

# **“Face Your Strengths®” Methodology**

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Ever wished to instantly be able to “read” people’s intention or even their personality? Ever wondered how your nonverbal signals are perceived by your peers, family, friends, and even your partner? Ever thought how you can influence people around you by applying your peak strengths in your personal communication style?

Those questions can be answered easily through the application of an innovative methodology established by Avra Lyraki (Ph.D) & Evan Fotis Georgoulakis (Physiognomist), which combines the fields of Morpho-Psychology and/with Communications Coaching in order to assess and reinforce ones Personality Strengths, enhancing their personal communication and thus their influence.

The pillars of this methodology consists of the principles of Physiognomy and the principles of Coaching and Positive Psychology, according to which the powerful features of one's personality – external and internal – motivate them to achieve the desired results through their communication. In his book *“Managing Oneself”*, Peter F. Drucker expounds how you can achieve true and lasting excellence by operating from a combination of your strengths and self-knowledge. To discover your strengths, you need to use feedback analysis. Every time you make a key decision or take a key action, write down what you expect will happen. Practiced consistently, the method will show you where your strengths lie and will also show what you are doing or failing to do that deprives you of the full benefits of your strengths. What results are you skilled at generating?

What abilities do you need to enhance in order to get the results you want?

What unproductive habits are preventing you from creating the outcomes you desired?

In identifying opportunities for improvement, don’t focus on your weaknesses, because it will take you far more energy to improve from incompetence to mediocrity than to improve

from first-rate performance to excellence. Instead, concentrate on – and build on – your strengths.

For each individual, a personal communication strategy is built using a toolset of Morpho-Psychology's personality assessment, along with strengths psychometrics questionnaires that spots exactly the coachee's strengths. This helps each person create their personal communication inventory that will help them know thyself and communicate effectively their identity and goals.

The information conveyed through a person's face, from both expressions and also the structure and proportions is unmistakably powerful and immediate.

**Physiognomy** is the method that evaluates and studies the proportions of the face, and the individual characteristics from which we can draw conclusions about the underlying tendencies and predispositions of the personality. It is an ancient yet evolutionary method that reflects information about what lies within us and is revealed on our face.

There is a direct correlation between morphological and psychological characteristics. Their form and functionality is directly connected.

Form follows function. Humans as a species have evolved for self-preservation and reproduction reasons with the subconscious ability to instantaneously gather information about people around from a face to face encounter.

Our external features are visible, apparent. Whether we are able to decode what is displayed and available for all, used to depend solely upon our sensory acuity and perceptive observation,

Through a single glance, information about attitude, health, fertility, and character can be perceived. This can explain why our first impression is most often than not more accurate. In modern societies, people have been conditioned to respond to and follow social rules, which as a result inhibit their natural sensory acuity.

Our facial features are visible to all. Whether we are able to decode them accurately depends on the combination of our sensory acuity, our perceptive faculties, combined with knowledge of the meanings.

Through proper application of Physiognomy's specific rules of proportions, association and meaning of each feature, we can now have insight into who we truly are.

This knowledge helps us in distinguishing the differences between our true potential, from the stereotyped image that we and our society have built and conditioned for ourselves.

Further, through **Communications Coaching** we focus and highlight the coachee's personality strengths. The latter derives from certain psychometric tools and personal sessions, where the coachee becomes aware of his strengths and how to apply them in any given situation or goal.

Working with the coachee's signature strengths, developing them and furthermore building a tailor-made personal communication strategy is the key in influencing and above all conveying any message according to the set goal with clarity and confidence.

## **Face Your Strengths® Methodology Stages**

### **STAGE ONE - Face Analysis - (External Evaluation)**

Assessment of the external morphological form, structure and facial features and its correlation to inner traits and predispositions.

- Face Shape and corresponding Temperament
  - Extrovert-Controlled -Introvert
  - Dynamic-Controlled -Passive
  - Intellectual-Emotional-Physical
- Predominant - Contradicting features
- Balances - Imbalances
- Inherited, Static vs. Dynamic, evolving traits
- Strengths vs. Weaknesses
- Individual Features
  - Long term behavior

- Immediate responses

### **STAGE TWO - Personality Strengths Analysis - (Internal)**

- Assessment and analysis of the inner personality traits
- Mapping and prioritizing the coachee's goals
- Exploration of coachee's strengths through established self-assessment tools
- Setting the right communication profile according to coachee's personal style
- Combining personality traits such as strengths and virtues to the attainment of the coachee's goals.

### **STAGE THREE - Effective Communication Profiling Strategy (Internal & External)**

When the Face Analysis and the Strengths Assessment has been completed, we partner with the coachee in order to build his/her communications strategy in setting and achieving their set goal through the appropriate communication techniques focusing on the development of his/her strengths.

The novelty of this methodology which is based on the overall dynamic analysis of both the external features of a human face and each person's internal characteristics enables and empowers them in:

- Setting the right communication strategy according to their personality by capitalizing on their internal & external strengths.
- Increasing their awareness of their personal communication style.
- Helping them to incorporate their top internal and external unique features.
- Identifying their personal strategies for developing communication intelligence.
- Discovering how to deal effectively with conflict situations in cross-cultural encounters.
- Empowering their communication strategy towards the achievement of their goals.

## **Benefits of Partnering With Us**

In an era of constant changes, instability and financial challenges, the need of effective communication and strong interpersonal relations is of utmost importance. Our success or failure in any field of life hugely depends on our ability to communicate effectively and

persuade people around us:

Professionally with our bosses, clients, colleagues or personnel.

In relations with our significant other.

In our family with our spouse and children.

People with the insight of instant behavioural pattern recognition are able to:

- Inspire
- Persuade
- Gain trust
- Succeed in their goals

Incorporating our services in your everyday life, will help you expand your insight on:

- What our face reveals about your personality.
- How your emotional state is communicated through your facial expressions and posture before even saying a word.
- How to use Physiognomy to effectively decode people's behaviour and actions.
- How to comprehend what motivates each person to act the way they do.
- How to use your strengths to convey your messages in a compatible way to your personality.
- Leave a positive impression using communication secrets conformed to our unique personality traits.

#### **How to build your personal image and brand Target Audience**

- Executives expanding their toolset/success when working with individuals and teams with diverse communication backgrounds.
- Business leaders wanting to become more effective in identifying key personality features of their peers and build solid relationships with their teams.
- People who want to enhance their personal communication skills and impact either in the professional or social environment.