



## 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"
  - Imposter Syndrome
  - Stereotype Threat
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## The Power of Presence and Effective Messaging

Chris De Santis

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- ## The Path Forward:
- Leverage your EQ
  - Employ a "growth mindset"
  - Know your audience
  - Believe in the value of your message
  - Fake it until you become it
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## Query #1

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 met you or seen you present.



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## Query #2

If you were being described by someone you cared about and who knows you well, what behavioral quirks would they say you sometimes exhibit when dealing with people?



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Rather than change your traits,  
learn to effectively leverage them



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## On Being Authentic

The alignment of your inner values with  
your external behaviors



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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 speak (Communication)
- How you act (Gravitas)



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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

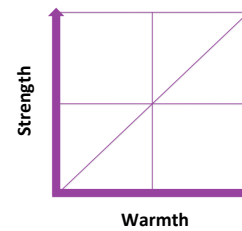
- Confidence
- Decisiveness
- Integrity
- Emotional intelligence
- Reputation
- Vision



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## Compelling People: Balancing Strength and Warmth



Compelling People  
Jeff Neffinger



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## 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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## Components of a Unique Value Proposition

- Resonance: Embraces both the emotional and the rational
- Differentiation: Overall differentiators and perception of uniqueness
- 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..."



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## Messaging Activity

- Work in groups
- Individually or as a straw man, craft a 30-60 second UVP statement
- Be prepared to present, followed by a quick debrief
- Identify role audience member(s) will play



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## One More Layer

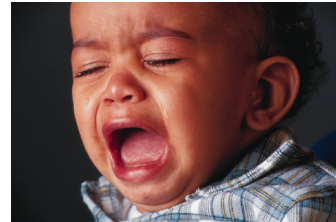
Please bring to the stage the three words that you would like others to say when describing you and give them to me before presenting.



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## Our First Volunteers: Those of Us with Stage Fright



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## Demonstration Round



## 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**



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



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**Demonstration Round**



**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**



**Next Up, Voice Volunteers:  
Anyone Who is Quiet, Shaky, Monotone, or a Non-Word User**



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## Demonstration Round



## 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



**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



## Stance and Arm Solutions

- Physicality, posture, and position set from the get go
- Arms at sides, gesture naturally
- Balanced stance, feet shoulder-width 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 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:** Pause to read the name



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Before we close:  
What needs clarifying?



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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

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**Demonstration Round**  
**Meet and Greet**

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**Thanks for Listening**

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