



## **Face Reading/Analysis - John Key and Phil Goff**

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 whether we like or dislike, trust or mistrust someone, whether we choose to engage them in friendship, in a job, a competition or an election. This is mainly conducted unconsciously within the first 5 -10 second of experiencing a person, 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 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 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.

Behavioural traits from body language observations are commented on in this article to compliment the facial analysis and give a broader picture of how they are presenting themselves at this time.

As a body mind analyst reading people is my business and with an election drawing near I thought it would be interesting to conduct a mini face and behavioural reading of the primary candidates and offer my observations and commentary for your interest and entertainment.



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## Phil Goff

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



The analysis below is a brief overview of key characteristics pertaining to this personality.

### Characteristics

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

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

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

A grounded, earthy personality with high idealism and strong ambition (mental, emotional, physical ratio split on the face)

#### **Forehead/Brow**

Represents the frame of mind - Broad minded, observant with a good imagination

### Prominent Features

**Ragged hairline** – idealistic tendencies, indecision in practical aspects, changes mind, decisions often emotionally and ideally based – can try to cover indecision by drawing on others emotions.

**Strong jaw line** – determined to get ahead, strong, stable, down to earth, he feels secure in himself if not always in his decisions. Can carry things through practically if stays grounded in fact and practical action and stops being concerned with what people think.

**Strong chin** - Determined to keep going regardless of facts or viability of situation

**Nose** – represents how the personality, ego and sense of personal power is projected into the world. A broad, wide based nose, large nostrils represents – Stability, steadfast, earthy, dependable, if not too idealistic. He can keep going, as draws physical energy from being liked and supported in a team. Sense of worth and ego based on how much people like him & the difference he makes in order to continue to feel one of them and be liked. A team based personality, prefers not to be the sole leader, he may find it hard to lead on his own. Can stretch facts to fit the emotional situation, can emotionally manoeuvre. This personality puts himself out in the world, but his roots are firmly grounded at home.

**Ear position** - tends to make decisions from what feels right and gut instinct rather than analysis or fact at times (emotionally based with idealistic tendencies). Good listener.

**Eyebrow emphasis** - Raises eyebrows a lot to emphasise a point when using critical judgement and searching for inspiration & ideas.

**Cheeks** – Strong ambition, can relate well to the average person, is emotionally engaged and wants to belong. This personality utilises emotions as the primary mode to communicate with others.

**Mouth** – Can express his feelings/opinions well and willing to listen

### **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. This is an analysis from my professional observation provided for your interest and entertainment.

#### **Hand Gesture**



Points finger (literally) to refocus on what the other candidate is not doing and make his point (used often). This is not a power gesture and exhibits a certain level of frustration (tightening of mouth, clenched hand) and deflection away from self.

## Under Stress



Experiences anxiety when put on the spot, sweating, pursed lips, passifying body language to comfort self, along with tightening of nostrils suggesting irritation or frustration.



Subtle barriers (hands in front of body at waist), pursed lips, passifying hand movements as well as holding onto an inanimate object, suggests the need to stabilise himself as experiencing nerves, uncertainty and anxiety. Erect posture with some muscle tightening shows elevated stress levels.

## Leadership



A body barrier using the leg to distance from people and expand his own space, creates a sense of taking charge to come across powerful and relaxed. This is called the American leg cross and *can* represent an arrogant, argumentative or competitive stance. It is often used when wanting to show confidence; my point of view will not change, there will be no compromise, I am ready for long debates!

As the torso is quite relaxed and lowered it is less confrontational and more about wanting to come across powerfully. The head is tilted slightly down to the right (internal dialogue -this will help me practically). Giveaways (leakage) – hand clasping, playing with fingers suggests some nervousness and/or frustration, right foot sticking out is quite challenging – don't enter my personal space, keep your distance.

## Friends and Colleagues



A



B

A: Open body language, touching others on the shoulder suggesting he is in charge and will take responsibility (look after them). Giveaway (leakage) - leaning more towards man on his right, relates well with the worker, (left shoulder up, left leg forward, turned slightly in to the right) possibly less comfortable with his peer in this situation or wanting to stress a point to be near the other man (analysis based on the context of this photo only).

B: Mirroring aspects of body language of the other man creates rapport along with smiling. Giveaway (leakage) - hands in pocket (hidden, holding back, safety) whilst leaning left and slightly away from the other person, can show he doesn't want to show all his cards and isn't totally sure of his standing emotionally with this person. (analysis based on the context of this photo only).

## The Promotion



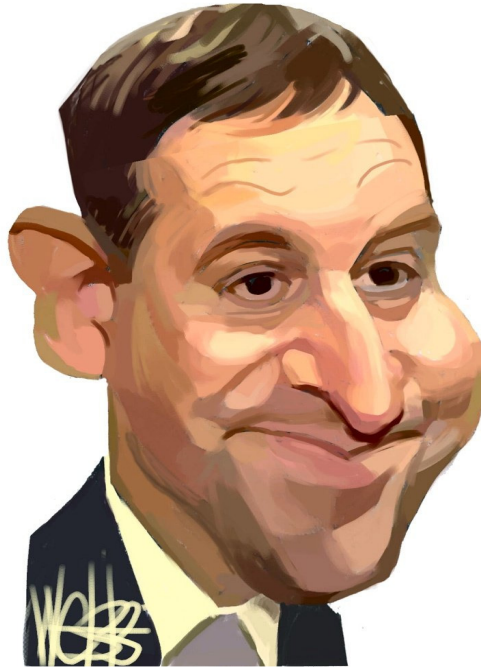
Presenting in the colour dark blue creates an unconscious perception of stability, integrity and traditional values (police, marines uniforms etc wear blue), creating a sense of calm and safety when observed. Open body language, palms open (I have nothing to hide), open shirt, no tie, creating an informality to relate to the average person. His father in a traditional kiwi shirt suggests the objective is to convey family values, down to earth, traditionalism. His lowered and soft tone is utilized to draw people in emotionally to his story.

As one of the primary candidates Phil Goff offers an interesting blend of characteristics and behavioural traits, which I am sure will be increasingly commented on as things progress during this election process.



## 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. (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 & exacting personality.

**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 he achieves. 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, is able to work alone without a team. 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.

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

**Cheekbones** – highly ambitious with intentions to do good in the world.

**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. Able to articulate well when 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. This is an analysis from my professional observation provided for your interest and entertainment.

#### **Hand Gesture**



Open palms facing up – I have nothing to hide, a submissive, non-threatening gesture. Leaning away to the left, left arm closer to body as a protective gesture, may be pulling away emotionally. Distance of right arm suggests he is open to action. The smile, almost smirk with eye crinkling suggests there is some humour here.



A

B

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 juttred forward trying to assert power.

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

### Under Stress



A

B

A: Barriered body language to protect self (arms joined together in front of body). Hand clasping suggests anxiety and frustration. Head lowered close to shoulders for protection, whilst giving a smile that doesn't reach the eyes. Exhibits a sense of bravado he is not feeling.

B: Passifying lip, mouth gesture, lowered brow and eye positioning suggests pressure. Unsure, bites back words, whilst thinking what to say next. Challenging emotional and logical processing occurring here.



C: Rests hands 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 juttred forward to move away from own emotions and project confidence.



D: Lowered brow, 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 appears battle weary at times.



## Leadership



A



B

A: Open hand gesture, fingers spread, palms facing out, upright open posture, focused vision with a light smile. Reaches out to the audience with confidence and a level of authority, wants to encompass everyone when speaking. Enjoying leadership.

B: Mirroring aspects of counterpart's body language to build rapport. Hands joined whilst leaning in with foot pointing towards Obama shows engagement with and focused listening. Head is quite far forward from the body, wants to project his personality out towards the other person, shows interest and asserts equal power. Relates strategically and diplomatically to maximise potentially beneficial relationships.



C: Wearing volunteer uniform from rugby world cup shows he wants to relate to the average person, whilst honouring the volunteers efforts. Hands touching heart with open fingers – wants to encompass everyone and show he is 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 focused on following cultural protocol and sensitivity, diplomatic whilst still establishing leadership.

B: Mirrors body language of Obama whilst turning to face him, builds rapport, shows interest and deference. Diplomatic relationship building skills utilised 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, suggests the objective is to convey a sense of stability through forward thinking, planning and established leadership. Wanting to convey strong leadership via his direct, clear tone and specific hand gestures, delivering facts as he sees them and solutions to overcome world (NZ) challenges and thrive.

As one of the primary candidates John Key has experienced many challenges as prime minister and his positive and negative traits have been on show for all to see over the last four years. He offers an interesting blend of characteristics and behavioural traits, which will have continued commentary as things progress during this election process.



Depending on the circumstances you find yourself in now, you will determine which candidate fits best for you on November 26<sup>th</sup> 2011. I hope my impartial observations will give you an insight into these two men from a different angle, if nothing else to entertain you.

Some think it is a forgone conclusion that John Key will win the election, but in these changing times and the unpredictable world we live in, anything is possible!

