1,315,561

Chris De Santis LCLD Pathfinder Program, November 2017





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 and lasting impression.

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The Elephant

- The Two Tyrannies
- Stage fright
- Being perfect
- Looking for their approval
- I'm a professional, I'm not supposed to be interesting
- Imposter Syndrome
- Stereotype Threat

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Agenda

- · Five Traits
- Similar, but Different
- · Commodification Bias
- Being Different in a Crowded Market
- Finding True Differentiation
- A Growth Mindset
- Playtime
- · Messaging and Audiences
- Networking for Introverts

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Five Traits Activity

- Rearrange yourselves into like minded groups by answering the following:
- What expectations/traits would _____ lawyers be expected to have as viewed by decision makers?

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The Commodification Bias

- The Herd and Flocking
- Organic Collusion
- Benchmarking
- Socio Economics and the Car Club

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Similar, but Different

- The Goldilocks affect
- Optimally distinct

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Being Different in a Crowded Market

- Reversal
- Breakaway
- Hostile

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True Differentiation

- Embrace Lopsidedness
- Create Blue Oceans
- Find White Space

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A Growth Mindset

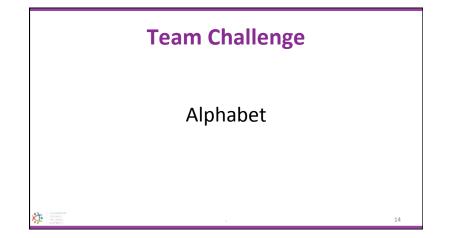
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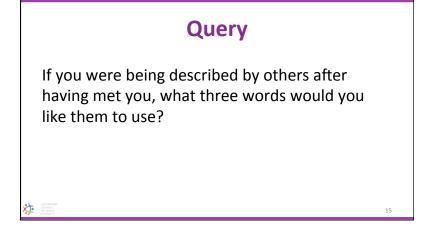
A Growth Mindset

Let the Games Begin

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Warm Up What's Beyond?







Team Challenge

Slide Show

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Your Message

Components of Your Message

- **Resonance**: Embraces both the emotional and the rational
- **Differentiation**: Overall differentiators and perception of uniqueness
- Curiosity: Begs further inquiry
- Joyful: Displays energy, enthusiasm, and hope

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Considerations in Developing a Message

- 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?

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Messaging Activity

- Work as a team
- Craft an amazing pitch/tagline/story
- Be prepared to present, followed by a quick debrief
- Identify role audience member(s) will play
- Take a risk

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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..."



Team Challenge

Emotional Symphony

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On Being Authentic

- The alignment of your inner values with your external behaviors
- Embracing your difference
- Failing up
- Believing in your worth/value/message



The Audiences



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The "One-to-Many" Audience

- Attend to verbal and non-verbal clues/ reactions
- Accept the 5% rule
- Speak their language
- Avoid the "curse of knowledge"
- Employ your "hidden want"



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 gesture
- Erect Posture: Shoulders back
- Varying Tone: Using your 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: Visual trumps Aural



Individual Challenge

Your Message and Your Three Words



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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



Team Challenge

Newspaper



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Next to Last Words: Networking for Extroverts

- Facilitate introductions to others, "What brings you here?"
- Be other focused 20/80 rule
- Refrain from dominating unless as a catalyst
- The greatest gift is in the giving (of the stage)
- Do pre-work on multiple attendees
- Volunteer as a "wing person"
- Don't be the last to leave
- Give your card first, then ask for their card, as appropriate
- · Approach those on the periphery



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Last Words: Networking 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 pre-work 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



Before we close:
What needs clarifying?



Thanks for Listening

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