genuine and sincere.



## Friends and Colleagues



A



B

A: Performing Hongi with eyes shut and full nose, forehead connection, head slightly higher than his counterpart. Effort is firmly focused on following cultural protocol and sensitivity, diplomatic whilst still establishing leadership, although the tightened muscles in the jaw suggest a level of tension here (this could be due to concentration due to trying to 'get it right' or related to communication between the parties).

B: Mirrors body language of Obama whilst turning to face him, builds rapport, shows interest and deference. He utilises diplomatic relationship building skills often in business and political situations.

## The Promotion



Presenting in a dark navy suit creates an unconscious perception of stability, integrity, knowledge and leadership, whilst the light blue tie creates a sense of trust when observed (police, marines uniforms etc wear blue). Open body language, left hand towards billboard outlining policies of future planning (emotional connection, almost a wave, can be engaging the *creative* side of the brain) suggests the objective is to convey a sense of stability through forward thinking, planning and established leadership. Wanting to convey strong leadership via a direct, clear tone and specific hand gestures, delivering facts as he sees them and solutions to overcome world (NZ) challenges and thrive.

As the prime minister of New Zealand John Key has experienced many challenges and both his positive and negative traits have been on show for all to see over the last few years. He offers an interesting blend of characteristics and behavioural traits, which will no doubt continue to engage much commentary as things progress over this latest term, as he handles some of the recent challenges presented to him.



Any Characteristics of an individual are based on a combination of personality traits, upbringing and life experiences. All these aspects need to be taken into consideration when reading someone's body language. Everyone has their own individual baseline and idiosyncratic body language gestures specific to them, based on these key elements. Any body language gestures and behaviour need to be read and analysed in context and in clusters, so that incongruent, conflicting aspects or transitions can be assessed more accurately.