

Interview with Jonathan Saint-John, Executive Vice President and Behavioral Science Leader for Kraftwerks Studio.

Exclusive Interview: Unveiling the Secrets of Human Behavior with Jonathan Saint-John, Executive Vice President and Behavioral Science Leader from Kraftwerks Studio.



Company in Focus:



This interview was conducted on August 22, 2024, by Sarah Wilcox a Journalist from Saint-John Media Group both Kraftwerks Studio and Saint-John Media group are members and wholly by Saint-John Global Holding Group, LLC.

Journalist: I am here with Jonathan C, Saint-John he is not only the Executive Vice President and Behavioral Science Leader but also a Founder of Kraftwerks Studio. *Thank you so much for joining us today! Kraftwerks Studio has a fascinating approach to non-verbal communication. Can you start by telling us what inspired the creation of Kraftwerks and how it stands out from other training programs?*

J. Saint-John Thank you! Kraftwerks Studio was born from a passion for understanding human behavior beyond words. Most people don't realize that up to 93% of communication is non-verbal. The truth is often hidden in the subtleties—facial expressions, microexpressions, body language, and tone of voice. Our mission is simple: we teach people how to see the truth by mastering these silent signals. What makes us unique is that our team includes psychologists, behavioral analysts, former intelligence officers, law enforcement experts, and even everyday folks. Together, we help individuals and professionals unlock the power of non-verbal communication to elevate their personal and professional interactions.

Journalist: *That's fascinating! So, it's not just about body language, but also about really honing the skill of human observation?*

J. Saint-John exactly. Seeing the truth isn't about having a supernatural ability—it's about being able to observe and interpret the subtleties of human behavior. Think about it: people often reveal more through their body language or microexpressions than they do through their words. At Kraftwerks, we teach you how to understand these cues. Whether you're in a high-stakes environment like law enforcement, conducting interviews, or simply interacting in everyday life, knowing what people are really saying or feeling beneath the surface is crucial.

Journalist: *Tell me more about the workshops you offer. What can participants expect to gain from them?*

J. Saint-John We offer a variety of workshops tailored to different skill levels and industries. Our public workshops start with **Operation First Light**, which introduces participants to the basics of body language, facial expressions, and microexpressions. Then we have **Decryption & Interpretation**, where we dive deeper into the complexities of non-verbal communication, particularly in cross-cultural contexts. For those seeking mastery, **Journey Master** is our advanced workshop, covering high-stakes applications like deception detection and leadership dynamics.

What sets our workshops apart is that they're immersive and practical. My last book *Beyond Words: The Intelligence Officer's Handbook to Cross-Cultural Body Language*, leads some of our sessions. We've taken inspiration from the intelligence community, so participants feel like they're operatives ready for a mission—because, in life, understanding body language can be the difference between success and failure. Lastly, when we were crafting these sessions, we thought why not make it fun and steer clear of the same old “Workshop” protocols.

Journalist: *That sounds intense! So how does this apply to the everyday person?*

J. Saint-John Even if you're not an intelligence officer or detective, these skills are incredibly valuable. By learning to interpret non-verbal cues, you're boosting your **Emotional Intelligence**—research from Harvard shows that it can increase by up to 10%. Allowing you to better understand your partner, connect with a colleague on a deeper level, or negotiate more effectively in business. Non-verbal communication isn't just about navigating professional landscapes; it's about enriching your personal connections and making lasting first impressions.

Journalist: *What about certification? I understand you offer prep courses for those wanting to go further.*

J. Saint-John Absolutely. We offer **Certification Preparation** for those looking to become certified in body language analysis. We provide specialized training for certifications like the **Registered Body Language Analyst®** and the **Accredited Professional Body Language Diploma**. Our role is to develop your skills and prepare you to pass these certifications, which are issued by institutions such as the **International Anti-Crime Academy** and **CTAA**. We offer one-on-one coaching to help individuals refine their skills and feel confident in their certification journey.

Journalist: *I've heard about your “Power Sprints”—can you tell me more about that?*

J. Saint-John Our **Behavioral Science Power Sprints** are one of the most exciting things we're launching. These are 90-minute intensive workshops designed to tackle specific challenges in an interactive and practical way. Whether you're dealing with workplace dynamics or personal growth, Power Sprints give you quick, actionable insights. Participants can suggest topics during registration, so each session is tailored to the group's needs. It's perfect for those who want to take control of their day and gain deeper insights without committing to a longer workshop.

Journalist: *Kraftwerks Studio seems to cater to such a wide range of fields. How do your services work for different industries?*

J. Saint-John We tailor our training programs to meet the unique needs of each industry. For example, our training for **Intelligence & Law Enforcement** focuses on high-stakes environments, teaching advanced techniques in deception detection and behavioral analysis. We also offer workshops for the **Public & Private Sectors, Security & Transit Personnel, Education, and First Responders**. These sessions equip participants with the tools to better understand human behavior in their specific context. We also provide **One-on-One Coaching, Group Workshops, and Customer Analysis Services** to help professionals develop the skills they need to succeed in their roles.

Journalist: *Before we finish, what is the core message you want people to walk away with after attending one of your workshops?*

J. Saint-John, I want people to walk away knowing that communication is much deeper than words. Understanding body language gives you an edge in every interaction—whether it's personal or professional. It enhances trust, improves relationships, and can even transform your leadership skills. Once you learn to see beyond words, you'll start noticing things you never did before. It's truly life-changing, and at Kraftwerks Studio, we're here to help people master that art.

Journalist: *Thank you so much for sharing your insights. Kraftwerks Studio is doing amazing work, and I'm sure many people will benefit from these skills.*

J. Saint-John Thank you! We're excited to continue helping people see the truth behind the words and connect on a deeper level.

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