Abstract
The avenues through which people compete for social rank are seemingly varied. Do these different strategies effectively promote rank? How do they manifest in behavior (e.g., nonverbally in the voice and body posture) and biology (e.g., testosterone)? What effects do these influence tactics, when used by leaders, have on team success and well-being?

This talk will explore how two fundamental strategies to social rank—dominance (i.e., relying on intimidation to induce compliance) and prestige (earning respect via competence to increase persuasion)—influence individual and group outcomes. In both field and lab groups, individuals who use a dominance or prestige strategy exercise greater behavioral impact and receive more visual attention. Highlighting the distinction between these strategies, individuals signal their dominance by deepening their voice pitch—a unique vocal pattern that is absent among those who adopt a prestige strategy. In the biological domain, individuals who gain high prestige in their community show a subsequent increase in testosterone levels, which presumably further motivates rank-seeking behavior. When these strategies are deployed by leaders, dominant leaders enhance team performance on problem-solving tasks, but also increase team negative affect. In contrast, prestigious leaders boost team creativity, follower loyalty, and positive affect. Moreover, seeking advice from prestigious others leads to greater learner success. Together, these findings indicate that although both dominance and prestige reward individuals with higher rank and success, they confer distinct costs and benefits on self, other, and teams. Finally, other lines of current work on gender differences in competitiveness and the social contagion of overconfidence will be discussed.