



# The Resonance Quotient™(RQ™):

*A New Standard for Leadership  
Clarity, Tone, and Connection*



SCOTT RAMEY



## Executive Summary

Leadership today is defined by pressure. Teams are stretched thin, clients are skeptical, and organizations are asked to do more with less. In this environment, leaders face a silent but profound challenge: **disconnection**.

Disconnection rarely looks dramatic. It shows up in subtle ways: a team that nods in agreement but executes without conviction, a client who listens to a pitch but walks away unconvinced, or an organization that launches an initiative that stalls before it gathers momentum. Leaders often walk out of these moments believing they were clear, only to discover their people felt confusion. They believe they were steady, but their tone betrayed anxiety.



The **Resonance Quotient™ (RQ)** is designed to address this gap. RQ offers a science-backed measure of leadership effectiveness rooted in three critical factors: **Clarity, Tone, and Connection**.

It synthesizes decades of research in psychology, neuroscience, and organizational behavior into a practical framework for modern leadership. High-RQ leaders consistently communicate in ways that are clear, authentic, and resonant. Low-RQ leaders, even those with strong technical skills or strategy, generate static, confusion, and mistrust.

## The Science of Emotional Contagion

In the 1990s, social psychologist Elaine Hatfield and her colleagues John Cacioppo and Richard Rapson published groundbreaking work on what they called **emotional contagion**. They demonstrated that emotions spread from person to person through unconscious mimicry. When we see someone smile, frown, or shift their tone, we subtly mirror those cues, and in doing so, we begin to feel what they feel.

**LEADER —→ TEAM —→ ORGANIZATION —→ RESULTS**

**This process happens in milliseconds. A sigh, a raised eyebrow, or a nervous laugh can shift the energy of an entire room before a leader has spoken a full sentence.**

Sigal Barsade later expanded this research into organizational contexts, showing that the **emotional tone of a leader is not just personal — it is collective**. In her “Ripple Effect” study (2002), Barsade demonstrated that the emotions expressed by leaders directly shaped group cooperation, creativity, and performance.

Daniel Goleman, Richard Boyatzis, and Annie McKee described this same phenomenon in *Primal Leadership* (2002). They argued that leaders’ emotional tone is the “primal” act of leadership — the invisible lever that sets climate before any strategic message is ever considered.

This body of research confirms something every leader has felt: you don’t just communicate ideas, you transmit energy.

## Clarity, Tone, and Resonance: Why They Matter



### CLARITY

*Clearly Heard*

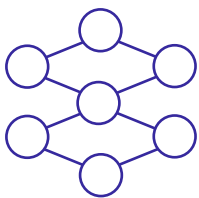
The Heath brothers, in their book *Made to Stick* (2007), demonstrated that clarity is the deciding factor in whether messages are remembered and acted upon. Their research showed that people remember and act on simple, concrete ideas — not jargon-filled complexity. John Kotter, in *Leading Change* (1996), emphasized that successful organizational transformation depends less on strategy and more on whether leaders deliver simple, repeated, consistent messages. In both cases, clarity is not just about word choice. It is about coherence — alignment between what is said, how it is said, and how it is reinforced.



### TONE

*Deeply Felt*

Paul Ekman's decades of research on facial expressions and microexpressions showed that people detect incongruence instantly. If a leader says one thing but their tone or micro-expressions reveal another, followers trust the nonverbal. This is why leaders who “mask” their emotions often fail to build trust — their words say one thing, but their tone betrays another. Goleman, Boyatzis, and McKee reinforced this in *Primal Leadership*, showing that emotional tone always spreads. Calm creates calm. Anxiety creates doubt. Authenticity creates credibility.



### CONNECTION

*Fully Trusted*

Boyatzis and McKee advanced the idea of resonance in *Resonant Leadership* (2005), arguing that effective leaders create cycles of renewal — alignment and trust that sustain engagement over time. Resonance is not merely agreement; it is the felt sense of being safe, seen, and motivated to act. Stephen Porges' *Polyvagal Theory* (2011) grounded this in physiology, showing that our nervous systems are designed for co-regulation. When leaders project safety, others' bodies literally calm and open. Amy Edmondson's research on psychological safety (*The Fearless Organization*, 2018) provided the organizational evidence: teams thrive when leaders create conditions of safety through their tone of response.



Together, these strands of research converge on one truth: **the leaders who create clarity, regulate tone, and build connection are the ones who inspire trust, accelerate execution, and deliver results.**

## Introducing the Resonance Quotient™ (RQ)

The **Resonance Quotient™** is a practical system for measuring and improving how leaders make others feel in high-stakes communication.



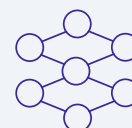
### CLARITY

*Do people understand and remember the message?*



### TONE

*Do they feel trust in the way it was delivered?*



### CONNECT

*Do they walk away aligned, motivated, and safe to act?*

We visualize RQ using a radar chart, with each dimension scored individually. Leaders can quickly see whether they are strong in message clarity but weak in tone regulation, or whether they create energy but fail to sustain resonance. This allows coaching and development to focus on the specific blind spots that undermine effectiveness.

High-RQ leaders are not just better communicators. They are better at creating trust, fostering alignment, and leading through pressure. Low-RQ leaders, by contrast, may be brilliant strategists but fail to move people.



## The Evidence Base

RQ is not theory for its own sake. It is built on a foundation of four decades of peer-reviewed research:

- **CLARITY:** Heath & Heath (*Made to Stick*, 2007), Kotter (*Leading Change*, 1996), Kosslyn (*Clear and to the Point*, 2007).
- **TONE:** Hatfield et al. (*Emotional Contagion*, 1994), Goleman et al. (*Primal Leadership*, 2002), Ekman (*Emotions Revealed*, 2003), Van Kleef (*EASI Model*, 2009).
- **CONNECT:** Barsade ("Ripple Effect," 2002), Boyatzis & McKee (*Resonant Leadership*, 2005), Porges (*Polyvagal Theory*, 2011), Edmondson (*The Fearless Organization*, 2018).

These findings consistently point to one conclusion: **the felt experience of leadership — how people experience clarity, tone, and connection — is the most reliable determinant of effectiveness.**



## Practical Implications for Leaders and Organizations

For leaders, the implications are immediate. Before a high-stakes moment — a board meeting, a client pitch, a team reset — check your signal. Are your words aligned with your tone? Is your tone aligned with your intent? Do you create enough safety and coherence for others to contribute?

For organizations, RQ offers a measurable way to develop leaders. It moves leadership development beyond abstract competencies into observable, coachable behaviors: clarity of message, authenticity of tone, and resonance in delivery. These can be trained, measured, and improved.

RQ also ties directly to business metrics. Leaders with high RQ accelerate trust, which improves engagement, retention, client satisfaction, and execution velocity. In sales, high-RQ leaders shorten sales cycles and increase conversion. In teams, they drive discretionary effort and reduce turnover.

## Guardrails

RQ is powerful, but it must be used with precision. Mehrabian's famous "7-38-55 rule" is often misapplied; it applies only in specific contexts and should be treated as directional, not literal. Cultural differences shape how emotions are expressed and interpreted. And most importantly, resonance is not constant positivity. It is authentic alignment. Leaders must be willing to acknowledge tension and co-regulate through it.

## Conclusion

For decades, leadership research has focused on intelligence (IQ) and emotional intelligence (EQ). Both are important, but they are no longer enough. The next frontier is **RQ: the Resonance Quotient™**.

RQ defines leadership not by what leaders know or even by how self-aware they are, but by how they make others feel in the moments that matter most. Leaders who master clarity, tone, and resonance inspire trust, foster alignment, and deliver results. Leaders who fail to do so — no matter their strategy or credentials — fall short.

**RQ is the new standard of superior leadership.**

### FOR LEADERS:

- ☐ Are your words aligned with your tone?

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- ☐ Is your tone aligned with your intent?

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- ☐ Do you create enough safety and coherence for others to contribute?

### FOR ORGANIZATIONS

RQ offers a measurable way to develop leaders:

- ☐ a measurable way to develop leaders

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- ☐ moves leadership into observable, coachable behaviors

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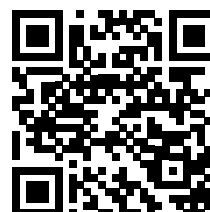
- ☐ clarity of message

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- ☐ authenticity of tone

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- ☐ resonance in delivery



**CURIOUS  
ABOUT YOUR  
RESONANCE  
QUOTIENT?**

Take My RQ  
Assessment Here:

# Scott's Keynotes

## The Courage to Be Real

*The Leadership Advantage No Strategy or Script Can Replace*

## Selling with Resonance

*The Modern Playbook for Trust-Driven, High-Impact Selling*

## Resonance Based Leadership™

*The Playbook for Clear, Calm, and Compelling Leadership in a Distracted World*

## Communicate with Resonance™

*The Leadership Multiplier for High-Stakes Moments, Clarity, and Real Influence*



## About Scott Ramey

For two decades, Scott Ramey lived in the corporate arena—driving sales, analyzing for investors, steering teams through relentless change. He hit targets, crushed goals, and checked every box that mattered on paper.

But something was missing.

Scott helps high-capacity leaders like you master the art of resonance. Because when leaders resonate, teams ignite, trust multiplies, and results transform.

**Ready to transform your  
next event into a moment  
that matters?**

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