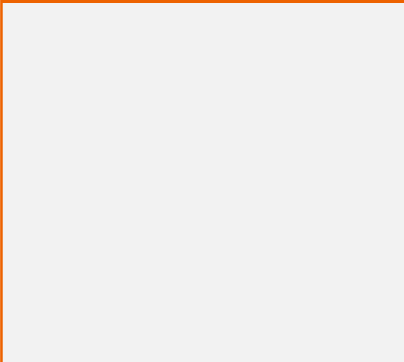
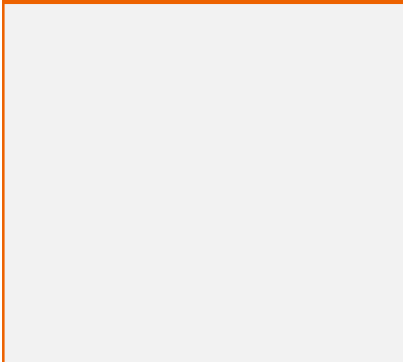


How do you show up? Executive Presence: 7 Observable Behaviors that Shape Perception

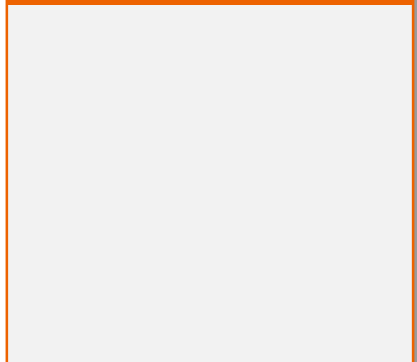
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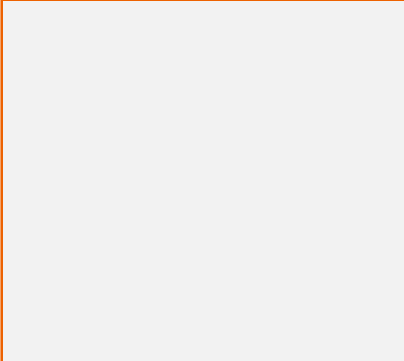
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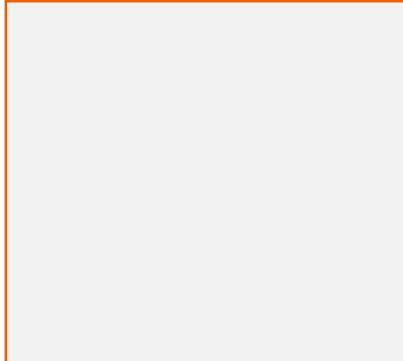
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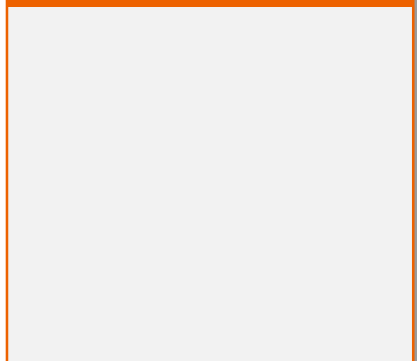
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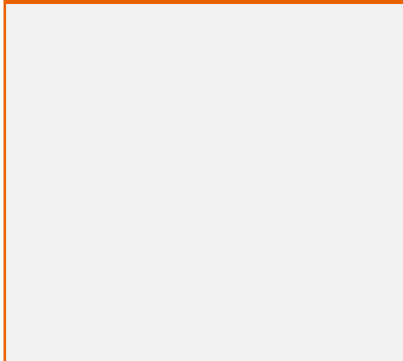
Volce



Language



Facial Expresslons



4 Communication Style Characters

Take notes on what physical changes you'll make to get yourself in the mindset to quickly shift your communication style.

Posture ★ Gestures ★ Movement ★ Voice ★ Facial Expressions ★ Dress ★ Language

Evangelis
t
Create

Therapist
Connect

Army Sergeant
Control

Scientist
Compute

Know your Audience and Objective

What kind of meeting is it?	★ Decision making ★ Input Session	★ Working Session ★ Info Sharing
What is the room setup? How many people?		

Audience Analysis: What do we absolutely need to know about the people we will be talking to?

What are the demographics of this audience? (Age, gender, level, etc.)	
Who is the decision maker?	
Why do they care about this issue? What is personally at stake for them? What are their key concerns?	
What do they already <u>know</u> about this topic?	
Do they already agree with what you will say?	
What do they already think about you?	

Communication Objective: What do you want your audience to understand at the end of the meeting?

THINK to shift mindset.	
FEEL to create motivation.	
DO to drive action.	
I will know I have met this objective because they will say...	

Questions or Objections: Practice asking and responding to these questions and answers out loud.

My Questions: What do I need them to answer for me to meet my objective?	Their Questions: What are areas that they might challenge and question?

Creating Stories

What type of story will be most compelling for your audience?

- | | | |
|-----------------|--------|-------------------------------|
| ★ Inspirational | —————→ | Wow! This company is great! |
| ★ Aspirational | —————→ | I want to be a better person. |
| ★ Informational | —————→ | I understand more clearly. |

Story Pre-work

What do you want them to FEEL after you tell your story?	
What is the best kind of topic? Personal :: Customer :: Competitor :: Results	

Story Framework

Situation <i>In the beginning... First there was...</i>	
Complication <i>And then they saw...and then we felt...</i>	
Resolution <i>And in the end...it turned out that...</i>	
Point <i>The reason I share this....the point is...</i>	

Practical Matters

Where does story best fit in the presentation?	
How long should it be?	
Where can I practice?	

Questions and Answers: 5 *simple* steps to manage questions

List 5 questions you will likely get in this meeting or presentation.

1.

2.

3.

4.

5.

List 5 questions you can use to respond and probe the intention.

1.

2.

3.

4.

5.

Now practice delivering these responses in a maximum of 3 to 4 seconds!

List a reasonable response to the corresponding questions.

1.

2.

3.

4.

5.

Questions and Answers: Probing questions

Which part specifically did you want to hear more about?

Why? Why?

Tell me more?

Are you looking to hear more about _____ or _____?

In order to save you time with my response, are you looking for more about _____?

Just so I understand correctly, you asked _____?

Can you ask that again please?

You asked _____ right?

I don't have that. But to make sure I get exactly what you need, you want to see _____?

May I ask how you will be using that information so I can provide you just the right amount?

What other probing questions could you ask?

1.

2.

3.

4.

5.

6.