



The Power of YOU

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Overview

- What is Professional Presence?
- Believing
- Projecting
- Caring
- Staying Authentic

What is Professional Presence?

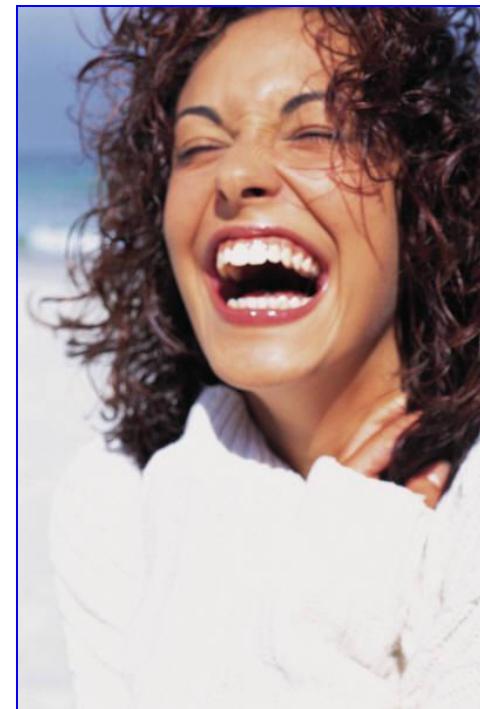
The ability to gain effective responses from others by using aware actions and considerate civility in order to get useful things done.

— D.A. Benton,
Executive Charisma



First, you must believe

- Believe in yourself as a person
 - *Expect* acceptance rather than seek approval
 - Practice positive self-talk
 - Compliment yourself each morning
 - Embrace brutal optimism
 - Always act “as if”



(believe)

- Believe in yourself as a brand
 - What image do you have of yourself? (list 4 adjectives)
 - What image do others have of you in the workplace?
 - What image do you want others to have of you?
 - How will you bridge the gap?



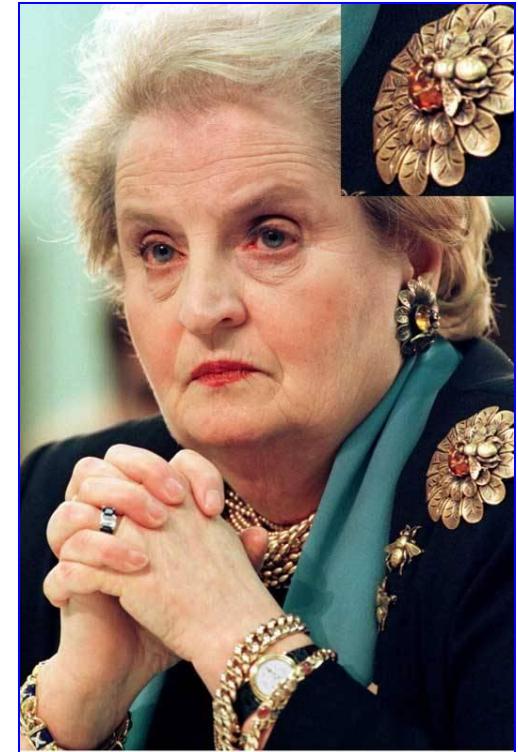
Then project what you believe

- Be remembered
 - Stand tall, look the world straight in the eye and you will be viewed as attractive
 - Initiate first
 - Start conversations with strangers
 - Call someone you just met recently about something you discussed
 - Smile! Enjoy yourself!



(project)

- Adopt a signature style
- Create witnesses
 - Target people to meet and greet at events
 - Send a handwritten note to someone you would like to get to know better
 - Make your network wider
 - Showcase your work
- Produce feelings of significance, community and buzz



Always concentrate on others

- Don't judge—meet them where they are
- Compliment them—notice them—listen to them
 - Talk with store clerks as human beings
 - Say the genuine recognition that you feel
 - Touch more often
 - Take an enemy to lunch
- Ask for a favor at least once a day

If you want to make a friend, let someone do you a favor.

Ben Franklin

Stay authentic

- Build lasting relationships
- Apologize when you're wrong
- Forgive others
- Ask for and offer help
- Show comfort with your strengths and weaknesses



The reason angels can fly is because they take themselves lightly.

G.K. Chesterton

Remember...

Professional presence is
the best of the real you.

Once you step outside your door...

YOU'RE ON!