

The Rider:

- I intend to be interesting, credible, authentic, convincing, and persuasive. I will provide my audience what he, she, or they need to know and will leave them with a positive impression.

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The Elephant

- The Two Tyrannies
- Stage fright
- Being perfect
- Looking for approval
- I'm not an actor, I'm a person
- Having a "fixed mindset"

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The Path Forward: Aligning Intent with Behavior

- Demonstrate command of the your physical skills
- Employ your EQ
- Employ a "growth mindset"
- Fake it until you become it

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Query

When you think about individuals who make excellent impressions and have presence, what traits, behaviors, and/or characteristics come to mind?

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Impression Activity

- Write down three words that you would like others to use in how you are described **after** having either seen you present or met you.

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Concepts Explored

- Executive Presence
- Your Message
- Commanding the Room

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Executive Presence

- How you look (Appearance)
- How you act (Gravitas)
- How you speak (Communication)

Executive Presence
Sylvia Ann Hewlett

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Appearance

- Polished/ groomed
- Fit/ healthy
- Appropriately stylish
- Energetic and vigorous

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Communication

- Superior speaking skills
- Ability to command a room
- Forcefulness/assertiveness
- Ability to read others
- Sense of humor/ Banter
- Body language/posture

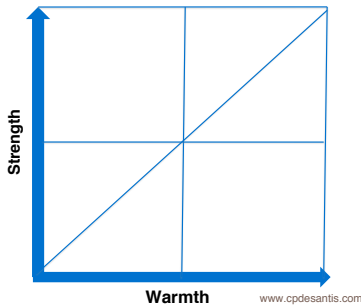
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Gravitas

- Confidence
- Decisiveness
- Integrity
- Emotional intelligence
- Reputation
- Vision

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Compelling People: Balancing Strength and Warmth



Compelling People
Jeff Neffinger

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Gravitas: Your Vision

- A dream or idea of the future as yet unrealized that provides direction and answers the question: Where are am I going?

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Components of a Half Decent Vision

- Resonance: Embraces both the emotional and the rational.
- Differentiation: Overall differentiators and perception of uniqueness.
- How what you do helps
- Begs Further Inquiry
- You display energy, enthusiasm and a sense of joy

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Approaches to Messaging

- The benefits focused speech, "I help...to...by...so they can...."
- The people centric approach, "I represent people who need....."
- The provocative statement, "I work with people to beat the system, legally."
- The You Know How introduction, "you know how when you find yourself in a situation like...."

Considerations in developing a Vision

1. Who are you helping?
2. How do you help or what problem/s do you solve?
3. What is the greater good?
4. How do you work with and through others?
5. How do you prove you are effective and how will they know?
6. What distinguishes you?

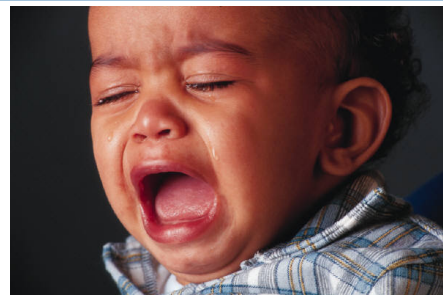
Vision Activity

- Prepare an interesting vision statement
- Concise and to the point
- 30-60 seconds in length
- Be prepared to present followed by debrief by group
- Identify role audience member/s will play

One More Layer

- Please bring to the stage the three words that you would like others to say when describing you and give them to me before presenting.

Our First Volunteers: Those of Us with Stage Fright



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Demonstration Round

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Dealing with Stage Fright

- Practice out loud!
- Know the first 60-90 seconds by heart
- Focus on connecting and purpose
- Be likable, not perfect
- Leverage your nervousness
- Start with speaking to a friendly face
- Accept that love is not universal
- Believe you have something to say that can help

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Demonstration Round

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Our Second Set of Volunteers: Those Concerned with Maintaining Eye Contact



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Our Second Set of Volunteers:
Anyone who Scans, Darts, Avoids, or Reads



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Demonstration Round

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Eye Contact Solutions

- Make eye contact with individuals for three continuous seconds
- Have a series of one-on-one conversations
- Speak to the entire room of individuals
- Talk to people not things
- Align eye contact with single thoughts

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Demonstration Round

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Next Up Voice Volunteers:
Anyone who is Quiet, Shaky, Monotone, or a Non-word User



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Voice Solutions

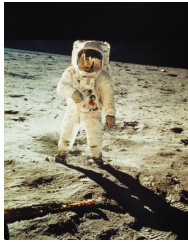
- Project voice to the cheap seats
- Vary the three P's (Projection, Pace and Pitch)
- Use Pauses and Silence
- In groups, mic free up to 75-100 people for 30 minutes

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Demonstration Round

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The Body speaks, Volunteers who:
Lack animation, are frenetic, hide behind podiums, clasp hands,
slump, dance, don't project power



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Demonstration Round

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Stance and Arms Solutions


- Physicality, posture and position set from the get go.
- Arms at sides, gesture naturally
- Balanced stance, feet shoulder length apart
- Speak from a steady state
- Move with purpose
- Own the room or the stage

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Demonstration Round

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The Audiences



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The "one to many" Audience

- Attend to verbal and non-verbal clues/reactions
- Ask what they can know, tell them what they can't
- Accept the 5% rule
- Speak their language
- Avoid the "curse of knowledge"
- Employ your "hidden want"

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The "one to one" audience: Physicality and a Favorable First Impression

- **Firm Handshake:** 2 seconds
- **Open Stance:** Stand with an open posture with your legs apart and feet facing the person and arms ready to gestures
- **Erect posture:** shoulders back
- **Varying Tone:** using you voice pitch, rate and rhythm
- **Eye Contact:** Direct but not intensely so
- **Non-verbals:** appropriate to the speaker's responses
- **Duchenne Smile:** crinkles the corners of your eyes
- **Exchange cards/contact info as appropriate:** pause to read the name

MBTI Scales

- Extraversion-----Introversion
Where do I get my energy?
- Sensing-----Intuition
How do I gather Information?
- Thinking-----Feeling
How do I make decisions?
- Judging-----Perceiving
How do I organize my life?

Last Words:
Network Event Checklist for Introverts

- Act as a host
- Facilitate introductions as an exit strategy
- Remember that you have a vision
- Be interesting by being Interested
- Be joyful
- Share Emily Post's 10 minute rule
- Do preform on attendees and set a time limit
- Bring along a Wing person
- Recharge and reward yourself
- Set up one-on-one meetings
- Approach those on the periphery

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Feedback

- Create Expectation
- Process Checks
- AAR and the ask

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Thanks for Listening and join me on LinkedIn

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