"TO THINE OWN SELF BE TRUE!": THE PATH TO POWER THROUGH AUTHENTICITY DURING THE COVID-19 PANDEMIC

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Is being true to the inner-self an effective strategy to gain power during social and economic crises?
AUTHENTICITY LEADS TO NUMEROUS CHERISHED OUTCOMES

- Well-being and healthy functioning (Kifer, Heller, Perunovic, & Galinsky, 2013)
- Clear direction in life (Gugnon, 2004)
- Lower emotional exhaustion, anxiety, and depression (Cable, Gino, & Staats, 2013)
- Job satisfaction, job performance, task commitment (Shamir, House, & Arthur, 1993)
- Authenticity leads to power perception for both self and other (Gan, Heller, & Chen, 2018)
Power affordance: *Voluntarily* given control over resources (Van Kleef et al., 2012)
The true-self is perceived as morally good (Newman, de Freitas, & Knobe, 2015).

Authenticity is perceived as a moral virtue (Gino et al., 2015).

• Moral individuals suppress or regulate self-interests (Bai, 2017)
• Power is preferably afforded to individuals who promote group interest (Keltner et al., 2008).

Authenticity—a moral virtue, reflective of the good true self—instills high levels of trust and confidence among followers (Hoch et al., 2018) which is especially critical during crises when people feel vulnerable and with limited personal control (Proudfoot & Kay, 2014).

WE PREDICT: AUTHENTICITY POSITIVELY AFFECTS SUPPORT FOR LEADERSHIP, ESPECIALLY DURING CRISSES
WE TEST OUR CLAIMS IN A PRE-REGISTERED LONGITUDINAL LARGE-SCALE STUDY

DURING AND FOLLOWING THE PANDEMIC
... using computer-generated facial image stimuli (Todorov et al., 2013) and advanced computational methods.
INITIAL FINDINGS, US SAMPLE:

PERCEIVED AUTHENTICITY IS MORE IMPORTANT THAN DOMINANCE FOR GAINING LEADERSHIP SUPPORT DURING THE PANDEMIC

\[ N=975, \text{US sample} \]
"Be yourself, everyone else is already taken"

- Oscar Wilde

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Questions? Comments? Suggestions?
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