

Even if your content is stellar, your body language may be telling us something completely different.

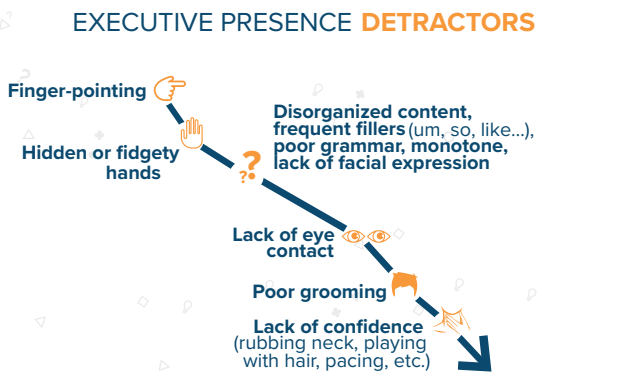
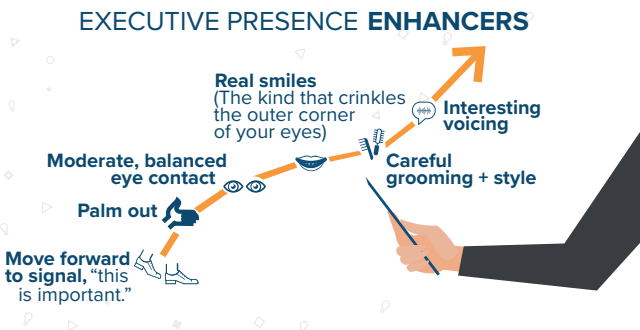
Maintain Eye Contact
Looking a conversation partner in the eye has been shown to increase your perceived smartness considerably, as found in a 2007 Loyola Marymount University study.

Your Attire
The way you dress should be congruent with the message you want to send to others.
Do you want to communicate that you're practical? Competent? Smart? Artistic? Detail-oriented?
What clothing or accessories would support or detract from that message? Choose your attire accordingly.

Cultivating Your Curbside Appeal
"When we look at great leaders, truly wonderful individuals whose humility, dynamic presence, and demeanor sways us, we are looking at people whose curbside appeal does exactly as advertised."
Joe Navarro, former FBI profiler

Clothing Impacts Performance
Our clothes not only influence others, but also impact our performance and the way we feel about ourselves.
2012 NWU study: Wearing professional attire increases test scores.

The Comfort/Discomfort Framework
A positive, professional presence hinges on being confident about ourselves and seeking to make others comfortable in the relationship. No trust can exist where there's a high degree of discomfort.



“BE INTENTIONAL.

PLAN HOW YOU WANT PEOPLE TO EXPERIENCE YOU. IT'S THE DIFFERENCE BETWEEN BEING THERE AND BEING REMEMBERED.”

Ellen Dunnigan, CEO of Accent On Business

DISCOVER WHAT WILL WORK FOR YOU

WANT TO KNOW WHAT YOU CAN DO TO IMPROVE YOUR EXECUTIVE PRESENCE AND REACH YOUR GOALS?

▶ Schedule a complimentary assessment with the executive presence coach:



Accent On Business

(317) 218-5111

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Sources:

Ellen Dunnigan, MA, CCC-SLP
<http://www.businessinsider.com/science-of-first-impressions-2015-2?op=1>
<http://www.businessinsider.com/how-to-look-smart-2015-2?op=1>
 Louder Than Words, by Joe Navarro
 Your Body at Work, by David Givens

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TURN UP YOUR INFLUENCE



WHY SOME GET AHEAD (AND SOME DON'T)

Ever wonder why some people get promoted over others despite the same level of work, preparation, or intelligence?



THE REASON OFTEN LIES IN SOMETHING WE CALL

“EXECUTIVE PRESENCE”

EXECUTIVE PRESENCE IS:



STYLE



SUBSTANCE



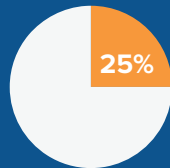
CHARACTER

It is showing up as confident and competent, polished in your speaking and your body language, commanding the room, respecting your audience, and having significant expertise.



It's what helps you **STAND OUT** in a crowded field of other top performers.

And it accounts for **MORE THAN 25%** of what it takes to be promoted into leadership positions or get that next prime assignment.



CENTER FOR TALENT INNOVATION

3 CORE ELEMENTS OF EXECUTIVE PRESENCE



STYLE

Fifteen feet: that's the distance at which people begin assessing you. Your nonverbals make a big impact, even before you open your mouth. Style includes how you look, how you carry yourself, how you sit at the table, your gestures, movement, and how you sound.

SUBSTANCE

Substance is the *depth* of your knowledge. Your ability to communicate that knowledge in a way that is concise, concrete, and easily understood.



CHARACTER

Character is your value system on display. When you meet with someone, you get a sense of their values and what's important to them. Does he or she listen well, show up on time, speak respectfully, ask good questions — what values do those behaviors portray?



A lack of attention to any of these components erodes your professionalism and your audience's trust in you.

CONFIDENCE & COMPETENCE



Others assess us instantly - not over minutes, but **IN MILLISECONDS.**

"PEOPLE MAKE A JUDGEMENT ABOUT HOW COMPETENT SOMEONE IS WITHIN 100 MILLISECONDS OF MEETING THEM."

DEBORAH GRUENFELD, STANFORD UNIVERSITY



We assess a person's gravitas, competence, and presence based on what he or she is saying, indeed, and more so on

how he or she is saying it.

SCIENCE TELLS US THAT OUR



BODY LANGUAGE



EYE CONTACT



TONE OF VOICE



GESTURES



MOVEMENT



AND FACIAL EXPRESSIONS

ARE THE "REAL" STORY

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