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 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!
• 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 \textit{the best of the real you}.

Once you step outside your door...

YOU’RE ON!