

The Power of Presence: How to Convey Your Professional Merit

Madison County Business League and Foundation

Young Professionals

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Presence
Leadership Presence
Personal Brand
Executive Presence

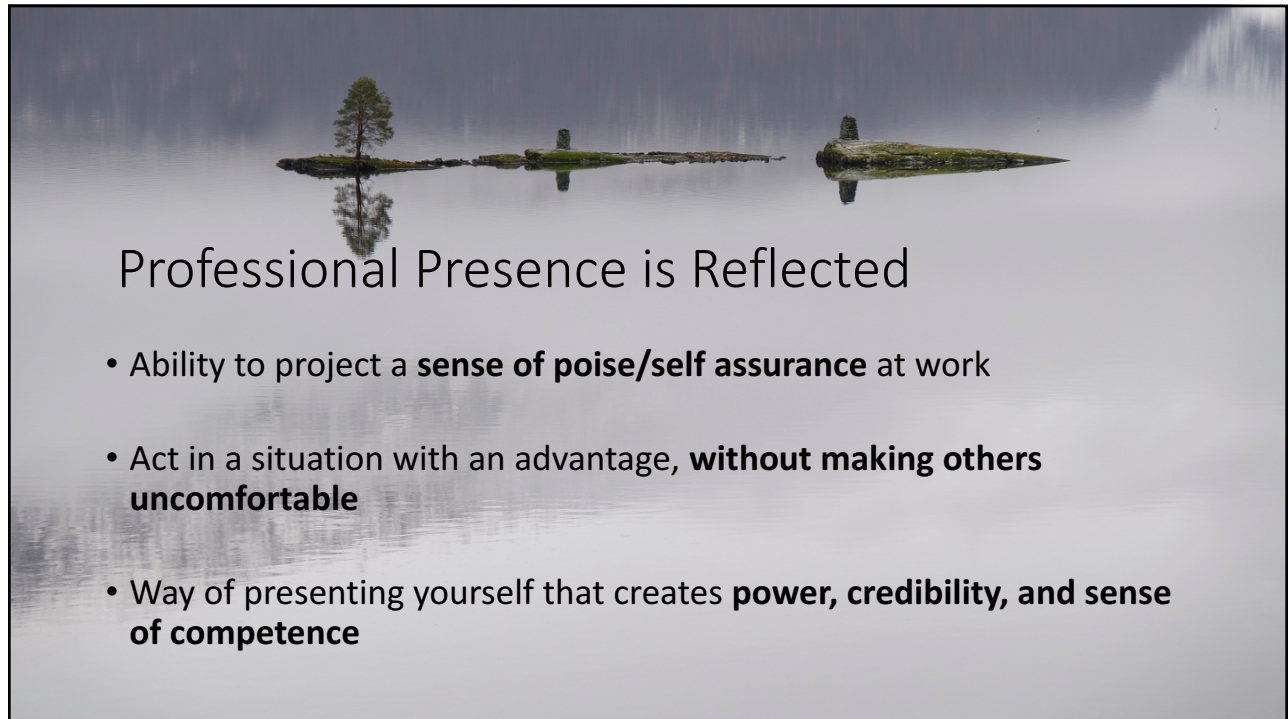
You May Have Presence Problem

- “Be more assertive when encountering any issues on a project.”
- “. . . is not shy or afraid when asking other people to change and provides leadership and support to challenges, but he is occasionally stubborn when he is asked to change something himself.”
- “Communicate openly. Stop thinking that she cannot be of value.”
- “Need to question policies and procedures more frequently and provide open dialogue and show leadership to his team.”

“. . . It's an amalgam of qualities that telegraphs that you are in charge, or deserve to be.”

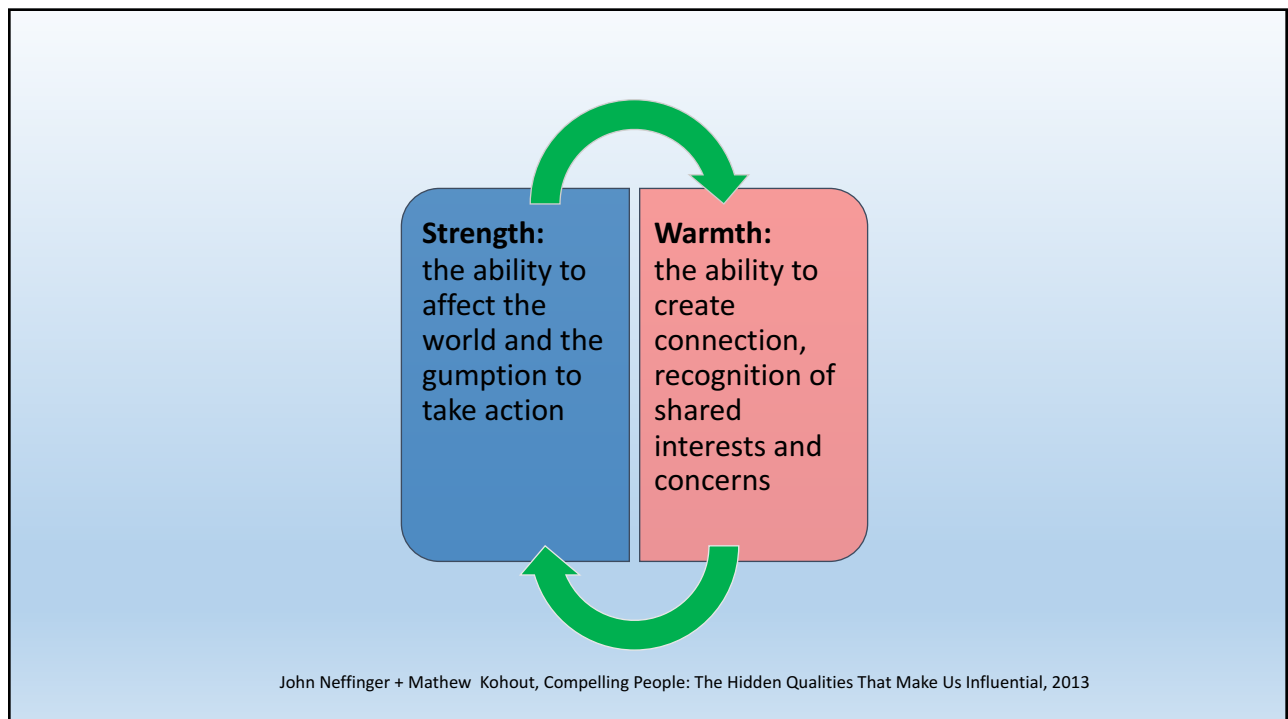
~ Sylvia Anne Hewlett,

Executive Presence:
The Missing Link Between Merit and Success

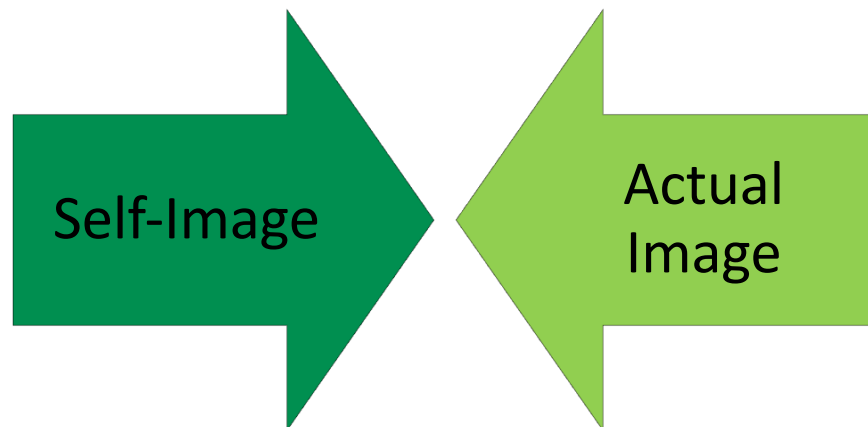


Professional Presence is Reflected

- Ability to project a **sense of poise/self assurance** at work
- Act in a situation with an advantage, **without making others uncomfortable**
- Way of presenting yourself that creates **power, credibility, and sense of competence**



Presence Starts with Perception



Other's Perception of Your Presence

- Partially Factual
- Partially Emotional



First Impressions

- 250 milliseconds



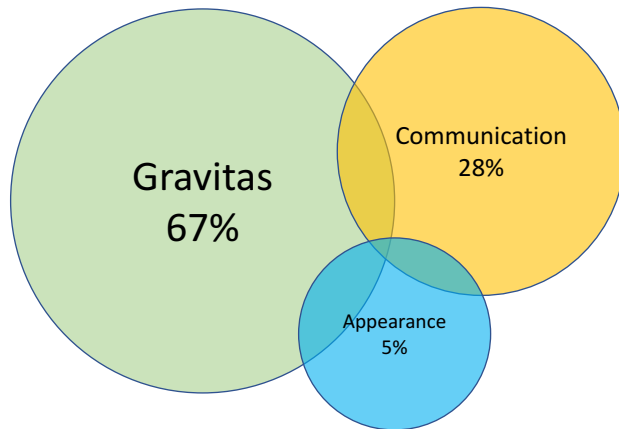
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Cracking the Code

How well do you know yourself?
How do you make others feel?

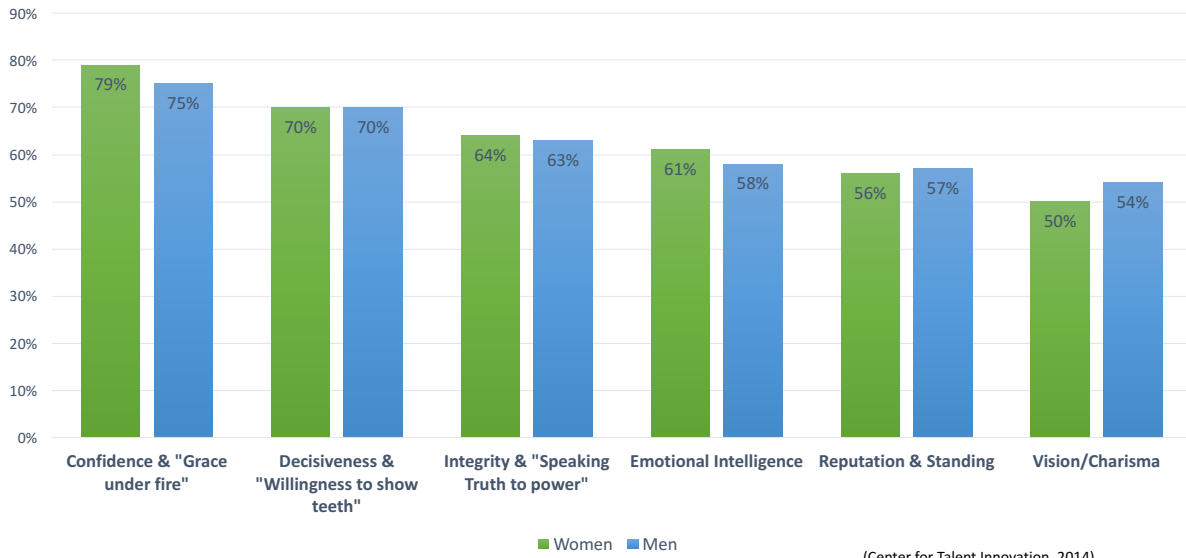


(Center for Talent Innovation, 2014)

*“Substance must be the
bedrock in order for someone
to be taken seriously.”*

~ Linda Huber, CFO
Moody's Financial

Gravitas: 6 Most Important Elements



Confidence

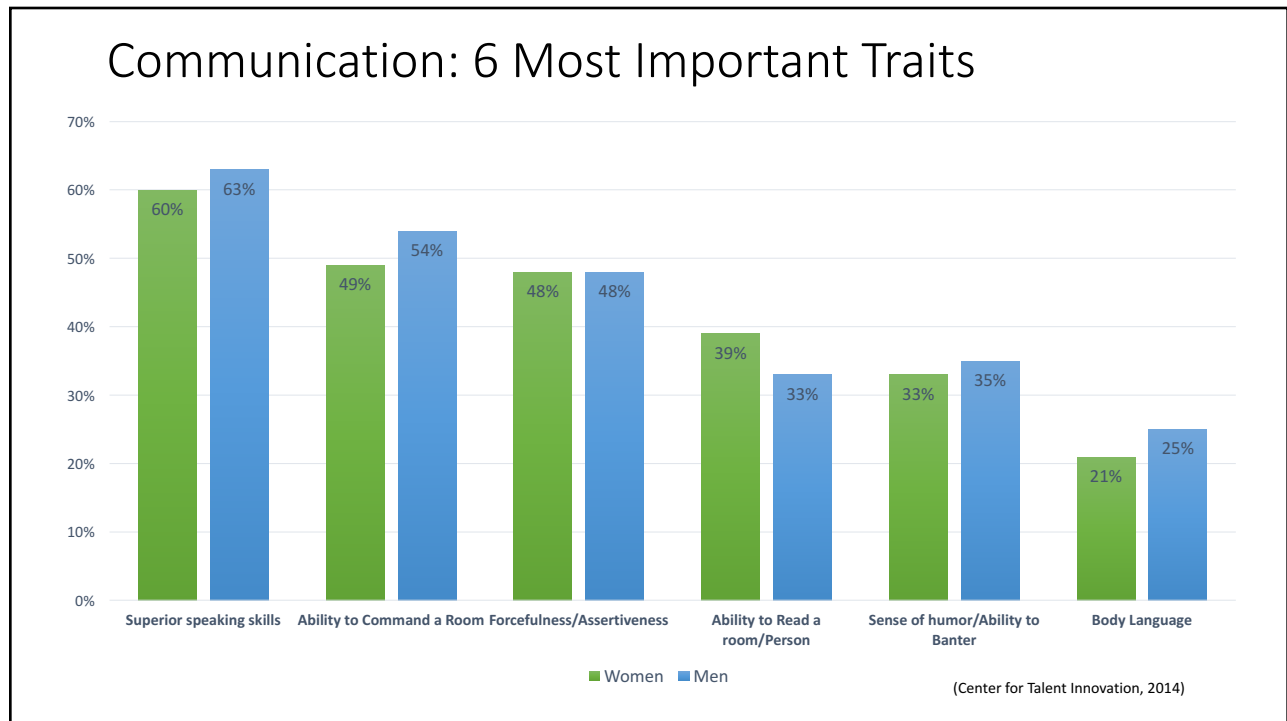
- Confidence = grace under fire
- When there is an issue, acknowledge it and your short comings, and move beyond them

Decisiveness

- Be discriminating
- Listen, gather information, weigh the options, look for a timely opportunity, and then be decisive

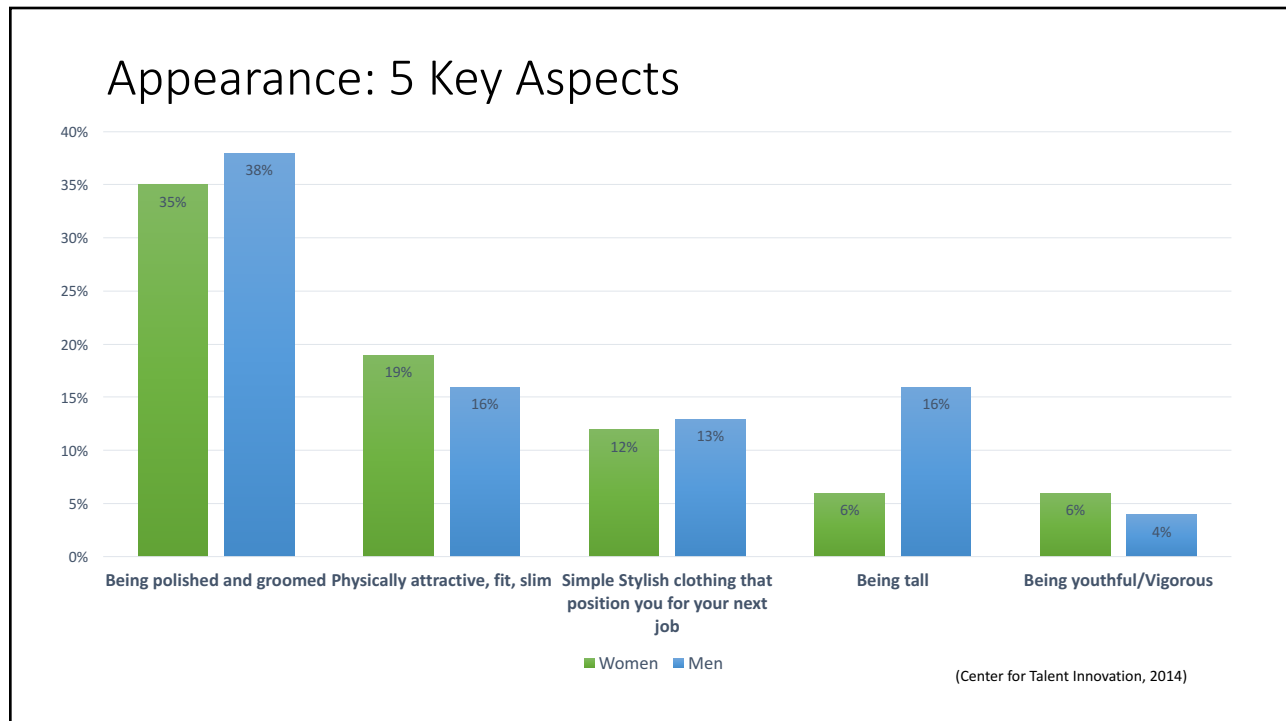
The Art of Communication

- What you say
- How you say it
- To whom you say it
- When you say it



Effective Communication Is About Engagement

- How powerfully do you connect with your audience?
- How quickly can you engage them?
- And how long can you keep their attention?



Appearance: A Medium for Your Message

- Minimize distractions from your performance and skills and underscore your vitality
- The rigorous the dress code the more important it is to personalize it

Unicorns Exist!

Open minded that brings positive outlook to situations.

Looks at solutions rather than focusing only in the negative aspects.

Relationship builder.

Fair and consistent in her approach. Not afraid of telling the truth and providing feedback.

Acts with integrity and demands the same from others.

Great communicator and displays great leadership skills.

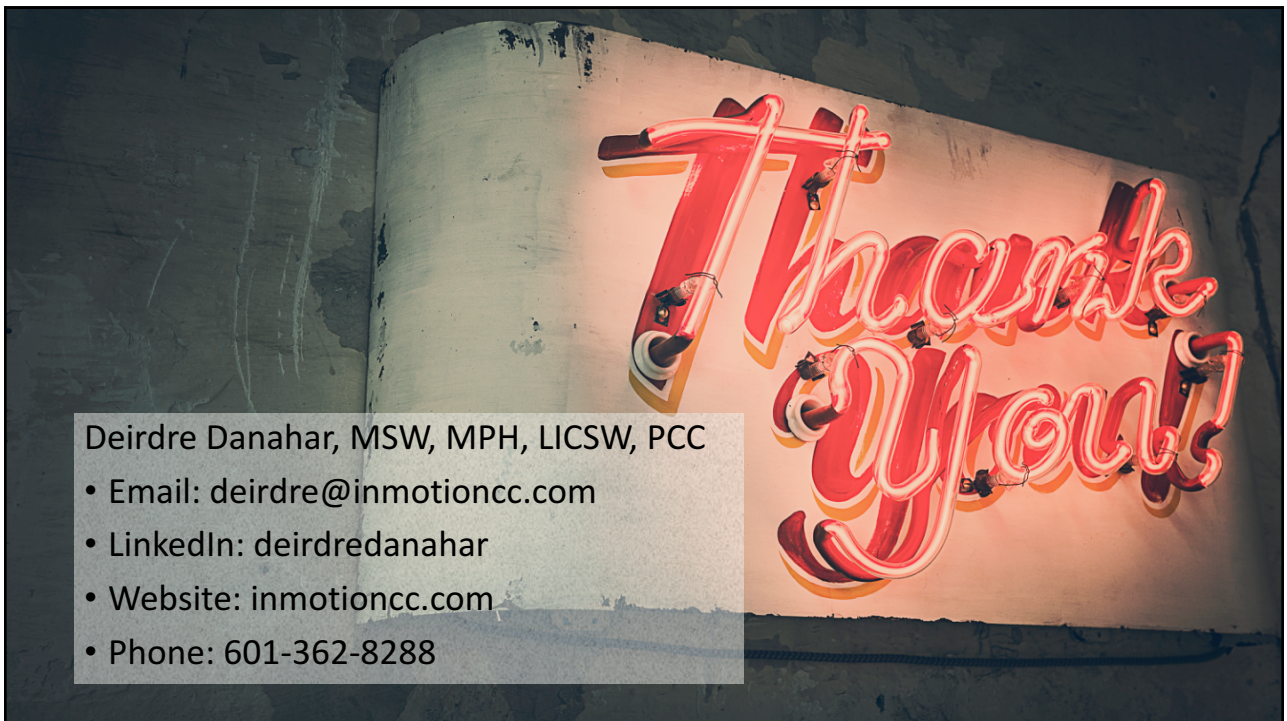
Team builder. Develops consensus and acts decisively.

Professional. Confident and Confidant.

A great pleasure to work with and a great asset of the team.

5 Tips To Build Your Presence

- Accept that you need to cultivate your presence
- Embrace your inner geek
- Get constructive unvarnished feedback
- Narrow the gaps between perspectives
- Give yourself space to grow



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