



## *The Power of YOU*

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# Overview

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

# What is Professional Presence?

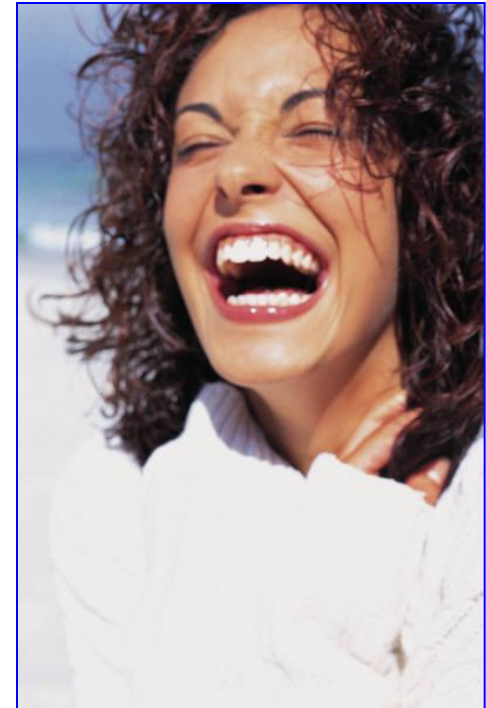
*The ability to gain effective responses from others by using **aware actions** and **considerate civility** in order to get useful things done.*

– 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”



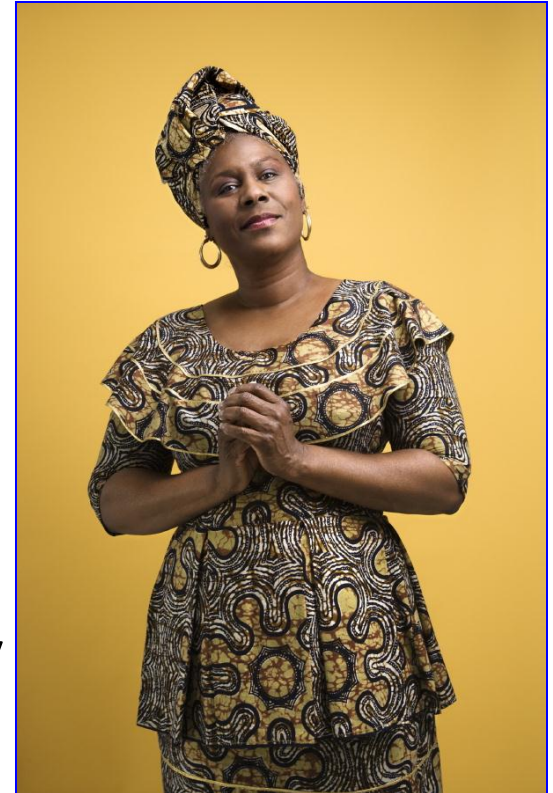
# (believe)

- 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 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!**