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Cliff is CEO of the [Emotional Intelligence Academy](#).

Cliff heads up [Paul Ekman International](#) which specialises in using reliable science in developing and delivering programmes in emotional awareness and credibility analysis. He featured as Behavioural Analyst Expert for ITV's documentary '[Lying Game – Crimes that Fooled Britain](#)' and also with the BBC. He has worked with police, security and other personnel from military, airport, intelligence, investment, HR, banks and other commercial sector organisations in over 20 countries across all continents. He heads a team who has developed a leading-edge [MSC](#) in this field with MMU.

Cliff works closely with [Paul Ekman PhD](#), the pioneer of face and body language research, featured in 'Times Top 100 Influential People', scientific adviser to drama, '[Lie to Me](#)'. Dr Ekman recommends Cliff by video [here](#). He is married, 56, has 3 children, and has been a School Governor at the Primary School his children once attended for 25 years.

Read, Understand and Influence Others and Get to the Truth – a scientific approach

Introduction: Life and work in education can create challenging situations for us with other people. Often we are open and transparent with each other. Sometimes, though, people will hide their real thoughts or feelings – often for very good reasons. Top level staff working in schools face many crucial interactions with staff, parents/carers, children, Governors and other school stakeholders. Safeguarding and educating children is a huge responsibility and school leaders are often involved in mediation, investigations, arbitration and influencing activities that require high level emotional intelligence and communication skills. Increasingly school management are also dealing with collaborations, MATs, TSAs and Federation arrangements where interests of our own schools and those of the wider community can create a challenge. Academies may be the norm by 2022 and Heads may have to deal with Sponsors, Members, Directors, Lawyers and Business managers. With such accountability and responsibility it is important that school leaders are adept at getting to the truth so they can make wise decisions. This event will help you with those challenges, day to day school management and life.

The Sessions/Options: (½ or full day)

- a) ½ day - learn reliable indicators from 6 communication channels that help you see and hear what others are feeling and thinking. Learn signs that rarely appear from truthful people, but help you to recognize when others may be hiding information. This session focuses on micro facial expressions – and outlines valuable information from body language, voice, content, style and psychophysiology,
- b) Or... a 1-day combination of a) and c) below.
- c) ½ day – learn effective elicitation and questioning strategies to help you to 'Get the Truth' with school partners, suppliers, parents/carers, children, HR scenarios/complaints/grievances and those challenging situations outside of work.

The Approach: An interactive, science-based approach to reading and understanding others, and getting to the truth, with no-nonsense approaches, practical exercises and practice with videos, audios, text and real humans.

What's Extraordinary?: You will not find this comprehensive combination of reliable approaches for interviews, negotiation and life challenges anywhere else – distilled into powerful engaging sessions giving you skills you can use immediately.

Outcomes: ...first 4 from session a), last 4 from session b), all 8 if option c).

1. use simple psychological models to understand emotions, truth and lies
2. test your ability to read the emotions of others, even when they are trying to hide them...and manage your own!
3. recognise and interpret macro, subtle and micro expressions on the face
4. outline the other communication channels that can help you to evaluate truthfulness and credibility
5. outline key principles for informal and formal veracity interviews
6. use casual conversations to engage and explore issues with others
7. apply powerful probes/questions to help you get to the truth
8. plan how these skills might be useful within your school... and in life!